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Broadcasting & Cable

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**BROADCASTING & CABLE'S
Annual Survey of the
Syndication Marketplace**

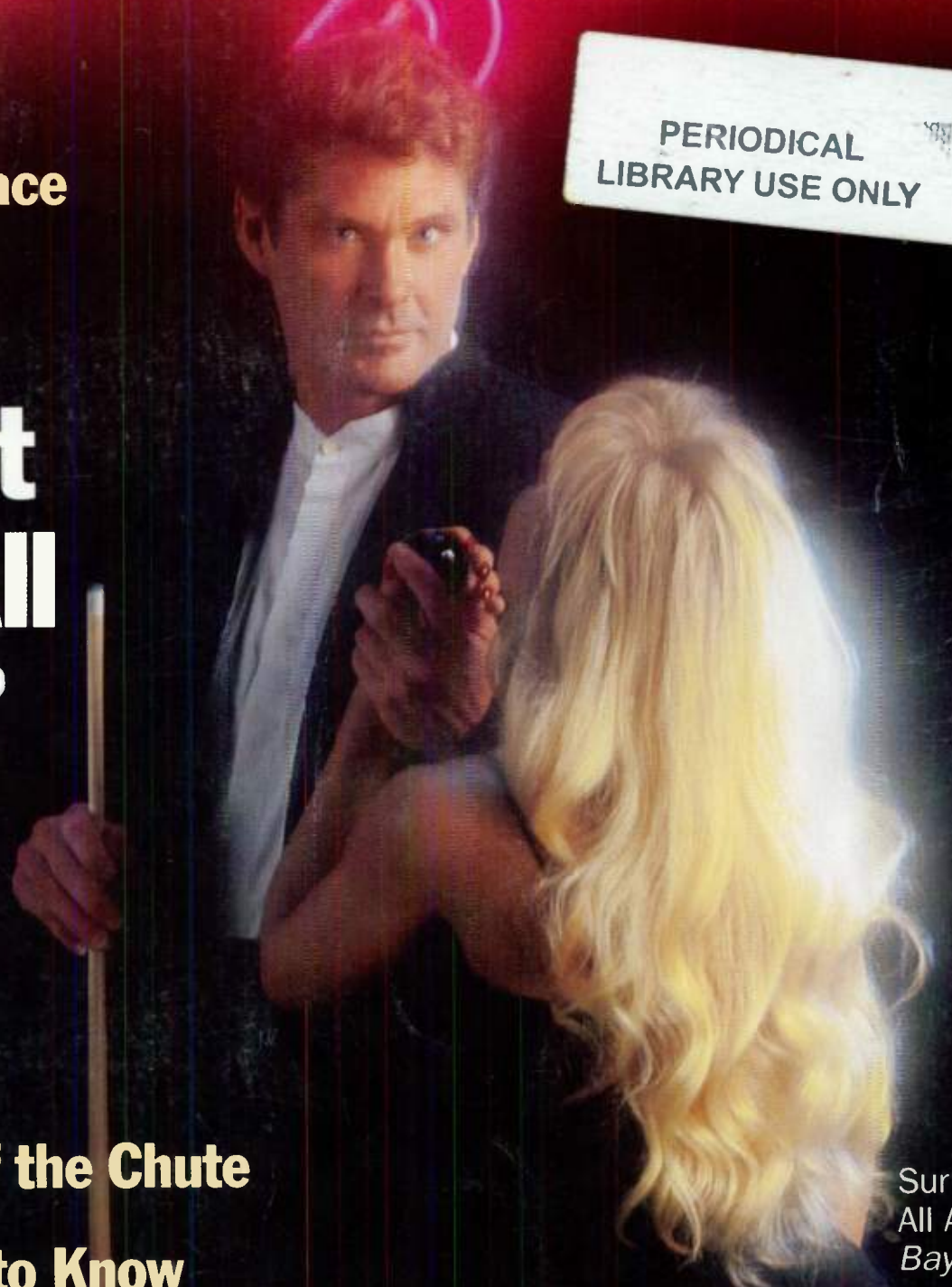
Who'll Be The Fairest Of Them All At NATPE?

**Priority for 1995:
Chairman Hundt's
Plan to Establish
TV's New Order**

Warner Breaks Out of the Chute

**Everything You Need to Know
About NATPE** PAGES 59-94

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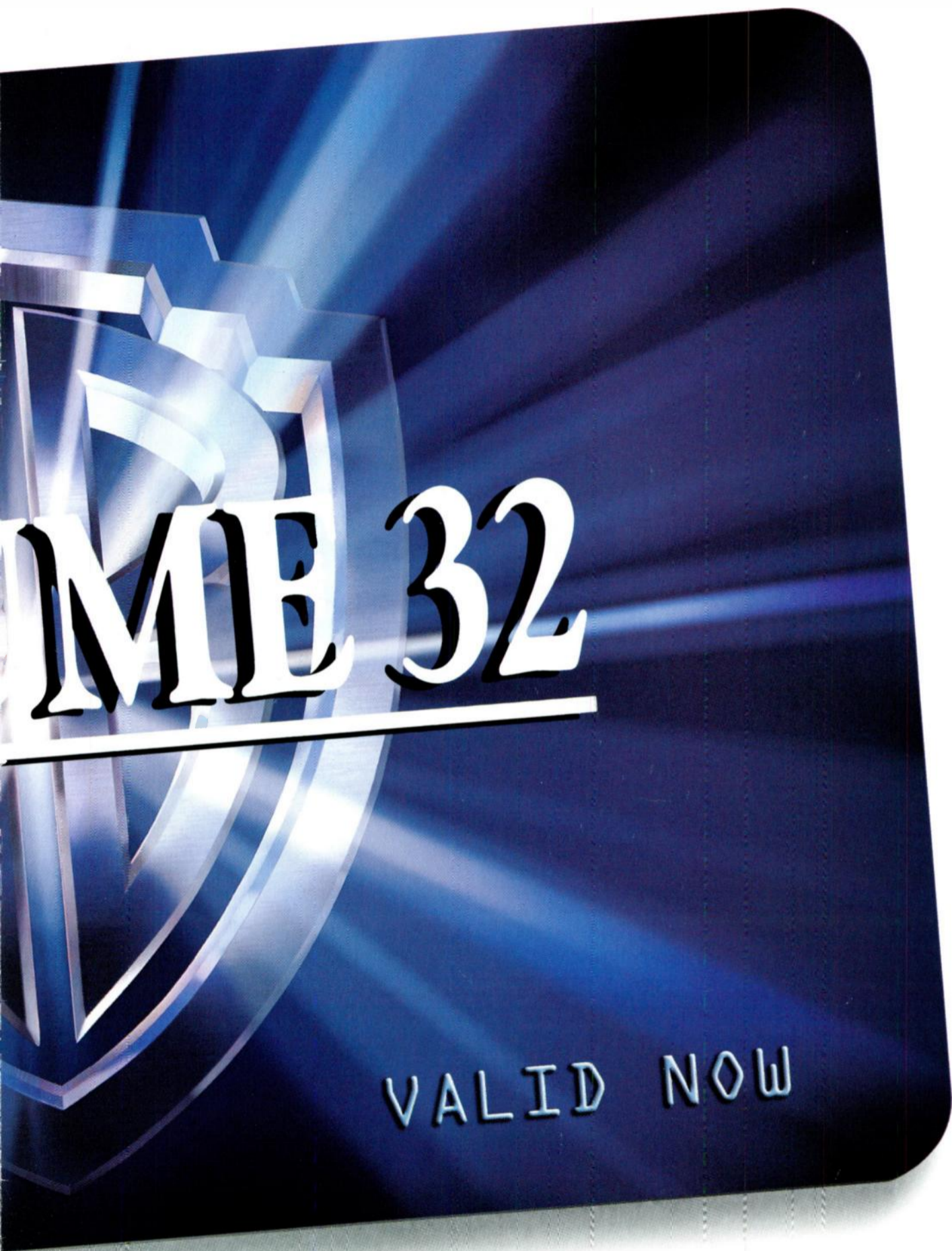
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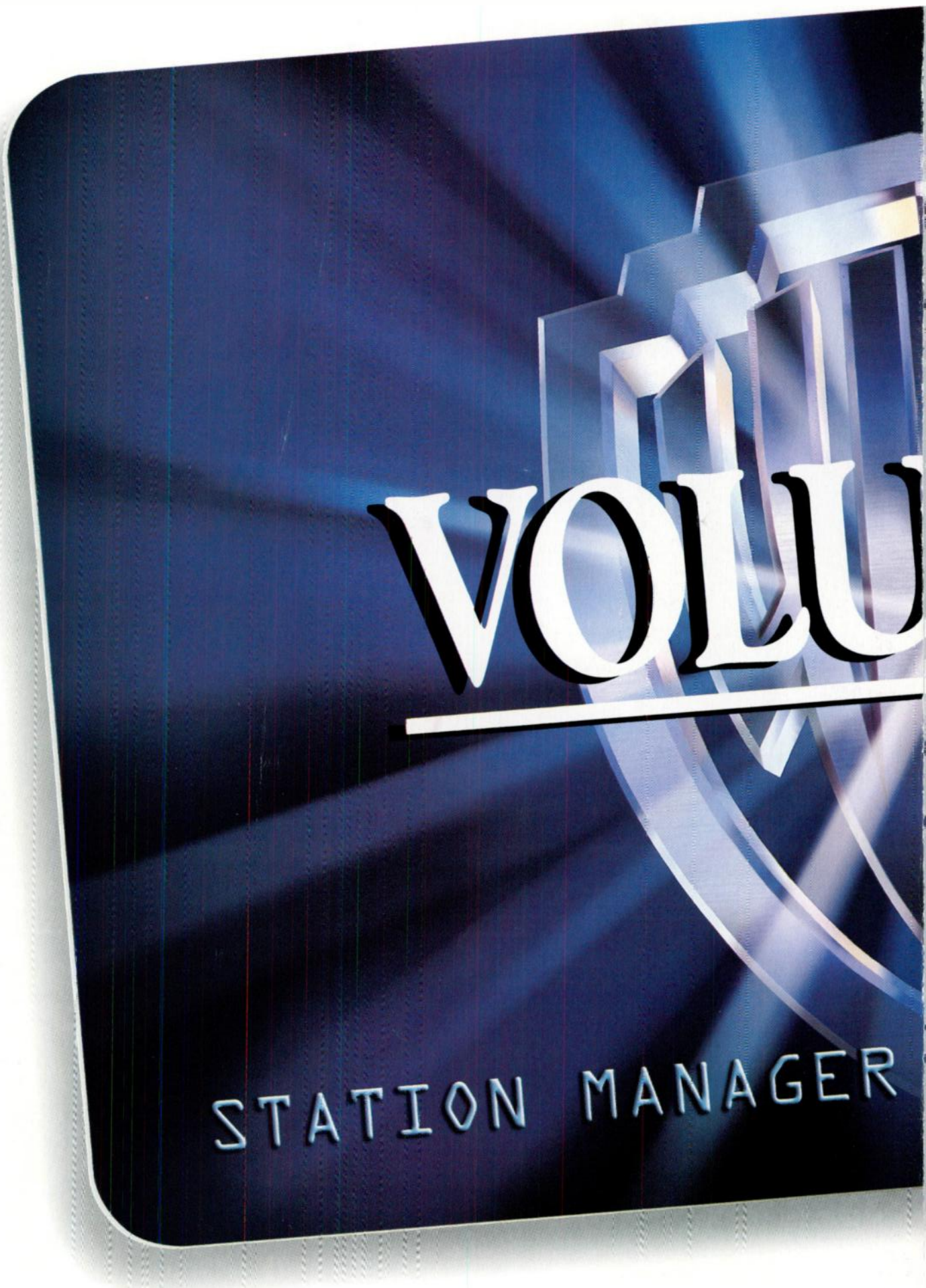
**Telemedia
Week**
Page 100

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Hundt flexible on flexibility

FCC chairman will entertain requests by broadcasters to use new spectrum for other services; targets digital decision in '95

By Harry A. Jessell

FCC Chairman Reed Hundt says he is open to allowing TV stations to use their planned HDTV channels for broadcasting multiple channels of NTSC-like programing, transmitting data and other non-broadcast services.

A coalition of broadcasters made its recommendation on what channel the FCC should assign each TV station for broadcasting HDTV and other digital services. For a complete list of the proposed assignment, see page 4.

Such flexibility is what many broadcasters have been looking for ever since the FCC tentatively decided to grant each station a second channel for HDTV three years ago.

Hundt is promising nothing but an open mind as the FCC tackles the many questions swirling about broadcasting's role in HDTV and digital TV

in a series of rule-makings to be launched this year.

"The fact that these questions are ineluctable and that we have an imperative to provide the answers are the two reasons this is the most important year in broadcasting in my lifetime," he said in an interview with BROADCASTING & CABLE, a follow-up to his speech at CES two weeks ago.

Hundt's interest in giving broadcasters flexibility in the use of their HDTV channels stems from the flexibility that has been built in to the HDTV transmission system under development by the so-called Grand Alliance, a consortium of top broadcast equipment and TV set manufacturers.



Hundt: The HDTV system is "supple and flexible and capable of numerous uses."

"The technology that is going to be presented to us is a technology that is supple and flexible and capable of numerous uses," he says.

Although intended primarily to deliver HDTV, the Grand Alliance transmission system, which can generate a 19-megabit-per-second data stream, can be used to broadcast data in tandem with HDTV, four or five channels of TV with the quality of conventional TV or data alone.

Hundt is not foreclosing

Continues on page 10



In a special one-hour debut 'Muscle' got a 1.8 / 3 rating share.

WB Network makes weak national debut

Advertisers, promised 3 rating, get make-goods instead

By Steve Coe

It looks as if it will take some time before the Warner Bros. frog turns into a prince: Opening-night numbers for the new WB Network barely made a ripple on the national pond.

WB averaged a 1.9 rating and 3 share in Nielsen national numbers for its 8-10 p.m. debut last Wednesday. *The Wayans Bros.*, airing in the 8-8:30 time slot, averaged a 2.0/3. *Unhappily Ever After* pulled in a 1.8/3 from 8:30-9, and a special one-hour debut of *Muscle* garnered a 1.8/3 from 9-10.

Because of these numbers, WB starts out having to give make-goods to advertisers, who were promised a 3 rating for the debut. That was planned for, says Jamie Kellner, head of WB: The network withheld 25% of its advertising inventory in order to make up for the anticipated shortfall.

The 3-rating guarantee was not an accurate guideline "because household numbers don't mean anything, because that's not how you sell a network," Kellner says. "We were roughly 23%-25% off our guarantee in the first week. Now we begin the process of growing the ratings." The network is ready to hand out make-goods for the remainder of the broadcast sea-



Continues on page 10

Senate GOP calls for deregulation

Planned measure also would trim FCC, speed cable and telephone competition

By Kim McAvoyn

Senate Republicans want to deregulate broadcasting, limit cable rate regulation to the basic tier, and downsize the FCC.

Those are just some of the goals contained in telecommunications-reform legislation now being drafted by Senate Commerce Committee staff under the direction of Chairman Larry Pressler (R-S.D.).

A summary of the proposed legislation was circulated last week among committee Republicans, who are expected to sign off on most, if not all, of it. (See page 10 for details on the proposal.) Industry lobbyists also appeared to have copies of the summary, although Pressler announced last week that he had "barred" his staff from talking to telecommunications lobbyists until the "legislation's drafting is completed."

The major thrust of the proposal is to allow local telephone and cable companies to compete with each other.

But it also would order the FCC to review and justify all of its

Continues on page 10

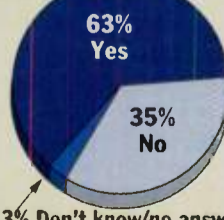
TV survey: If only one, it's UPN

Nearly two-thirds (63%) of TV station GMs think one additional broadcast network can thrive in today's robust marketplace, but only 22% think there's room for two, according to the annual NATPE survey by BROADCASTING & CABLE.

And of those who believe only one can survive, two-thirds (64%) think UPN is more likely to be that one. Only 21% give the nod to the rival WB Network.

Full results of the survey focusing primarily on program syndication begin on page 28.

Do you believe there is room for a fifth network?



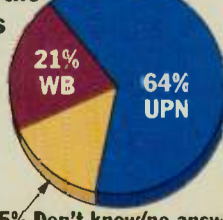
3% Don't know/no answer

Do you believe there is room for a sixth network?



3% Don't know/no answer

If you believe there is room for only five networks, which of the new ones is more likely to survive?



15% Don't know/no answer

A MODEL FOR THE FUTURE OF TELEVISION

To every thing there is a season, and to every station a digital channel

MSTV comes up with allocation plan for HDTV, submits proposal to FCC; here is the complete list of 1691

By Chris McConnell

Broadcasters last week rolled out their plans for securing a new channel for HDTV and other digital services at each of the country's television stations.

In a landmark filing Friday, the Broadcasters Caucus and the Association for Maximum Service Television (MSTV) submitted their proposal for matching each NTSC broadcaster with a new channel for advanced television (ATV). The allotment/assignment plan, which covers 1,691 stations and license holders, is the first effort at matching each station with an ATV channel using a process that seeks to replicate existing service and maximize ATV coverage.

"This is a significant step in the whole evolution of the digital high-definition broadcasting regime," MSTV Chairman Edward Reilly said. The filing, signed by some 90 broadcast groups, asks the commission to establish a further notice of proposed

rulemaking incorporating their proposal. Signatories include the National Association of Broadcasters and the four networks.

"This is a joint industry effort," MSTV President Margita White said of the submission.

The allotment/assignment table was prepared to meet three goals: provide an ATV channel for each current NTSC channel; provide an ATV service area "that is at least comparable" to the service area of the NTSC station with which it is paired, and minimize interference to existing NTSC service.

In addition to the channel pairing, the broadcaster filing also reports on the percentages of viewers in each market affected by the assignment/allotment plan, numbers Reilly and Covington & Burling attorney Jonathan Blake stressed as key. ATV channel numbers, Blake said, might be handled differently by a receiver than today's channels. The filing also

reports on the percentage of viewers in each market that will be covered by the new channels, numbers that fell mostly in the 90%-100% range.

Submitting its proposal, the broadcasters described their table as a first attempt at assigning the channels. "We offer this proposal as a prologue to what promises to be an important debate," the groups said in their filing, adding that five years was required to create the current NTSC table.

FCC officials said they plan to gauge industry support in reviewing the proposal. "Do all 1,600 stations agree this is a great plan?" asked FCC Mass Media Bureau assistant engineering chief Bill Hassinger. Richard Smith of the commission's Office of Engineering and Technology agreed, adding that the commission also will examine whether an assignment plan should make use of VHF channels.

The table submitted by the broadcasters includes about 70 VHF assignments.

Table listing station call letters and their corresponding channel numbers, including stations like KTVG, KCCO, KSTW, etc.

Table listing station call letters and their corresponding channel numbers, including stations like KMGX, WEEB, WJMT, etc.

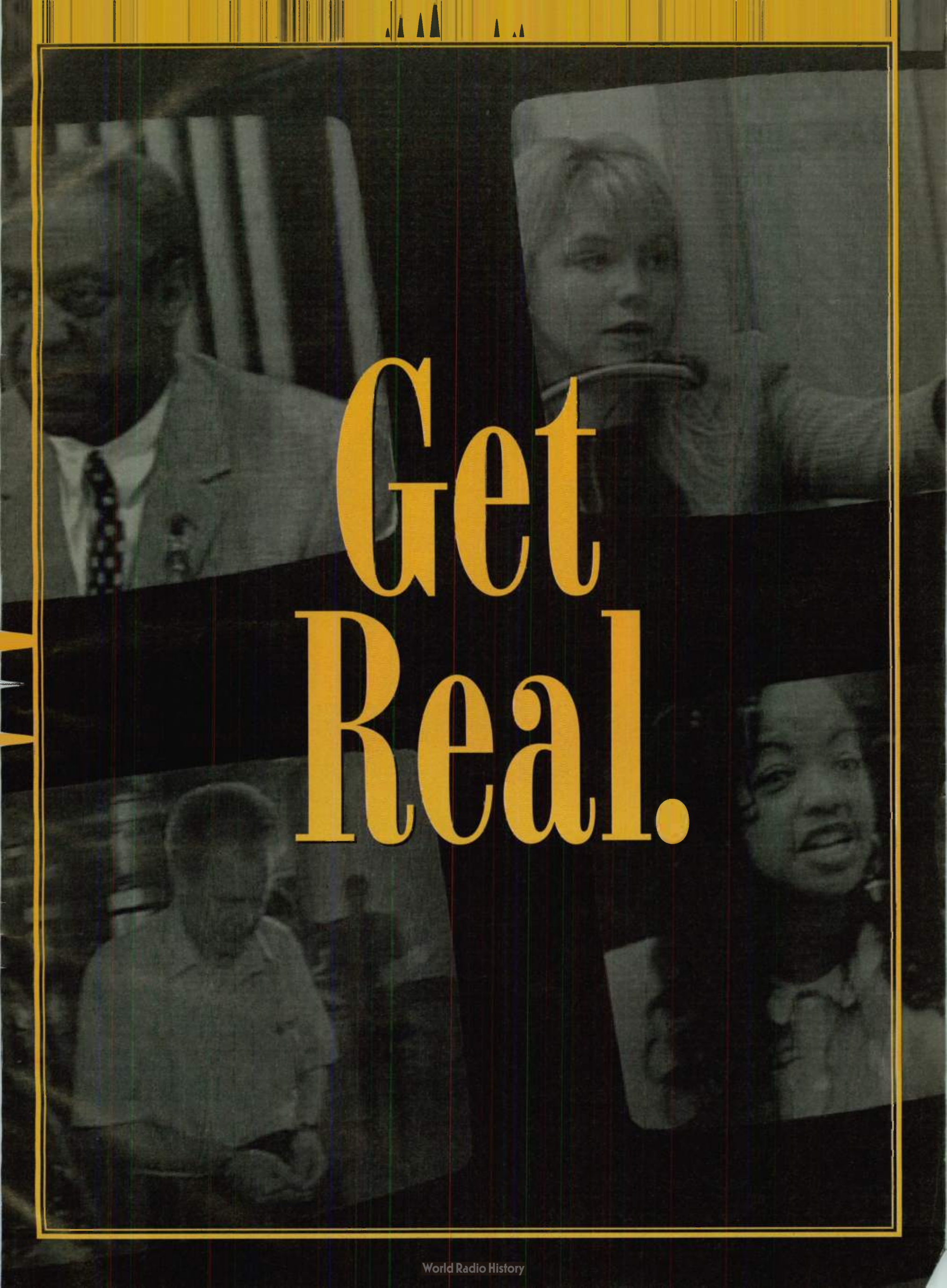
Tomorrow in miniature

This is the complete list of channel assignments proposed by broadcasters, with existing NTSC channel on the left, ATV on the right.

Table listing station call letters and their corresponding channel numbers, including stations like MLTV, WFTS, WFLX, etc.

Table listing station call letters and their corresponding channel numbers, including stations like KOCF, KCCI, KDFH, etc.

Table listing station call letters and their corresponding channel numbers, including stations like WISN, KSNB, KTKA, etc.



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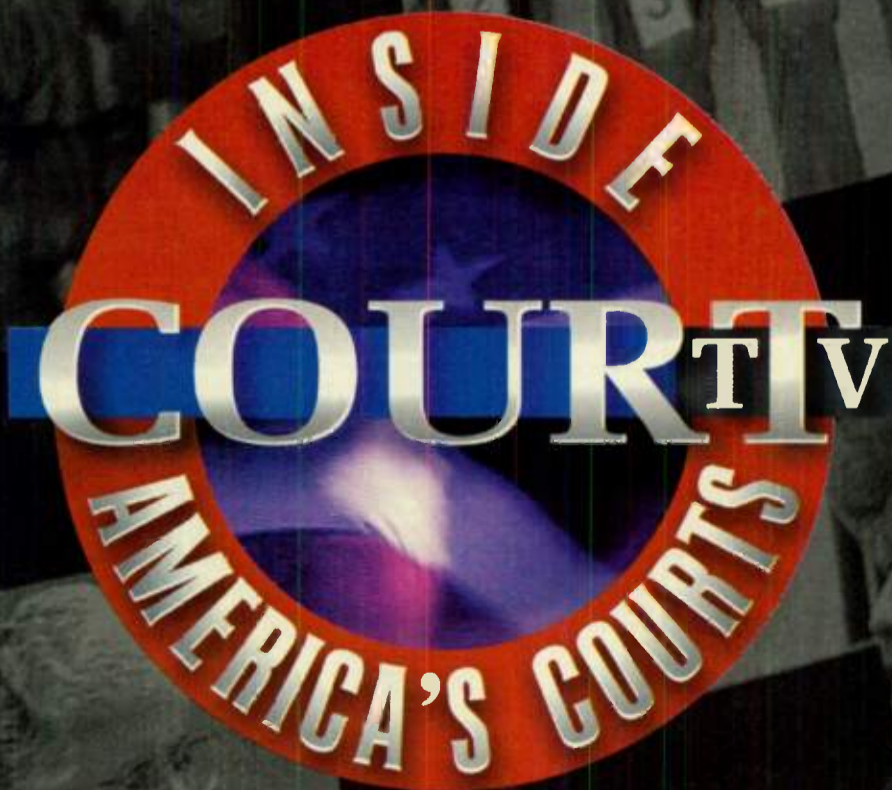
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WBKX ANN ARBOR MI 31 15	WDMJ LAUREL MS 7 64	KSTF SCOTTSBLUFF NE 10 60	WVPI PITTSBURGH PA 11 64	NEW BLANCO TX 4 65	WUPR LYNCHBURG VA 21 69	WCHS CHARLESTON WV 8 45
WJCK BAD AXE MI 35 30	WQNN MCCOMB MS 28 52	KSNB SUPERIOR NE 4 20	WVPO PITTSBURGH PA 13 69	KVEO BROWNSVILLE TX 52 16	WTKK MANASSAS VA 66 38	WVAH CHARLESTON WV 11 65
WJTV BATTLE CREEK MI 41 26	WTKK MERIDIAN MS 11 57	WEDB BERLIN NH 40 46	WVQR PITTSBURGH PA 16 48	KBTX BRYAN TX 23 29	WMSY MARTIN VA 52 44	WVBP CHARLESTON WV 29 36
WJUE BATTLE CREEK MI 43 45	WUAW MERIDIAN MS 14 49	WVNT CONCORD NH 21 24	WVPT PITTSBURGH PA 22 35	KYLE BRYAN TX 3 47	WTVR NORFOLK VA 3 26	WVBY CHARLESTON WV 12 56
WJUN BAY CITY MI 5 21	WVZM MERIDIAN MS 24 39	WVGH DERRY NH 50 32	WVPH PITTSBURGH PA 53 28	KAMU COLLEGE STATION 28 29	WTVF NORFOLK VA 33 32	WVJZ CHARLESTON WV 46 66
WJVV CADILLAC MI 9 63	WVGB MERIDIAN MS 30 59	WVHN DURHAM NH 11 45	WVTC CLEVELAND OH 3 2	KTFN CONROE TX 15 32	WJCB NORFOLK VA 49 50	WVSP GRANDVIEW WV 9 56
WJWR CADILLAC MI 27 69	WVAB MISSISSIPPI STAT 2 56	WVEM KEENE NH 52 67	WVCS CLEVELAND OH 5 29	WVCR CONROE TX 49 65	WJCN HORTON VA 47 48	WVAZ HUNTINGTON WV 3 55
WJXI CADILLAC MI 33 34	WVWZ HATCHEZ MS 48 63	WVLD LITTLETON NH 49 12	WVJW CLEVELAND OH 8 7	KIII CORPUS CHRISTI TX 55 23	WVRC PETERSBURG VA 8 67	WVOK HUNTINGTON WV 13 17
WJYA CALLUMET MI 5 47	WVAV OXFORD MS 18 49	WVUR MANCHESTER NH 9 29	WVWZ CLEVELAND OH 25 10	KRIS CORPUS CHRISTI TX 3 40	WVVT PORTSMOUTH VA 10 62	WVBY HUNTINGTON WV 33 49
WJZB CHEBOYGAN MI 4 39	WVTV TUPELO MS 9 62	WVOT MERRIMACK NH 60 59	WVWF CLEVELAND OH 61 28	KZTV CORPUS CHRISTI TX 6 31	WVWV PORTSMOUTH VA 27 20	WVBY HUNTINGTON WV 59 34
WJKB DETROIT MI 2 65	WVUN VICKSBURG MS 35 55	WVWC ATLANTIC CITY NJ 53 50	WVXN COLUMBUS OH 4 46	KEDT CORPUS CHRISTI TX 10 53	WVWY RICHMOND VA 6 25	WVYV HARTINSBURG WV 60 55
WJLV DETROIT MI 4 58	WVVO WEST POINT MS 27 61	WVAC ATLANTIC CITY NJ 62 49	WVXC COLUMBUS OH 6 39	KDFW DALLAS TX 28 47	WVWZ RICHMOND VA 12 28	WVYV HORTONVAW WV 24 63
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WJZD DETROIT MI 20 41	WVYF BILLINGS MT 6 45	WVJG CAMDEN NJ 23 22	WVYU COLUMBUS OH 28 14	WFAA DALLAS TX 4 35	WVYV RICHMOND VA 35 16	WVYV HORTONVAW WV 15 35
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WJZZ DETROIT MI 4 49	WVYX HELENA MT 64 6	WVV7 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 8 19	WVYV RICHMOND VA 106 24	WVYV RICHMOND VA 106 24	WVYV HORTONVAW WV 12 38
WJZZ DETROIT MI 9 26	WVYX HELENA MT 10 19	WVV8 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 11 28	WVYV RICHMOND VA 107 24	WVYV RICHMOND VA 107 24	WVYV HORTONVAW WV 15 42
WJZZ DETROIT MI 11 57	WVYX HELENA MT 17 25	WVV9 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 15 49	WVYV RICHMOND VA 108 24	WVYV RICHMOND VA 108 24	WVYV HORTONVAW WV 21 51
WJZZ DETROIT MI 23 14	WVYX HELENA MT 8 60	WVV0 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 23 38	WVYV RICHMOND VA 109 24	WVYV RICHMOND VA 109 24	WVYV HORTONVAW WV 30 61
WJZZ DETROIT MI 29 30	WVYX HELENA MT 23 31	WVV1 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 41 42	WVYV RICHMOND VA 110 24	WVYV RICHMOND VA 110 24	WVYV HORTONVAW WV 40 19
WJZZ DETROIT MI 45 46	WVYX HELENA MT 12 54	WVV2 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 47 32	WVYV RICHMOND VA 111 24	WVYV RICHMOND VA 111 24	WVYV HORTONVAW WV 46 45
WJZZ DETROIT MI 43 50	WVYX HELENA MT 5 69	WVV3 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 53 63	WVYV RICHMOND VA 112 24	WVYV RICHMOND VA 112 24	WVYV HORTONVAW WV 52 53
WJZZ DETROIT MI 10 65	WVYX HELENA MT 22 23	WVV4 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 3 27	WVYV RICHMOND VA 113 24	WVYV RICHMOND VA 113 24	WVYV HORTONVAW WV 58 59
WJZZ DETROIT MI 47 54	WVYX HELENA MT 50 66	WVV5 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 21 67	WVYV RICHMOND VA 114 24	WVYV RICHMOND VA 114 24	WVYV HORTONVAW WV 64 60
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WJZZ DETROIT MI 8 36	WVYX HELENA MT 45 43	WVV6 NEW BRUNSWICK NJ 58 34	WVZZ COLUMBUS OH 60 64	WVYV RICHMOND VA 125		

A look at Stargazer



Here is what Stargazer will offer its 2,000 customers in Fairfax, Va., beginning in two to three months:

- Movies on demand: Viewers will have more than 200 titles from which to choose.

- "Lifestyle" on demand, including "how-to" videos and some educational programming.

- Kids programming on demand: cartoons and some 30-minute children's videos.

- Home shopping: BVS has deals with JC Penney, Nordstrom and Lands' End.

Users of Bell Atlantic video service's Stargazer use a remote control to select an item from the main menu.

FCC opens door to telco programming

By Christopher Stern

Ever cable industry objections, the FCC last week reached a tentative conclusion that telephone companies can offer programming over video dialtone (VDT) networks.

The conclusion came as the FCC proposed new rules that it says will reconcile its VDT regulations with recent court decisions. Five district courts and two appeals courts have ruled that the telephone/cable crossownership ban violates the First Amendment rights of telephone companies.

Despite its tentative conclusion, FCC officials say the proposed rulemaking is broad and neutral. "This is an open-minded, open-ended notice of proposed rulemaking. We are looking for comments from all points of the compass," says Common Carrier Bureau Chief Kathleen Wallman.

The rulemaking asks whether telcos that sell television programming should be regulated under the Communications Act's Title II, which covers telephone companies, or Title VI, which covers the cable industry.

Cable operators say that if phone companies want to sell

video programming, they should be required to do so over traditional cable systems. But FCC officials say recent court decisions make that an unlikely conclusion of the proposed rulemaking. "Obviously there is a lot more pressure to let them on the video dialtone network when they have First Amendment rights," says James Schlichting, chief of the Common Carrier Bureau's policy division.

FCC Chairman Reed Hundt says he is determined to allow telcos to compete with cable through video dialtone. "Telcos won't be allowed to use their public switches unfairly, but they will be allowed to use them," Hundt says.

But the cable industry strongly objects to any regulatory relief for telcos before they are allowed increased competition in the local telephone market. "The commission appears to be relentlessly preoccupied with getting the phone companies into the TV business, while neglecting the broader issue of creating competition to the \$100 billion local phone monopoly," says Decker Anstrom, president, National Cable Television Association. ■

Exceptional issues

To accommodate the heavy volume of program advertising generated at this NATPE convention time of year, BROADCASTING & CABLE will publish in tabloid format this week and next (Jan. 16 and 23). Standard publication will be resumed Jan. 30.

For those attending NATPE in Las Vegas, B&C will publish three daily editions (Tuesday, Wednesday and Thursday). Distribution will be made to delegate rooms in major hotels and through bins in the trade publications area.

Fast Track

MUST READING FROM BROADCASTING & CABLE

JAN 16, 1995

COVER STORY

The 1995 NATPE survey

An exclusive survey of TV station general managers shows that almost 60% of them will be shopping for syndicated strip programs next week at the NATPE International convention in Las Vegas. The survey also shows that with the recovered broadcasting economy, program prices apparently are on the upswing. / 34

SPECIAL REPORT: NATPE '95

Tough times for talk shows

Despite sub-2 national Nielsen ratings for all but one of the new talkers, most syndicators with low-performing shows continue to make adjustments in hopes of saving them. / 59

Flood of new action hours

After reaching a high point of 18 action series on the air, viewers this season have turned off most new projects. Instead, veterans like *Star Trek: Deep Space Nine* and *Baywatch* continue to pull the biggest audiences. / 62



'Baywatch continues to ride the action-hour wave. / 62

What is reality? A strong genre

Most of the returning reality shows have shown surprising strength in the face of competition from new programming. / 66

'Bart,' 'Prince' top new off-net

Of all the new syndicated shows that stations could have picked up this season, stations that selected *The Simpsons* and *The Fresh Prince of Bel-Air* from the off-network market reaped ratings gold. / 72

The floor show

You won't see the sinking of the Titanic, but we've got the exhibitors at NATPE listed from A to Z. / 80

MORE TOP OF THE WEEK

MSOs add new services

The FCC's going-forward rules are only 2 months old, but small and mid-sized cable networks already are boasting expanded distribution. / 28

Satellite radio spectrum OK'd

Broadcasters are vowing to continue their

battle against satellite-delivered digital radio, despite FCC approval of 50 mhz of spectrum for the service. / 28

PROGRAMMING

Friedman joins Savoy

Steve Friedman has joined Savoy Pictures to develop and run a new television program production division. The controversial Savoy-Fox venture to acquire broadcast properties may provide an outlet for the new productions. / 95



Steve Friedman

RADIO

Ad revenues jump

Local, national and network radio advertising revenue topped \$10 billion for stations across the U.S. in 1994. / 99

BUSINESS

Paxson in buying mode

Bud Paxson recently contracted to buy five UHF stations on the fringes of top-30 markets. His plan is to extend their reach by demanding must carry on cable systems, thereby creating another unconventional television empire. / 102

TECHNOLOGY

Time needed for HDTV switch

Broadcasters object to FCC Chairman Reed Hundt's idea of speeding up the 15-year transition period for the switch to high-definition television. Hurrying the end of NTSC service would leave broadcasters without an audience, group owners and engineers say. / 103

WASHINGTON

Republicans pledge speedy telecommunications reform

Republican leaders say they intend to pass a telecommunications reform bill by Easter in the House, and by July 4 in the Senate. / 104

Door opens to Open TV

Telemedia Week

Sun Microsystems and Thomson Consumer Electronics have introduced Open TV, a "platform-independent solution" to interactivity that will work with a variety of delivery systems, including cable, satellite and broadcast, or with ATM switched networks being developed by the telephone industry and some cable operators. / 100

TV-telephone connection offered

AT&T has created a new device that connects any standard television set to the telephone network, opening households to messaging and information services. / 101

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anything. "The last thing in the world you want is for the FCC to give you the answers when we haven't yet had the debate."

"Flexibility is a good thing," says Richard Wiley, chairman of the FCC advisory committee on advanced television, which is overseeing the development of the digital HDTV system. "The system is tremendously flexible. It can accommodate HDTV and other services that can help broadcasters fund the transition to digital."

No schedule has been set, but three FCC offices—the Mass Media Bureau, the Office of Plans and Policy and the Office of Engineering and Technology—actively are working on the proceedings.

According to one official working on the project, given delays in the development of the digital HDTV technology, final rules probably will not be ready for adoption until summer 1996.

If the Hundt FCC adopts digital flexibility for broadcasters this year, it could one-up Congress. At the request of broadcasters, congressional leaders say they will include flexibility in this year's telecommunications-reform legislation.

But flexibility will come with a price, Hundt says. If stations are to receive a second channel for digital services and the freedom to use it as they like, they will have to pay for it—in cash or in kind.

"In-kind" compensation might be specific requirements that stations provide time for news and information, educational children's programming or free time for political debates before elections, Hundt says.

Providing time for political debates would satisfy his concerns that broadcasters sometimes stray from the facts in news and on talk shows, he says. What's more, he says, it seems to enjoy broad political support: "Using some of these bits of some of these seconds for presentation of competing political views is an idea I personally heard from one of the new Republican leaders."

To compensate the public, broadcasters have just three options, Hundt says: They could "rent or buy"—that is, pay annual fees or purchase the spectrum outright; they could accept "clearly defined, sensible, economically feasible public interest obligations"; or, they could adhere to "ominous...and vague"

obligations based on the "jawboning of whatever big mouth is in the FCC chairman's office in that particular administration."

"What I've been trying to say...for about a year now is that I think all broadcasters would rather be in the first world or the second world," he says. "The third one is kind of bad for everyone. No one quite knows what is expected of them."

For Hundt, the digital initiative is all part of a larger one to give broadcasters a better chance to compete. "We are trying to establish fair rules of the multimedia world of the future."

Taken with the rulemaking to relax the ownership restrictions of broadcasters, which is already under way, he says, "you've seen us start more deregulation and more market-conforming regulation in broadcasting than any FCC ever."

In its tentative 1992 HDTV decision, the FCC said each station could have a second channel in its market for HDTV if it applied for the station within three years and built the HDTV transmission facility within six. To provide for a smooth transition from NTSC to HDTV, stations would be permitted to broadcast over two channels for 15 years. At the end of that time, they would have to give up the original channel.

In his CES speech, Hundt suggested cutting back the 15-year transition period. Giving broadcasters the option to use the channel for services other than HDTV gives them the opportunity to develop lucrative businesses, he says. "If you said you could use it only for this one purpose [HDTV], the reaction would be that it will take more time to invent ways to program for that defined purpose."

Should the FCC grant broadcasters second-channel flexibility, the FCC and broadcasters may have a tougher time making their case that broadcasters be given first dibs on the channel. The FCC decided to set aside extra channels for broadcasters provided that they are used for improved services, not for new services. FCC precedent, if not the law, demands that spectrum for new services be made available for everyone to apply for.

Hundt is determined to move fast. "The worst thing for America is to fritter away our technological advantage brought to us by the Grand Alliance because we can't make a decision." ■

WB NETWORK DEBUT continued from page 3

son if necessary, he says.

The national numbers represent 48 stations accounting for 74% of the country. Other stations, including LMAs, will bring the overall clearance numbers to 52-53 stations representing 79-80% of the country, "which is where we said we would be," Kellner says.

Rather than focus on the dismal national numbers, WB executives point to some encouraging local-market performances. Airing on strong Tribune-owned stations in several major markets, WB managed to top several Big-Three network shows and improve on year-ago time period averages.

In New York, for example, WB affiliate WPIX was the leading affiliate of the new network, with a 6.9/10 average from 8-10 p.m. The average of all metered-market affiliates was a 3.2/5, according to Nielsen. Also on WPIX, *The Wayans Bros.* finished third in the time period, beating CBS's *Women of the House* and NBC's *The Cosby Mysteries*. Additionally, the 6.9/10 average represented a 40% increase over WPIX movie programming that aired in January 1994.

Kellner acknowledges that he would have liked higher numbers, especially among the network's core demographic of 18-34-year-olds. The hardest part of the launch was trying to build viewer awareness for the new shows, he says. "There are so many people out there pushing shows," he says, citing promotional pushes last week for an original episode of *90210* on Fox and the syndicated airing of "When Harry Met Sally," among others. "There is a lot of noise out there."

In terms of viewer awareness, the United Paramount Network may have the advantage when its *Star Trek: Voyager* series debuts tonight at 8. "I think everybody in the business expects Paramount to get a big number," he says, adding that Paramount has sold the debut for a 7 rating to advertisers.

Does the possibility of UPN's getting off to a faster start bother Kellner? "My only concern is getting our programming right," he says.

WB will not air its full regular schedule until this Wednesday. That night, Robert Townsend's *The Parent Hood* makes its debut in the 8:30-9 time slot, with *Unhappily Ever After* moving to 9-9:30 and *Muscle* shifting to its regular 9:30-10 slot. ■

At a Glance

Following are highlights of the Senate Republicans' telecommunications-reform proposal:

- Direct the FCC to review and justify...rules governing the ownership, operation and distribution of broadcast television and radio stations and networks."
- Downsize the FCC and create a White House Office of Telecommunications. Such an office would consolidate telecommunications functions of Commerce, Justice, State and the Office of Science and Technology Policy.
- Repeal, one year after enactment, all foreign ownership restrictions for telecommunications and media companies, "subject to reciprocal/comparable market access."
- Permit broadcasters to use spectrum, now reserved for HDTV, for "ancillary, supplementary and additional new services. Broadcasters would be subject to a fee for using the spectrum for subscription services."
- Revise the 1992 Cable Act to limit rate regulation to basic tier of service and "modify" effective competition standard to speed deregulation of enhanced basic.
- Preempt state and local regulations to permit cable to enter local telephone markets one year after enactment. Cable companies must provide telco service under a separate subsidiary and contribute to a universal service fund.
- Permit cable companies and telcos to buy out each other and engage in joint ventures in communities of 50,000 or less.
- Eliminate the cable-telco crossownership prohibition, one year after enactment, so telcos could offer cable services within their service area. They would not have to obtain a local franchise as long as they made capacity available to other programmers.
- Allow Bell operating companies to offer long-distance telephone service out of region, upon enactment and in-region after three years.

—KM

SENATE GOP

continued from page 3

radio, TV and network rules, including the dual network rule and the network-cable crossownership rule. "It's going to be broad; they'll look at the whole megillah," says one broadcast industry source. "We think it's a terrific beginning," says Jim May, executive vice president of government relations for the National Association of Broadcasters.

The measure would undo some of the tough cable regulations of the 1992 Cable Act. It would limit regulation to basic tiers containing broadcast signals. Enhanced tiers containing cable networks such as CNN, MTV and USA networks would be beyond the reach of regulators. What's

more, it would lower the "effective competitive" threshold at which even basic service is no longer subject to regulation. "Cable is very pleased," says one industry source.

Although Pressler is pitching his bill as a nonpartisan vehicle, the cable provision appears headed for trouble at the White House. Limiting regulation to basic is a "non-starter," says one White House official. "We would oppose repeal of rate regulation of basic or enhanced basic."

The administration is "willing to listen" to proposals for revising the effective-competition standard, he says. But "we're skeptical.... We'd have to be convinced."

The cable provision may also run into trouble with congressional Democrats. "Our

members were supportive of the Cable Act," says one Democratic committee staffer.

Since only the Republican were given a detailed summary of the proposed bill, most Senate Democrats were holding off on commenting.

Another possible source of contention between Senate Republicans and Democrats might occur over provisions that establish deadlines for opening up the long-distance telephone market to competition. Pressler's bill would permit regional Bell operating companies (RBOCs) to enter the long-distance telephone business in their service area three years after enactment. The Democratic bill, which stalled last year, would have delayed RBOC entry into long distance. ■

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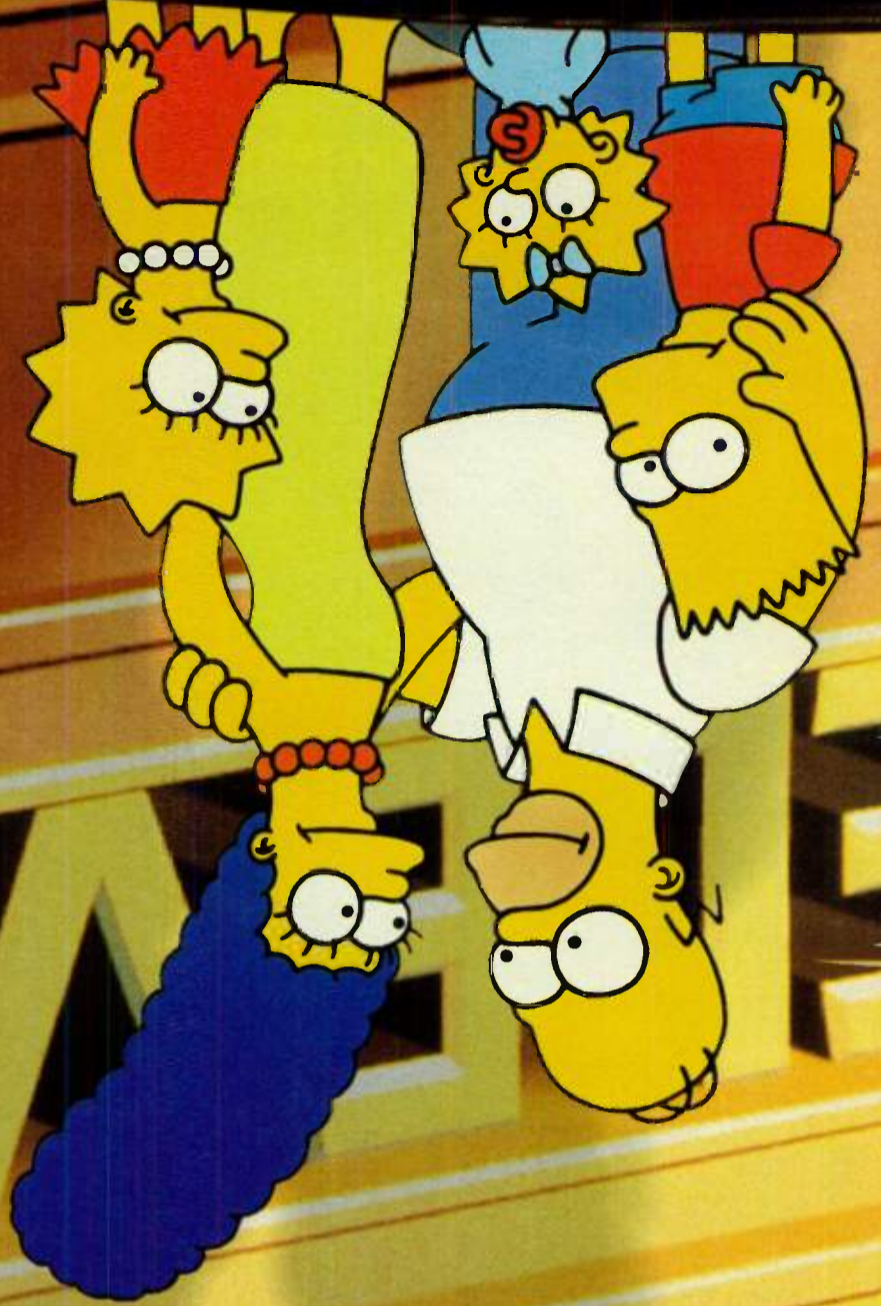


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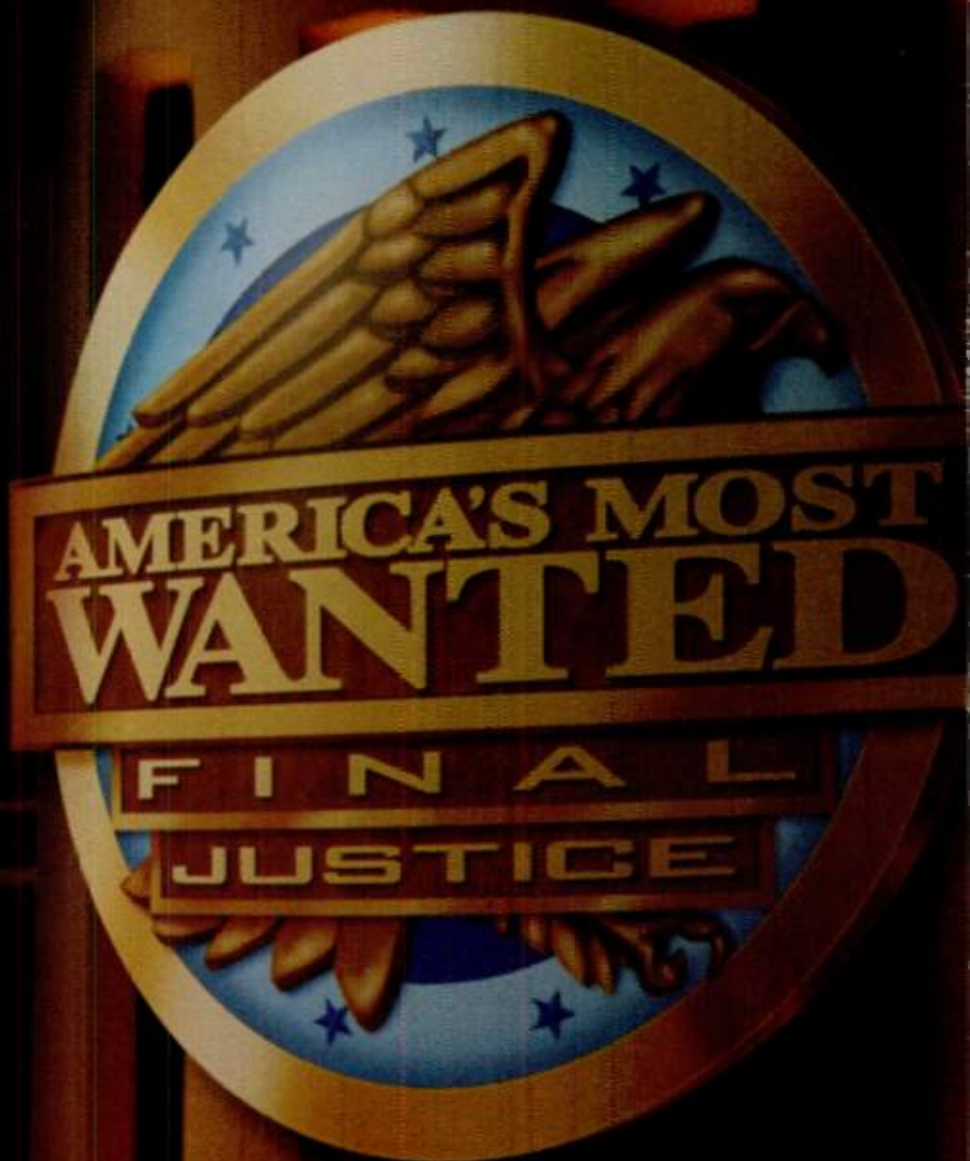
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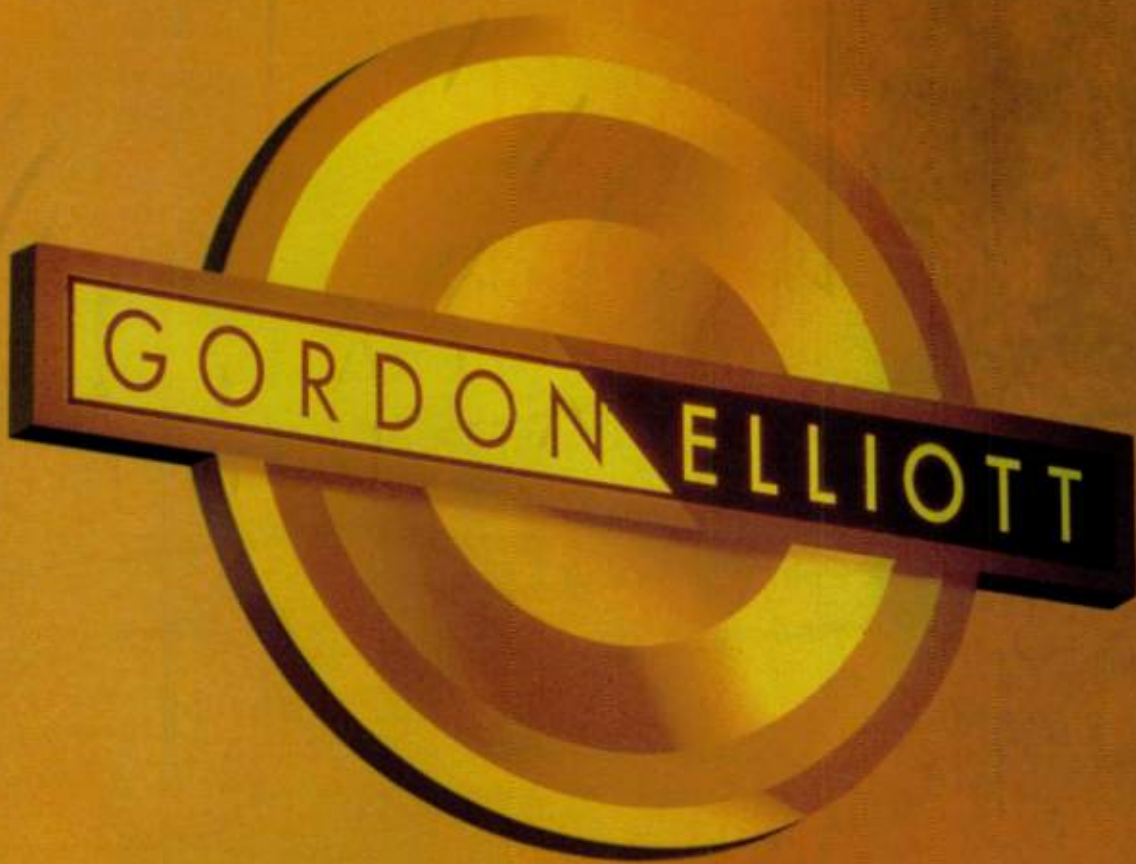
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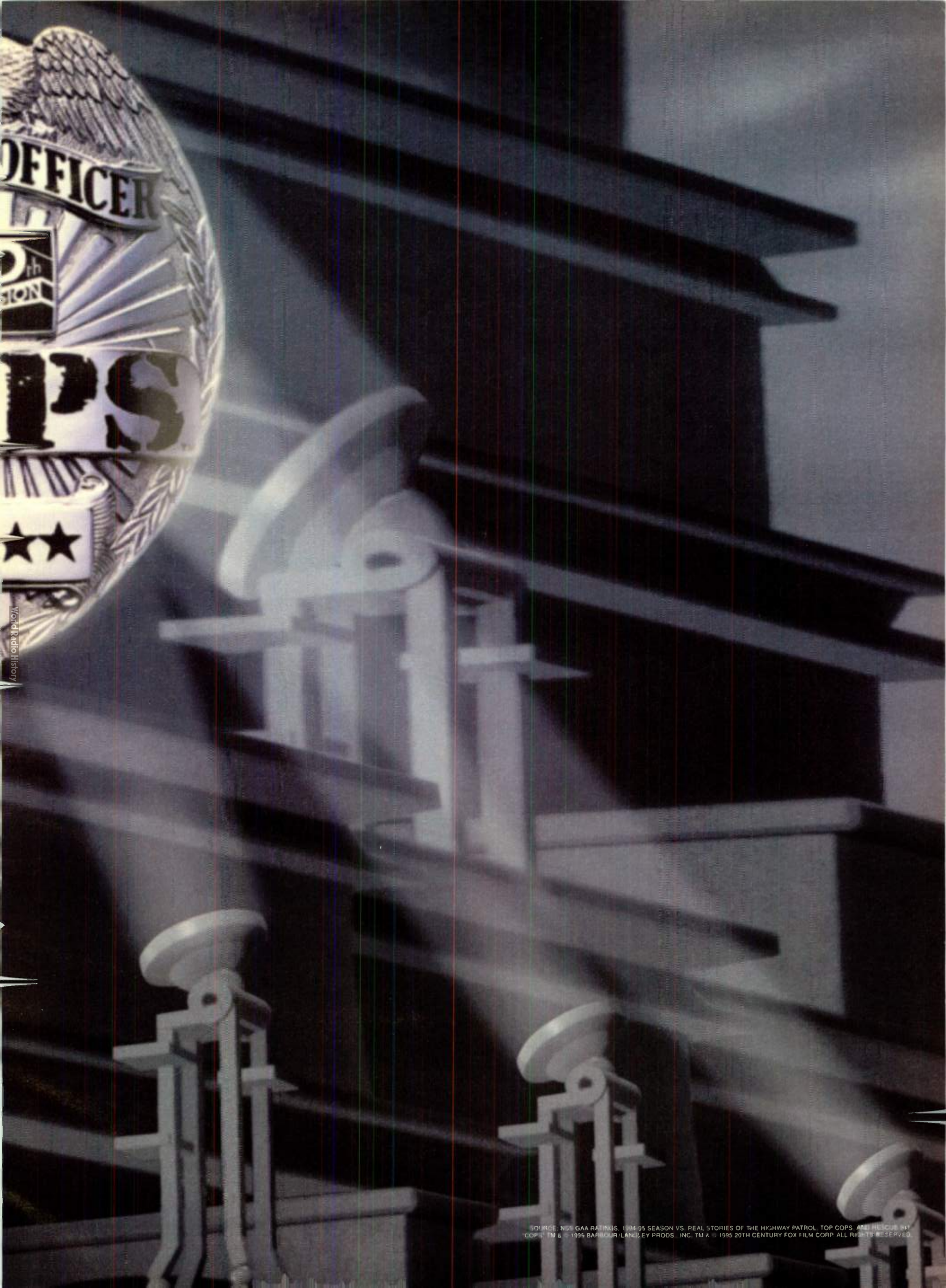
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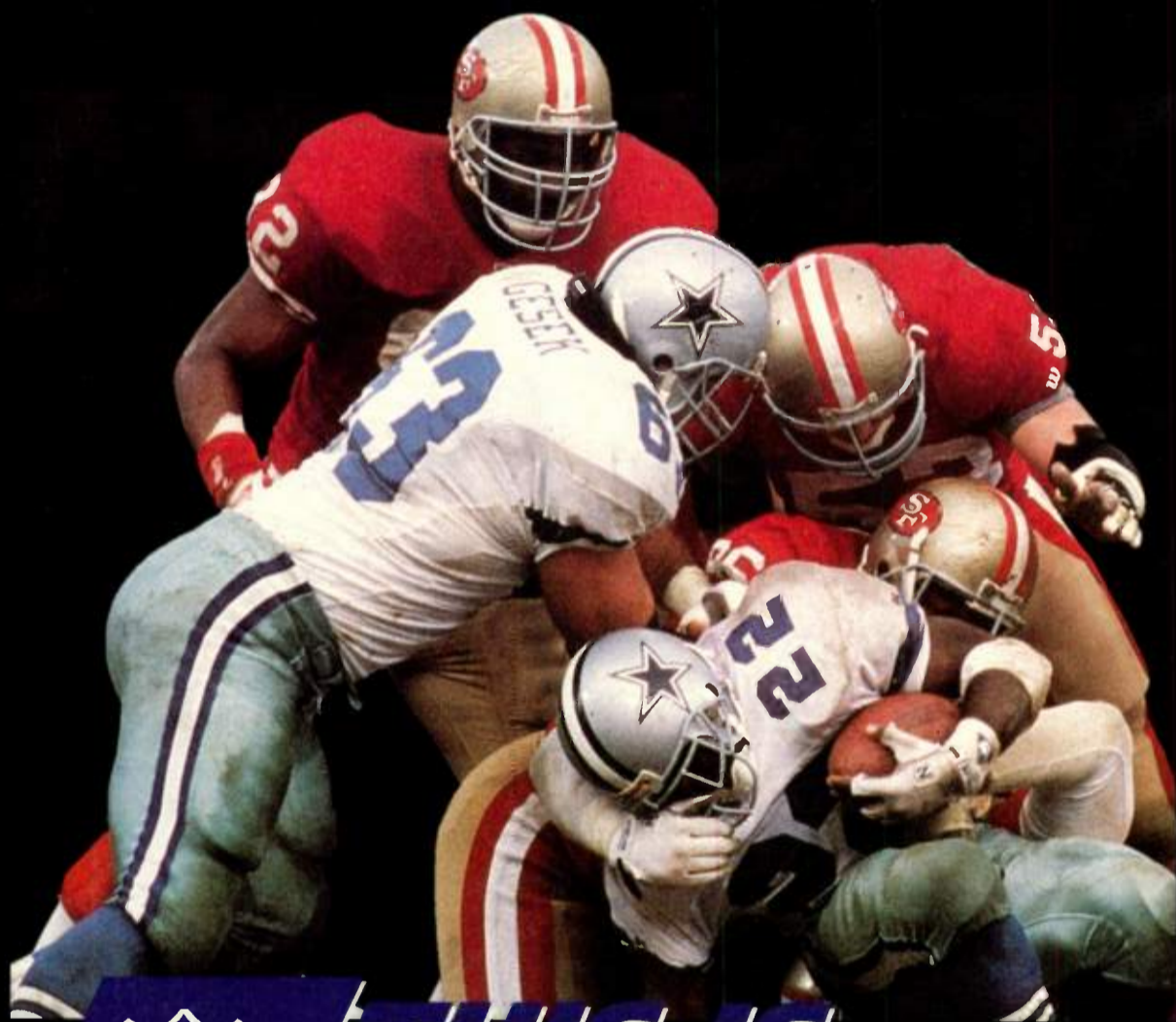
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MSOs adding new program services

FCC rules encourage operators to add new cable networks

By Rich Brown

Cable networks say system operators are literally "going forward" with the FCC's new rules on program packaging.

Small and midsize cable networks already are boasting expanded distribution as a result of the FCC's two-month-old going-forward rules. The rules provide cable system operators with two options for adding new cable networks: they can expand their existing basic packages and raise rates by up to \$1.20 a month, or they can add new-product tiers and set their own rates.

Rainbow Programming Holdings last week struck a going forward deal for its Bravo network that will switch the film and arts service from a premium channel to a basic channel on key Time Warner systems in New York City on Feb. 1. Some area subscribers

will see their standard service rates increase as much as 63 cents on that date. The Time Warner New York City Cable Group, which serves more than 1 million area customers, is expected to announce additional network shifts within a month.

Another Rainbow network, American Movie Classics, is gaining almost 1.5 million subscribers through a new deal with multiple system cable operator Comcast. AMC executives say the deal, done in accordance with the FCC's going-forward rules, includes 1,015,000 new basic subscribers plus 450,000 subscribers that are being moved from low-penetration premium tiers to high-penetration expanded basic packages.

New NBC network America's Talking will add 2.5 million subscribers during the first quarter as a result of the going-forward rules, says

David Zaslav, senior vice president, affiliate sales, marketing and general counsel. NBC Canal de Noticias will add 1 million subs in the first half of the year, and CNBC anticipates several conversions from part-time to full-time, says Zaslav.

The bulk of the new affiliate deals is likely to result in actual launches on systems in February and March, says Bill Goodwyn, senior vice president, affiliate sales and relations, Discovery Networks. But he says the going-forward rules have, in 1994 alone, already helped close deals representing 4 million additional subscribers for The Learning Channel, which now is available in 32.2 million homes.

Other midsize networks expanding their reach in 1994 through actual launches included Prevue Channel (up 3.9 million homes); Cartoon Net-

work (up 3.4 million homes); E! (up 2.4 million homes); Sci-Fi Channel (up 1.8 million homes), and Court TV (up 1.7 million homes). The numbers are A.C. Nielsen Co. estimates supplied by Discovery Networks.

Among smaller networks, International Family Entertainment's fledgling Cable Health Club will be in 2.7 million additional cable households by March as a result of the going-forward rules, according to Craig Sherwood, senior vice president, affiliate relations. He says Cable Health Club's offer of 10 years of free carriage is a selling point to MSOs looking to expand their basic packages with low-priced networks. He says all of the new deals place Cable Health Club onto expanded basic packages, with about 75% of the homes receiving the channel fulltime.

"Since October 1983, I felt like we were in the dark," says Sherwood. He says that prior to the going-forward rules, Cable Health Club had been in about 750,000 households. "All of a sudden, in the month of December, I'm in the light." ■

FCC OKs satellite radio spectrum

Association says new service will siphon listeners and advertisers from conventional radio stations

By Chris McConnell

With proponents of satellite-delivered digital radio hoisting their flag over newly won spectrum last week, broadcasters were vowing to continue their battle against the service.

Broadcasters maintain that satellite radio will undermine earthbound AM and FM stations by taking away listeners and advertising. Proponents, who in an FCC vote last Thursday won 50 mhz of spectrum for their service in the 2310-2360 frequency band, have countered by saying that their plans will bring no harm to terrestrial stations. The two sides will continue the debate during a new FCC proceeding that will set service rules for satellite-delivered digital audio radio service (DARS).

"We will demonstrate that a satellite radio service is unwise and believe the commission should rely on the local radio broadcasting system to bring digital, CD-quality radio to the American public," National Association of Broadcasters President/CEO Edward Fritts said in a statement following the commission vote.

"The real battleground will be the notice of proposed rulemaking [on service rules]," added Jeff Baumann, NAB general counsel.

Four companies have applied to provide the satellite service, which promises to deliver CD-quality audio via satellite to cars and homes. Applicants have proposed both subscription and advertising-supported businesses.

While welcoming last week's decision as a milestone in launching their business, the would-be satellite radio operators agreed that more battles lie ahead. Lon Levin of satellite radio proponent American Mobile Radio Corp. said he expects a "formidable adversary" in the NAB and predicted a license could be 18 months away. That estimate was longer than one offered by the FCC's Richard Smith, who voiced confidence that service rules could be issued within a year.

"This is the beginning of the process," said



A satellite CD radio prototype

Levin, vice president of the American Mobile Satellite Corp. subsidiary.

The FCC commissioners, while voting for the spectrum allocation, want to examine the impact on broadcasting. "I am concerned about the potential adverse impact on localism and the possible economic harm to these broadcasters that may result from the introduction of DARS into the marketplace," Commissioner Andrew Barrett said in a separate statement.

"Through our service rules, I would hope to maximize the new and unique benefits from this service...while minimizing the negative repercussions, if any, it might have on the local radio broadcasting service," Commissioner Susan Ness said in another statement, adding that she expects to see "well-researched economic data."

Commissioner Rachele Chong said she views the satellite and terrestrial services as complementary, while FCC Chairman Reed Hundt said that predictions of the service's impact on local broadcasters are "somewhat speculative at this time."

In addition to fending off challenges from terrestrial broadcasters, the satellite radio proponents will be looking to coordinate their proposals for using the allotted 50 mhz. "The details have to be worked out," said Robert Briskman, president of CD Radio Systems. ■

Hockey: Better late than never

With the settlement of the National Hockey League players strike last week, league officials and media rightsholders were scrambling feverishly to work out this season's schedule and coverage plans. Although they will not make money on the franchise this season, National Hockey League rightsholders say they are relieved the players' strike was settled so play can resume.

The league office said late last week that it did not have a definitive schedule, but word from John Wildhack, ESPN programming senior vice president, is that the league hopes to get the season under way by this Friday.

ESPN, said Wildhack, expects to cover about 14 games during the shortened regular season, while ESPN 2 would carry 39. For new rightsholder Fox, the biggest loss is the All-Star Game, which has been canceled. It had planned only two or three regular games this year, plus playoff and Stanley Cup games, with playoffs and Cup games shared with ESPN.

Executives at both networks say they won't make any money on the sport this season. ESPN expects to break even, while Fox sources say future sales will determine whether it breaks even or loses money.

At ESPN, advertising sales head Jack Bonanni says sales are in pretty good shape because much of the regular-season and playoff inventory was sold in the sports upfront market. The difference this year is that the truncated regular season will yield about 50% less inventory.

On the flip side, ESPN did not pay the league rights fees for the games that were canceled. But MSOs expecting any kind of rebate will have to fight for it—ESPN's position upfront is no rebates.

"The wholesale costs of programming the network are not based on any one program or series," says one ESPN official. The official noted that the network had to spend money on replacement programming, including minor league and college hockey, which did about half the rating of last season's NHL regular-season contests.

Michael Baer, executive vice president, Sportschannel Regional Networks, also ruled out rebates to customers, for the same reasons cited by ESPN. Baer also said the Sportschannel networks don't expect to make or lose much money on the sport this season.

At Fox, Tracy Dolgin, senior vice president, sports promotion, said his biggest challenge is to come up with a promotion strategy in a fraction of the time he would have had without the strike. —SM

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1995 NATPE SURVEY

Second annual exclusive *BROADCASTING & CABLE* survey asks station executives—before the industry's biggest shopping week—their opinions on shows for sale and programing issues

By Steve McClellan

The program bazaar at next week's NATPE International convention will yield an active seller's market. That's according to an exclusive *BROADCASTING & CABLE* survey of general managers contacted two weeks ago.

The results show that almost 60% of the 150 station executives interviewed are shopping for syndicated strip programs; 50% say they are shopping for weekly syndicated shows.

And with the recovered broadcasting economy, program prices are apparently on the upswing again. Asked about license fees for programs compared with a year ago, 41% of the responding station managers report increases, by an average 12%.

Only 8% of the respondents report declining program-license fees, while 47% think prices essentially are flat from a year ago.

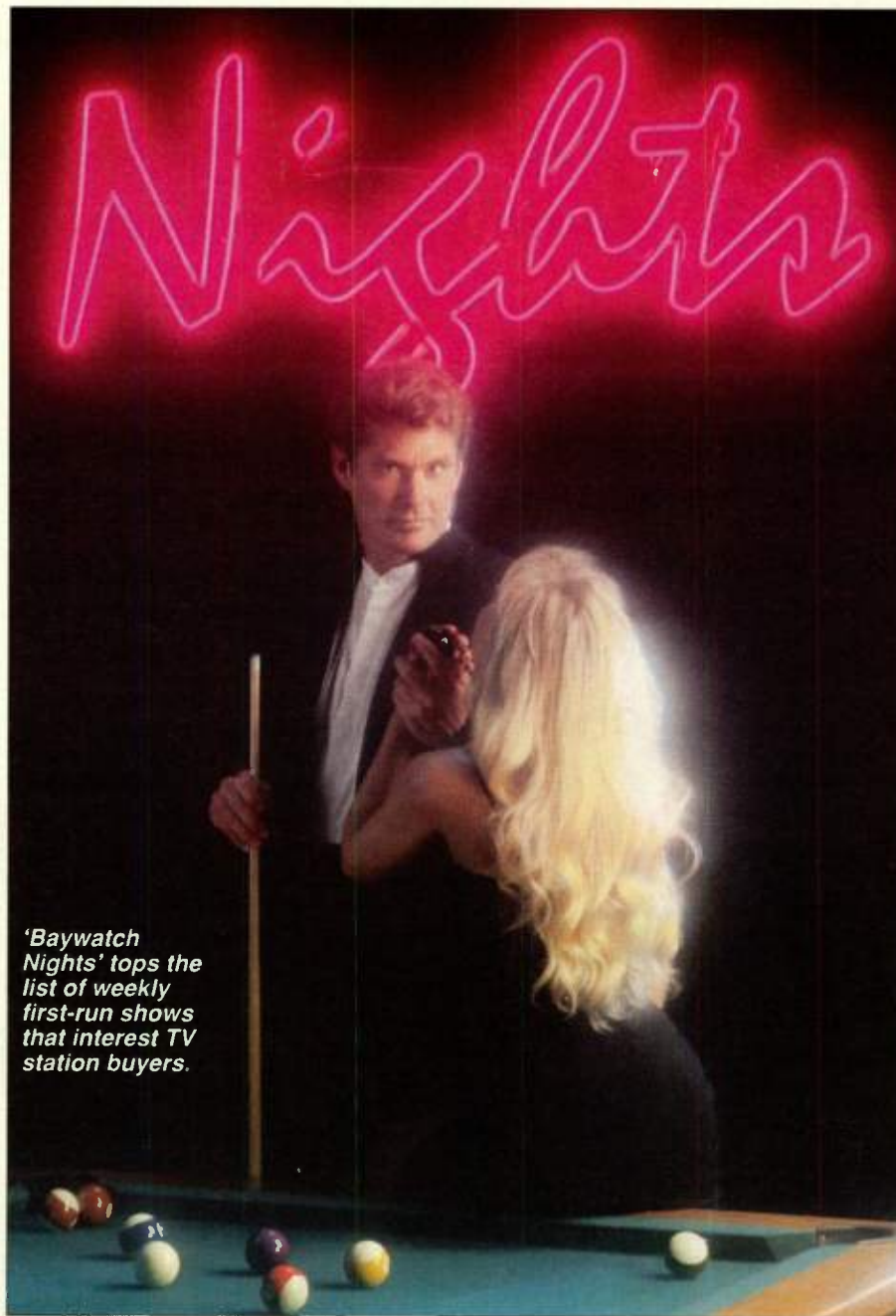
Those results are markedly changed from a year ago. *BROADCASTING & CABLE*'s survey last year found that only 23% of the station executives interviewed reported higher program prices, while 26% reported declining prices and 36% thought prices essentially were flat.

Although program prices are climbing, so are stations' program-acquisition budgets. In fact, budgets appear to be climbing at a faster pace than are program fees. Forty-seven percent of those responding say their budgets to acquire shows are up—with an average increase of almost 17%.

A year ago, only 30% of those surveyed reported program-budget gains from the previous year. And the increases last year were smaller, with 62% reporting gains of 14% or less.

This year, only 9% report drops in their program budgets, while 44% say there is no change. A year ago, 23% said their program budgets were down, while 46% reported no change.

Program needs have changed significantly from a year ago. First and foremost, stations need talk shows. The single largest group of station managers, 23%, report that their biggest program need is talk shows—exactly the same percentage cited a year ago.



'Baywatch Nights' tops the list of weekly first-run shows that interest TV station buyers.

There appears to be a drop in demand for sitcoms compared with a year ago, explained perhaps by the fact that three new off-network sitcoms, including two big hits, are working this season. This year, only 15% of those surveyed report sitcoms as their biggest program need. A year ago, the genre tied with talk shows for the top spot, with 23%.

Demand for syndicated movie product, games, action hours, children's

programs and reality shows is down, probably a result of the introduction of the United Paramount and WB networks. Those citing movies as the top program need dropped from 13.5% last year to 5% this year.

Only 4% cite reality programs as a top need this year compared with 13.5% a year ago. Action hours also are cited by 4% as the top need this year compared with 10% last year.

Demand for children's programing

is also down, probably because of the two new networks and the affiliation switches going on between Fox and the Big Three networks. Only 5% cite the genre as a top need this year compared with 13% last year.

Game shows are least in demand—only 3% cite the genre as the biggest need, down from 9% a year ago.

In the talk show category, Rysher Entertainment's new *George & Alana Show* is cited most frequently (20%) in this year's survey as one that station managers would consider purchasing. The runner-up is Warner Bros.' *Carnie* (13%) (see box, page 34).

In the weekly first-run category, the new *Baywatch Nights* from All American Television is cited most frequently (33%) by station executives as a show they would consider purchasing. *The Outer Limits* from MGM Television is the runner-up, with 26% of the survey respondents reporting it as a show they would consider purchasing (see box, page 39).

In the game show category, 8% of the station executives say they would consider purchasing ACI's *Shop Til You Drop*; five percent say they would consider buying Active Entertainment's *Inquiring Minds*, and 2% say they'd consider buying GTV's *Incredible Mall*. Eighty-five percent of those surveyed say they would consider none of the new game show offerings.

A year ago, Rysher's *Robocop* was cited most frequently in the weekly category as a show that station managers would consider buying. Multimedia's *Susan Power* was cited most frequently in the talk category, and Paramount's *Price Is Right* was similarly cited in the game show category. As those choices prove, picking hits can be a tricky business—*Robocop* and *Price* have both been canceled, and *Power* is on life-support in the Nielsen ratings.

More than half of the respondents (55%) say their station airs less than 4 hours per week of educational programs for children, while 37% say they air 4-8 hours of such programing weekly. Just over 40% say they plan to make changes in their kids program-

Continues on Page 38



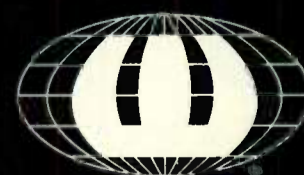
SYNDICATION VINDICATION

BEVERLY HILLS 90210 DELIVERS DRAMATIC RATINGS INCREASES AMONG WOMEN

DEMOGRAPHIC RATINGS % INCREASES

New York/WPIX	Sun/8PM
Los Angeles/KTLA	M-F/4PM
Los Angeles/KTLA	Sat/9PM
Chicago/WGBO	M-F/5PM
Philadelphia/WGBS	Sun/6PM
San Francisco/KOFY	M-F/530PM
San Francisco/KOFY	Sat/6PM
Boston/WSBK	M-F/6PM
Dallas/KTXA	M-F/4PM
Dallas/KTXA	Sat/6PM
Detroit/WXON	Sun/5PM
Houston/KTXH	Sat/12N
Seattle/KTZZ	M-F/4PM
Cleveland/WJW	Sat/4PM
Minneapolis/KLGT	M-F/530PM
Miami/WBFS	Sat/6PM
Pittsburgh/KDKA	Sun/1PM
Denver/KTVD	M-F/4PM
St. Louis/KPLR	Sat/5PM
Sacramento/KSCH	M-F/5PM
Baltimore/WBFF	Sat/3PM
Indianapolis/WTHR	Sun/5PM
San Diego/KUSI	Thu/9PM
Charlotte/WJZY	Sat/11AM
Nashville/WXMT	M-F/4PM
San Antonio/KRRT	M-F/11AM
New Orleans/WNOL	M-F/10AM

WOMEN 18 - 34	WOMEN 18 - 49
+264%	+131%
+500%	+100%
+59%	+25%
+213%	+78%
+106%	+141%
+118%	+55%
+550%	+260%
+219%	+113%
+86%	+73%
+440%	+182%
+203%	+200%
+92%	+60%
+1700%	+1000%
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+860%	+600%
+174%	+126%
+86%	+18%
+550%	+433%
+179%	+64%
+900%	+483%
+77%	+59%
+507%	+179%
+600%	+333%
+73%	+38%
+2300%	+1200%
+413%	+300%
+650%	+300%



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On The Small Screen

SOAPS



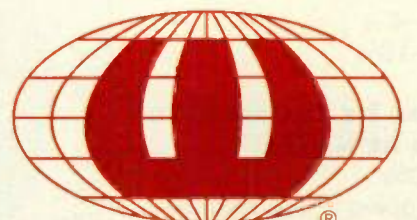
**"Madman
Of The
People"**



n, Nobody's Bigger



**BURKE'S
LAW**



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SURVEY continued from Page 34

ing schedules this season.

Of those planning changes, 65% say it is to improve ratings performance, while 21% cite a need to comply with FCC regulations demanding that stations serve the educational programming needs of children.

A year ago, 64% of those who said they would make kids programming changes would do so for ratings improvement, while 39% cited the need to meet FCC requirements.

If the stations have any say in the matter, there may be less barter time in syndicated shows in the future. More than half (55%) of the respondents say syndicators have added more barter time to programs during the past two years. And almost half (49%) say they'd like to see less barter time in shows, giving stations more local inventory to sell. Only 22% say they'd like to see more barter in shows, and 28% say they prefer no change.

Most of the executives surveyed cite improvements in the broadcast economy this year compared with last. Seventy-seven percent of those polled say their broadcast market is "robust." Only 3% report their markets being depressed, while 20% report a stagnant broadcast economy.

Last year, 39% of the respondents reported a robust local broadcast economy, although almost 77% predicted improvements in 1994. This year, 77% of the respondents say 1995 will be a better year than 1994. Only 4% say it will be worse, and 19% say results this year will be flat.



20% of the station managers would consider purchasing *George and Alana*.

The survey shows that many broadcasters still have difficulty accepting the idea of sharing programs with cable. About two-thirds of those polled say they would be skeptical of such a proposal or automatically would rule it out for movie packages. The remaining one-third say they would consider it. About half (49%) say they automatically would rule out sharing program windows on a series with cable, while 14% would consider it.

ABC got the top nod for best overall network schedule for the 1994-95 season with 53% of the vote. NBC was second with 28%, followed by CBS (8%) and Fox (5%). Six percent say they aren't sure. NBC's *ER* was voted the best new network prime time show with 38% of the vote. Nineteen percent say they aren't sure, and 9% voted for *Chicago Hope*. ■

Top of the new talk shows

Talk shows were cited most frequently by station general managers as their stations' biggest program need in 1995 BROADCASTING & CABLE'S NATPE station survey. And two new shows with different target audiences—*The George & Alana Show* from Rysher Entertainment and *Carnie* from Warner Bros. Domestic Distribution—apparently have captured their interest more than the others in the market.

The single largest group of respondents (20%) commenting on new talk product cited *George & Alana* as a show they'd consider purchasing for next year. "Obviously we're pleased the stations share our enthusiasm for the show," says Rysher President Keith Samples, adding that the show now is cleared in close to 52% of the country, with buyers including the New World, Chronicle and Meredith stations. "It's looking like by the time the doors open at NATPE we'll have a clearance level in the low 60s," says Samples. The program, hosted by husband-and-wife team George Hamilton and Alana Stewart, is a traditional talk show that is frequently compared to *Regis & Kathie Lee*. "We think there is plenty of audience for another show like *Regis & Kathie Lee*," Samples says.



Carnie Wilson

Meanwhile, Warner Brothers is commanding attention with a talk show hosted by Carnie Wilson that is targeted to younger viewers, particularly women 18-34. Station executives in the survey cited the show second most often (13%) as one they would consider purchasing. *Carnie* is a firm go for the fall, with more than 71% coverage in 68 markets, including clearances by WABC-TV New York, KCBS-TV Los Angeles and WLS-TV Chicago. Scott Carlin, Warner Bros. Domestic TV executive vice president, says the show is one of the "new generation of talk shows," which includes *Jenny Jones* and *Ricki Lake*, that are seeing dramatic growth among younger adult viewers. —SM

Taking TV's Pulse

How would you characterize the current broadcast TV economy?

- Robust—77%
- Stagnant—20%
- Depressed—3%

How was business in 1994 compared with that of 1993?

- Better—88%
- Worse—3%
- Same—9%

How do you think business will be in 1995?

- Better—77%
- Worse—4%
- Same—19%

Will you be shopping for shows at NATPE?

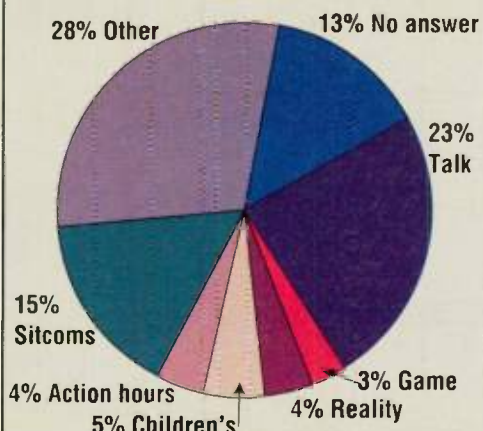
- Yes—60%
- No, shopping already done—39%
- No answer/don't know—1%

What first-run weekly

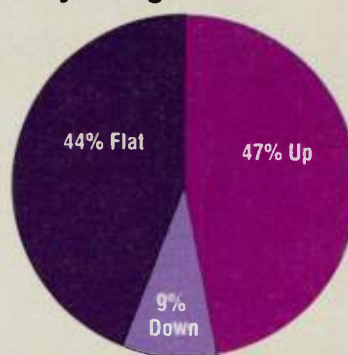
shows are you considering?

- Baywatch Nights—33%
- Outer Limits—26%
- Flipper—7%
- Land's End—7%
- The Wanderer—5%
- Other—4%
- None—40%
- No answer/don't know—1%

What's your station's biggest programming need?



How does your station's program-acquisition budget compare with that of a year ago?



What first-run talk shows are you considering?

- George and Alana—20%
- Carnie Wilson—13%
- Stephanie Miller—7%
- Tempestt Bledsoe—7%
- Richard Bey—6%
- Other—7%
- None—48%
- No answer/don't know—1%

What first-run game shows are you considering?

- Shop 'Til You Drop—8%



'Shop 'Til You Drop' is tops.

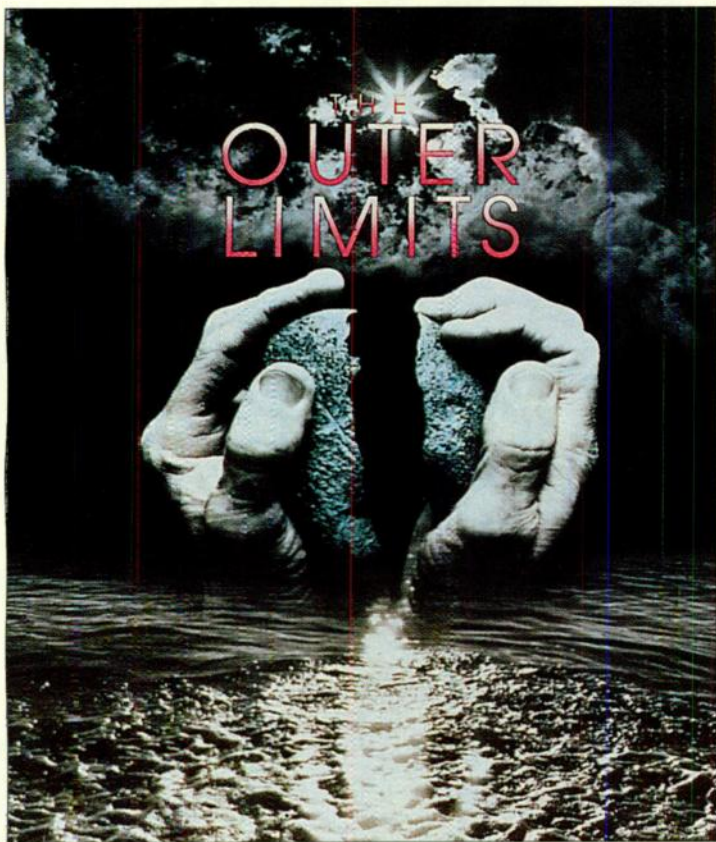
- Inquiring Minds—5%
- Incredible Mall—2%
- None—85%
- No answer/don't know—1%

How many hours of first-run children's educational programming do you air each week?

- Fewer than four hours—55%
- Four to eight hours—37%
- Nine to 12 hours—5%
- More than 12 hours—2%
- No answer/don't know—1%

Do you expect to make changes in your children's programming?

- Yes—41%
- No—55%
- No answer/don't know—4%



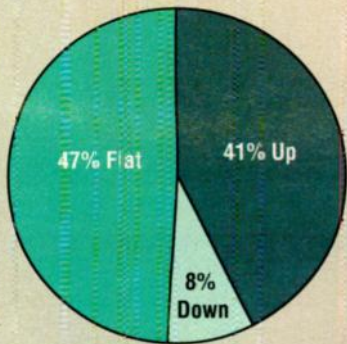
The new remake of 'The Outer Limits' is drawing great expectations from TV station programmers.

New 'Baywatch' and 'Outer Limits' generate most interest

All American Television thinks viewers can't get enough of *Baywatch* and its star David Hasselhoff, so they've created a spin-off weekly series to run simultaneously with the original starting in the fall. And station executives surveyed by BROADCASTING & CABLE two weeks ago think it's the right move. *Baywatch Nights* was cited most frequently by those polled (33%) as a weekly show they would consider buying for fall 1995. Indeed, many stations already have picked up the show—61% of the country was cleared as of Jan. 11—and company sources say they have multiple offers in other markets that, once closed, will bring the clearance level up to 72%. "That makes me feel great," says All American Television President Larry Lamattina. "It reinforces the proven appeal of David Hasselhoff." In fall 1995, All American will blitz the domestic airwaves with three *Baywatch* series, including the original, which remains in first-run; the spin-off, and a strip off-syndication package of the original series.

Meanwhile, station executives also have great expectations for another new weekly show, *The Outer Limits*, a remake of the eerie 1960s prime time anthology program. Twenty-six percent of those polled said they would consider purchasing the MGM TV show. Last week, with 77% coverage of the country, the company declared the show a firm go in syndication for fall. Stations clearing the show include the Fox, Group W and LIN broadcast groups. In a unique arrangement, the show originally was ordered by Showtime and will air first on the cable network in a March-September window. Broadcast stations then get 22 episodes for the 1995-96 season. Showtime already has ordered a second season, which will be offered in syndication in separate second-year deals. "We feel very confident the show will do well this year and be back for a second year in syndication," says MGM Domestic Television President Sid Cohen. "It has great production values and a lineup of terrific, marquee guest stars." —SM

How do prices for first-run programs compare with those of a year ago?



If you expect to make changes, why?

- Improve ratings—65%
- Meet FCC requirements—21%
- Other—13%
- No answer/don't know—2%

How do program prices (license fees) compare with those of a year ago?

- Up—40%
- Down—9%
- Flat—49%
- No answer/don't know—3%

How do prices for off-network programs compare with those of a year ago?

- Up—21%
- Down—4%
- Flat—70%
- No answer/don't know—5%

How do prices for children's programming compare with those of a year ago?

- Up—21%
- Down—4%
- Flat—70%
- No answer/don't know—5%

Would you like to see more or fewer barter programs?

- More—22%
- Fewer—49%
- No change—28%
- No answer/don't know—1%

Is the time syndicators are keeping in barter programming going up or down?

- Up—55%
- Down—4%
- No change—40%
- No answer/don't know—1%

How many movies are you airing compared with two years ago?

- More—18%
- Fewer—41%
- No change—40%
- No answer/don't know—1%

How do the prices of movie packages compare with those of a year ago?

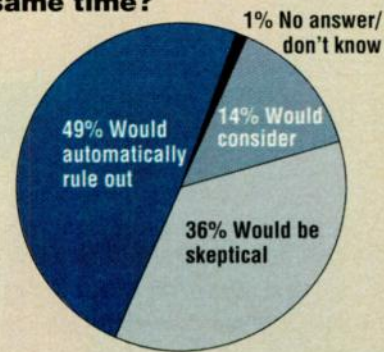
- Up—12%
- Down—21%
- About the same—55%
- No answer/don't know—11%

What's your reaction to movie packages being made available to cable and broadcast TV at same time?

- Would consider—32%
- Would be skeptical—33%

- Would not consider—33%
- No answer/don't know—1%

What's your reaction to off-network shows being made available to cable and broadcast TV at the same time?



The survey of 150 randomly selected general managers was conducted Jan. 3-5 by The Research Network, Tallahassee, Fla., under the direction of Cahners Research.

- Sample (by affiliation)
- ABC—24%
 - CBS—18%
 - NBC—20%
 - Fox—13%
 - UPN—3%
 - WB—3%
 - Ind.—18%
- Sample (by market size)
- 1-20—11%
 - 21-50—14%
 - 51-100—27%
 - Over 100—45%



'Pick Your Brain' is an FCC-friendly offering from Summit Media.

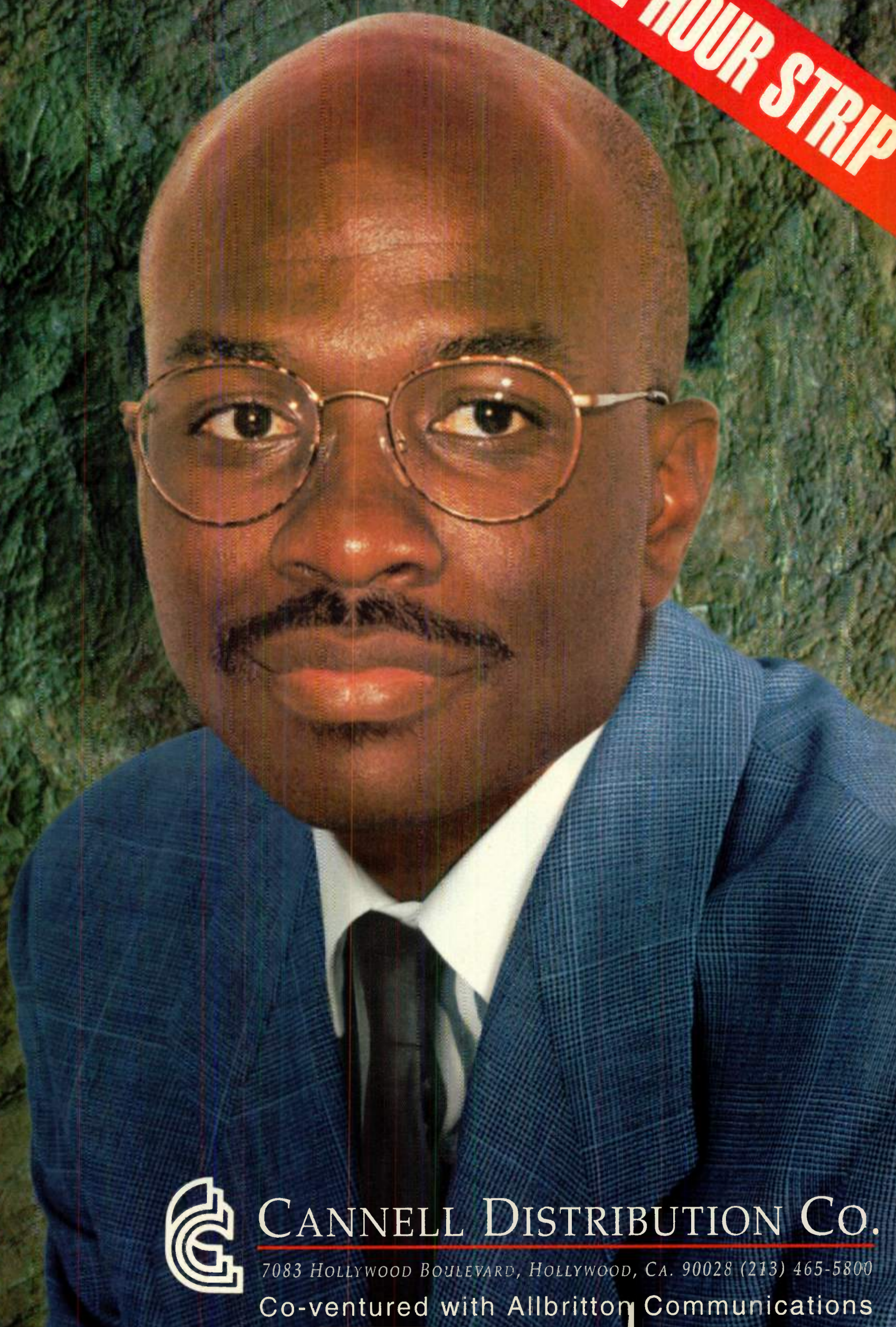
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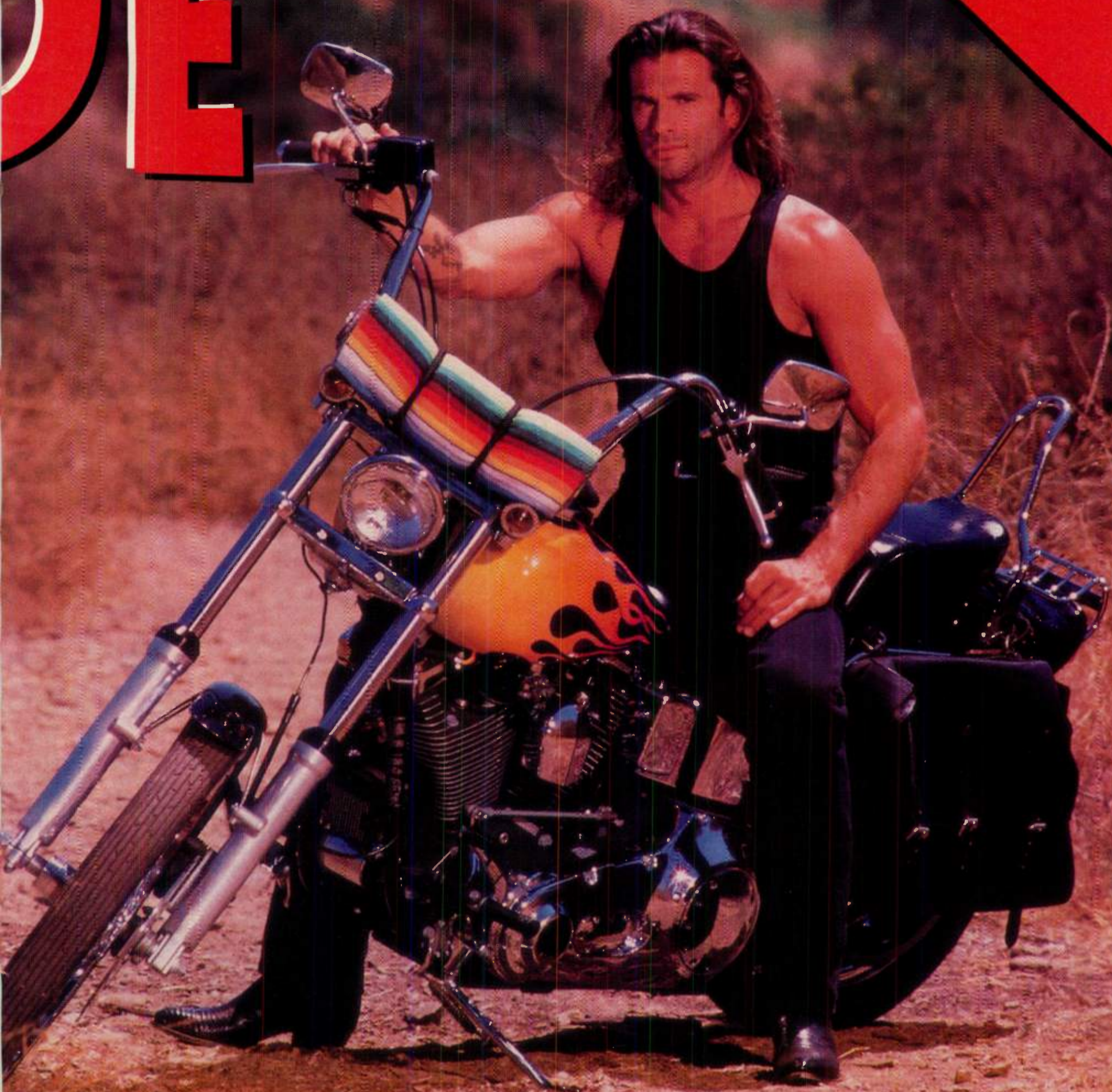
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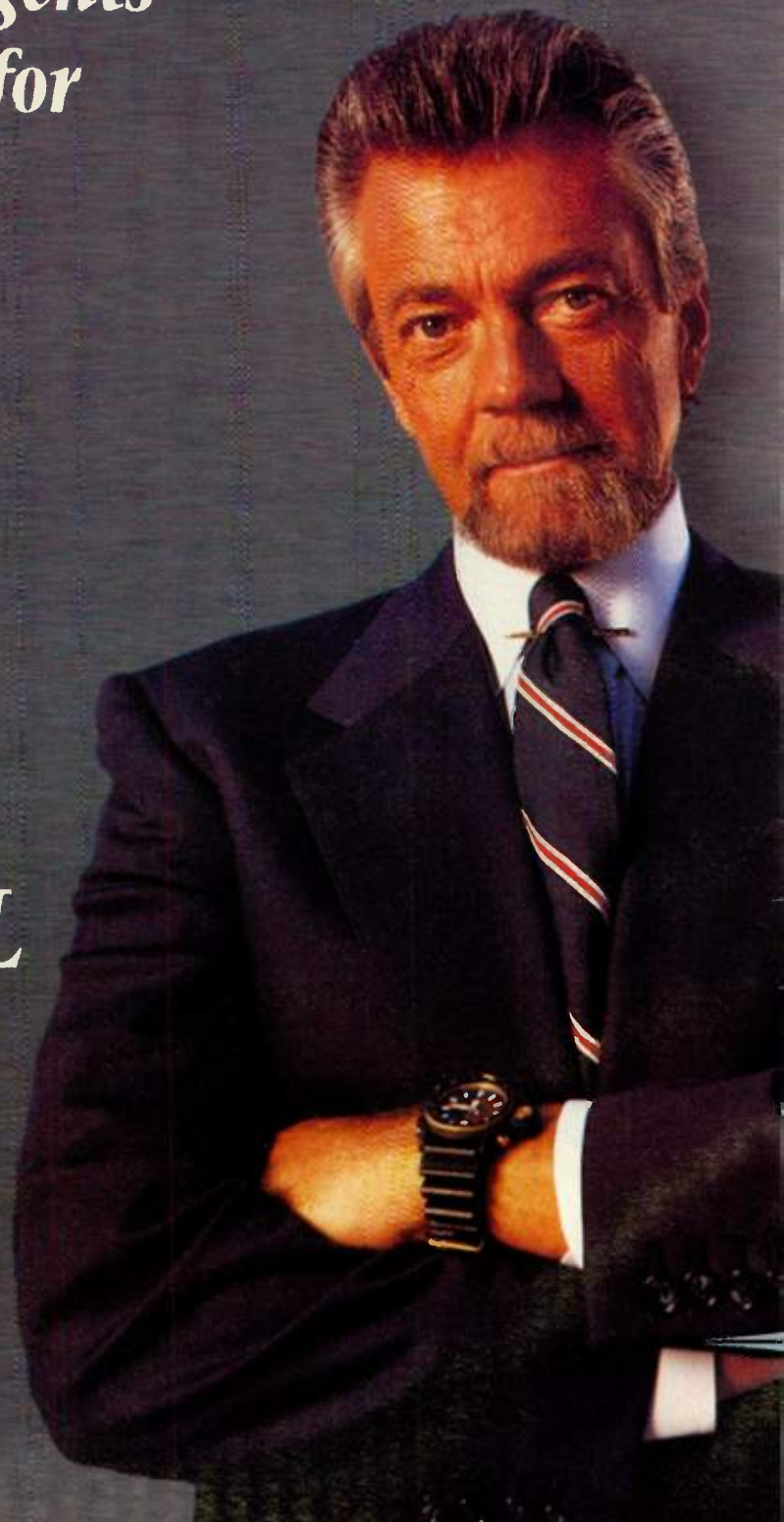
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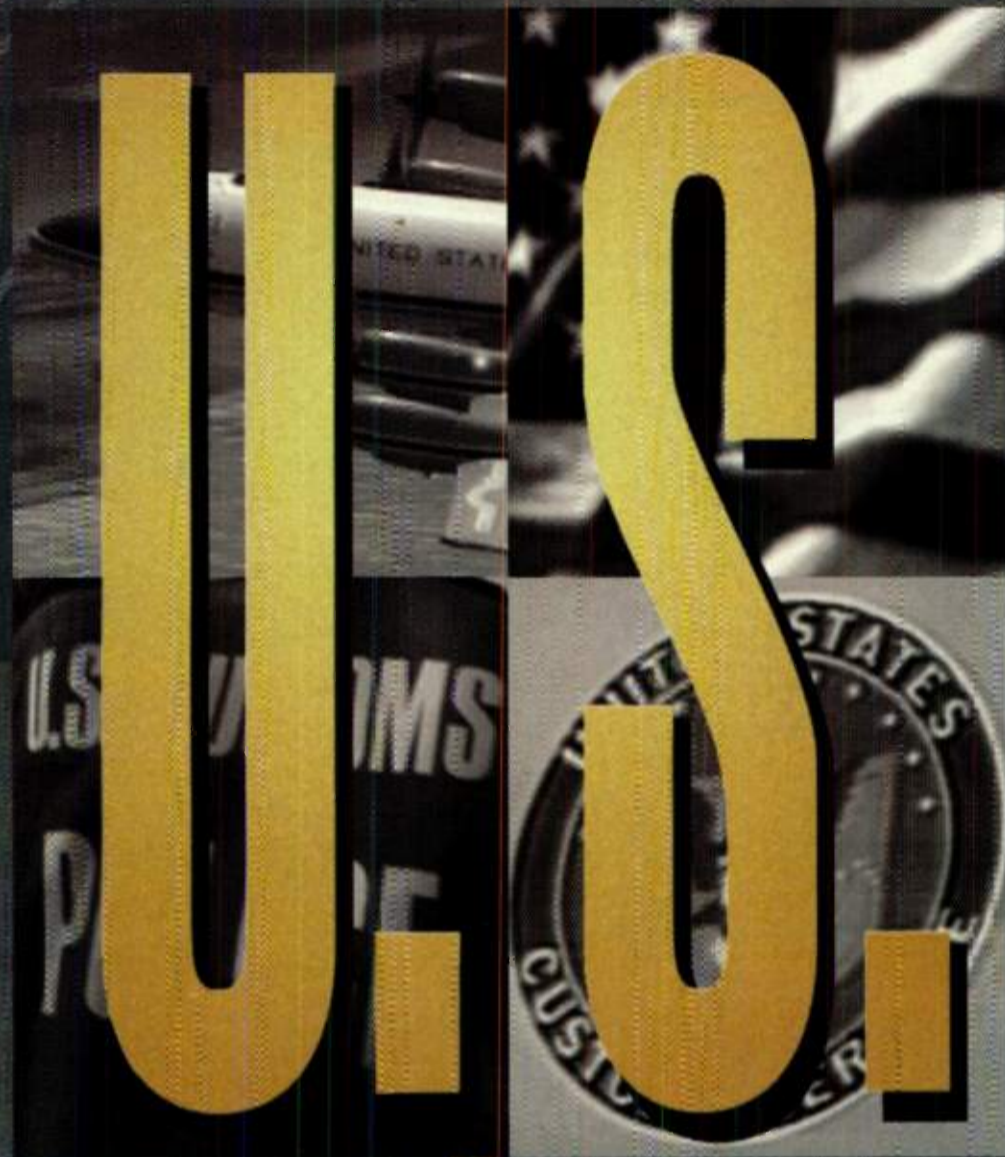
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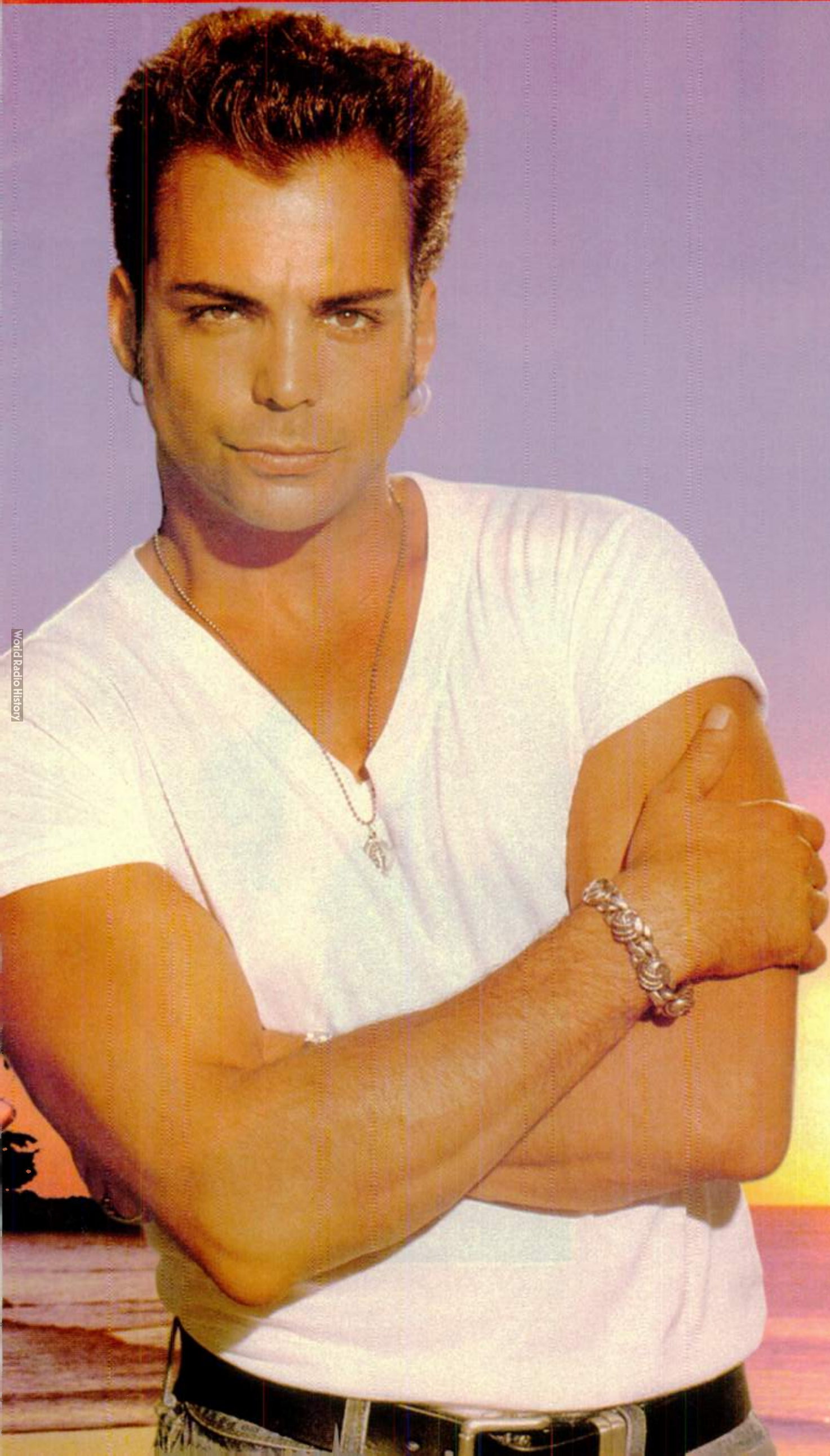


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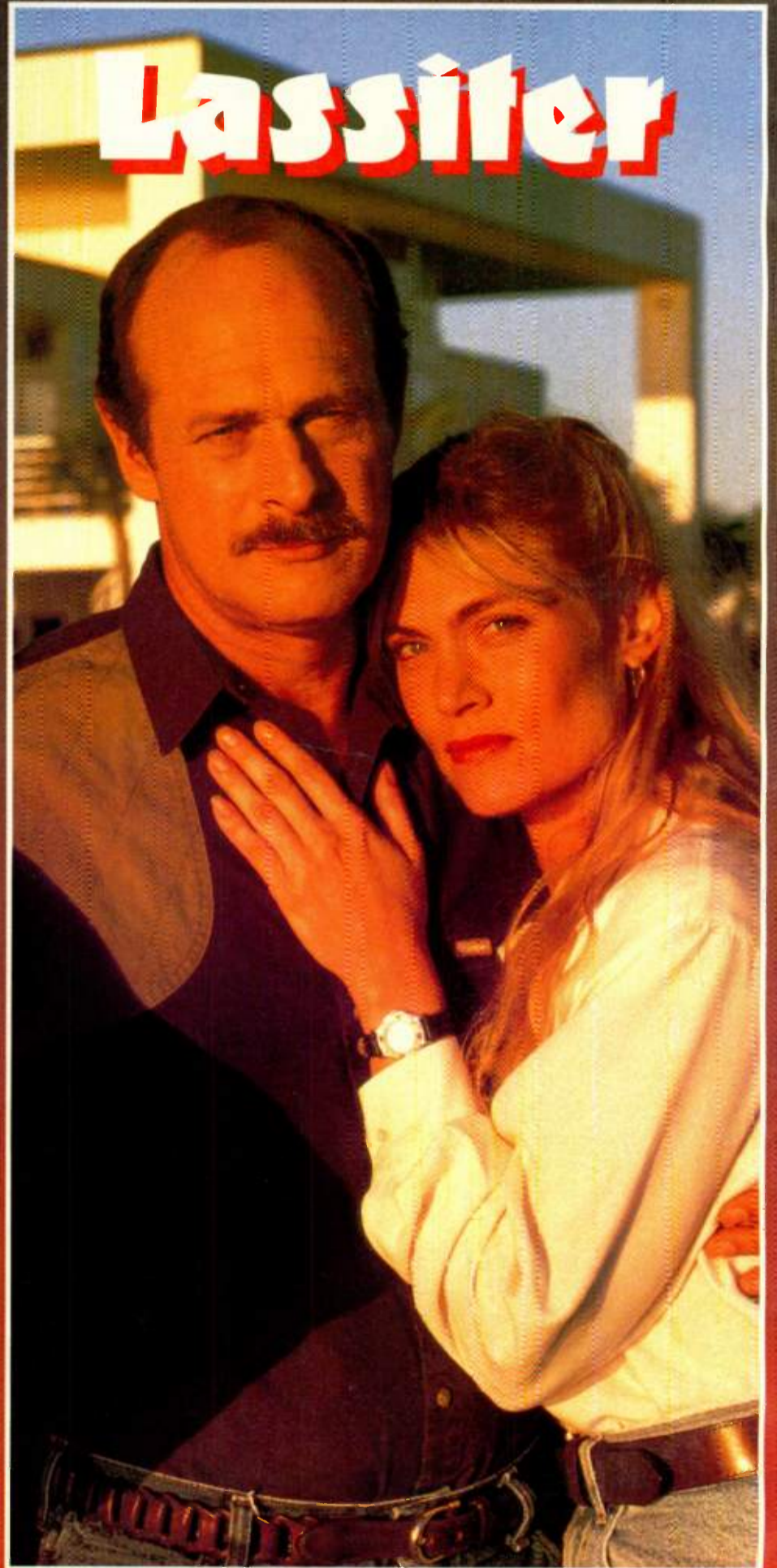
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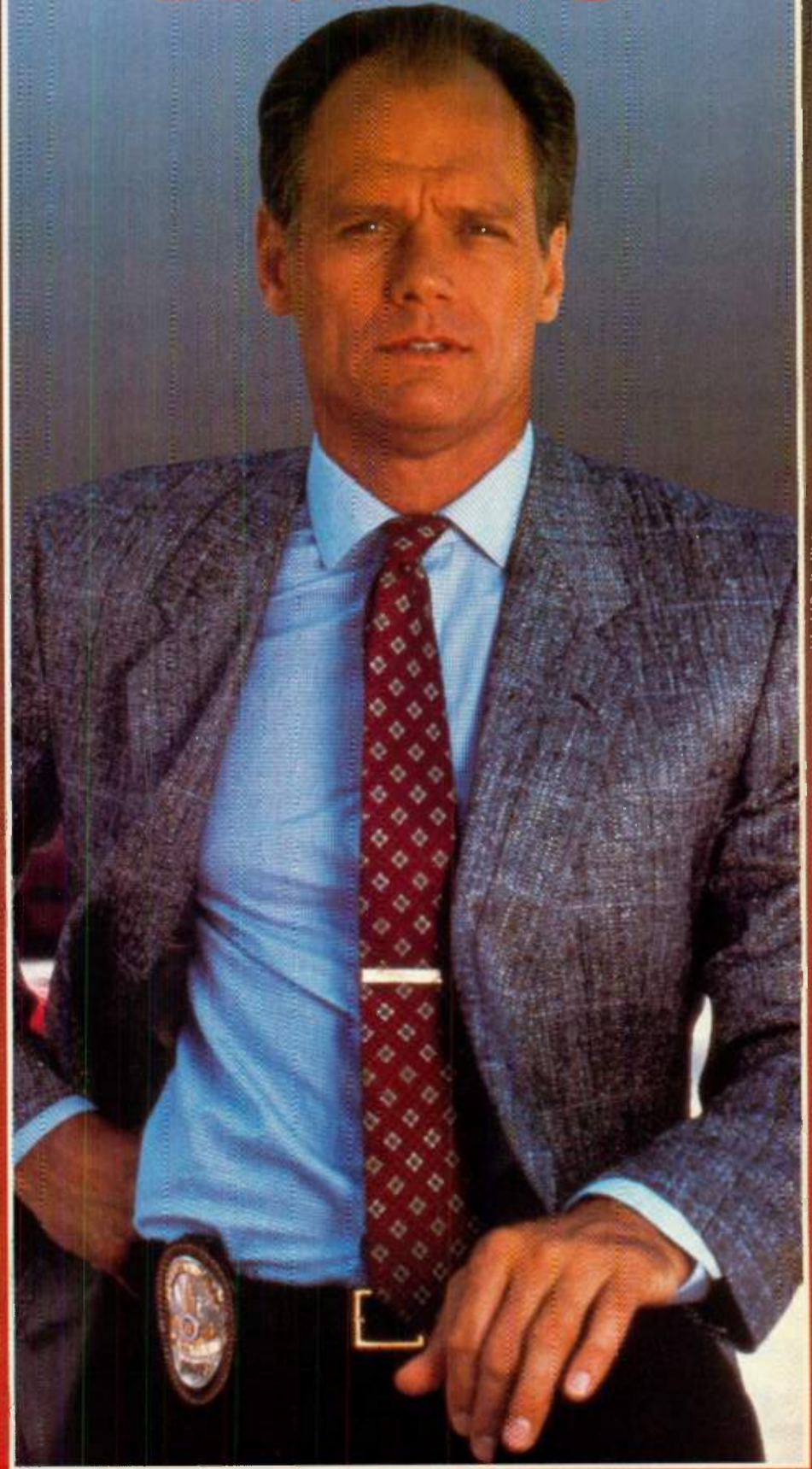


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1995 Market

Tough talk and times for talk shows

Syndicators scramble to shore up faltering programs and come up with new ones

By David Tobenkin

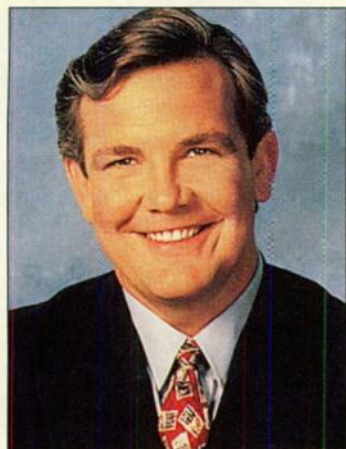
Let it not be said that syndicators failed to support their new talk shows this season. Despite sub-2 national Nielsen ratings for all but one of the new talkers (Twentieth Television's *Gordon Elliott*), most syndicators with low-performing shows in early January were continuing to make adjustments in hopes of saving them.

Most dramatic, perhaps, was **Paramount Domestic Television**, which persuaded at least 12 stations (Paramount says it's close to adding eight more) to upgrade its low-rated *Jon Stewart Show* by telling them they had cleared the show too late for viewers. Most of the stations, which include big-market outlets KCOP Los Angeles, WTXF Philadelphia, WJBK-TV Detroit, KTXA Dallas and KTXH Houston, are scheduled to move the show up this week.

"The numbers for the show this fall were not what we wanted them to be, but the temper of the stations toward the show has remained very positive," says Joel Berman, PDT president of distribution. "They believe in him and see the same things we do. This is a show that is taking time to build and has been hampered by late-night time periods."

The show also will be revamped somewhat to feature the former MTV talk show host in fewer comedy sketches and talking more with more mainstream guests.

"It's harder to do a great bit of comedy as a regular part of the show each night, and a great guest is easier to adver-



'Gordon Elliott' was a standout among new talkers, while stations that stuck with veteran 'Jenny Jones' were rewarded with healthy ratings gains. 'Oprah' remains in a class by itself, but one aspired to by teen-targeted comer, 'Ricki Lake.'

tise and more of a draw," says Frank Kelly, PDT president of creative affairs.

The New York-based show will showcase those changes during the February sweeps by spending Feb. 6-10 in Los Angeles.

Group W Productions in early December gave its low-rated *Marilu* another 13-week commitment, which will take it through February and give replacement executive producer Matthew McCarthy time to rework the program. He will attempt to drum up ratings with a special week of shows about the Golden Globe award nominees, a week before the actual awards ceremony begins.

"The ratings have not been what we'd hoped, but we think the show's content now is right on target," says Group W Productions President Derk Zimmerman.

Another Group W show, *Jones & Jury*, recently was downgraded from daytime to overnight in Los Angeles, but the syndicator in late December said it was sticking with

the show for at least the near term. The court/talk hybrid is being modified to be a more straightforward legal show with less audience input, says Zimmerman.

MCA TV gave another 13-week commitment to its low-rated, Brandon Tartikoff-produced late-night panel discussion show *Last Call* and is revamping the show. It has added a new executive producer, Marley Klaus, a *60 Minutes* veteran who earlier was signed to a production deal at the studio. He, in turn, shuffled the show's panel.

Regular panelist Sue Elliott, who in the first 13-week cycle of the show emerged as the viewers' favorite, will be joined by new regular "Stuttering John" Melendez, best known as a Howard Stern sidekick. Panelists occupying a rotating third chair will include New York Jets place-kicker Nick Lowery and former *Last Call* regular Elvis Mitchell. Former regulars Tad Low and Terry McDonell will leave the show. Baseball great Pete Rose will become a regu-

lar contributor.

Multimedia Entertainment in early January attempted to spice up its *Dennis Prager*, a predominantly late-fringe-cleared show that is last among the surviving new talk shows in ratings, by eliminating guests on four of five shows each week.

Instead of guests, a group of 12-15 diverse audience members will conduct a roundtable discussion on issues. That, along with man-on-the-street interviews, hopefully will improve the show's pacing. "We've determined he's most effective when we do solo shows and don't have guests on, because certain guests are less than succinct on an issue," says Multimedia Executive Vice President Dick Coveny.

Multimedia also is overhauling its highly anticipated but underperforming *Susan Power* daytime talk show. Joining the show recently is new consulting producer Charlotte J. Koppe. "The show has changed in the sense that they start off with Susan

laying out what she wishes to talk about," says Coveny. "Also, the topics are more focused and designed to help viewers feel better about themselves. We don't want to deal with an issue and not give a solution."

Coveny says that since half-hour shows like *Power* are at a disadvantage in fully developing issues, the company also is considering expanding the show to an hour.

At the higher-ratings end of the critical list is **Buena Vista Television's** *Judge for Yourself* court-talk show, also considered endangered.

In addition to the new shows, **King World's** *Rolonda*, launched last January, remains at an uncomfortable 1.9 Nielsen national household rating, sustained largely by the power of two-season deals and the reputation of its syndicator.

However, King World President Michael King says that the show is still less than a full season old and has generated strong results in some cities, including a first-place finish in



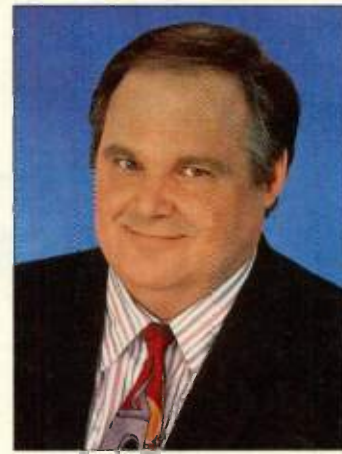
Montel Williams



Phil Donahue



Susan Powter



Rush Limbaugh

its time period on WABC-TV New York since debuting there.

The critical list has left many wondering what went wrong, with some saying that the shows' performances have had less to do with the programs themselves than with the tidal shift in talk that has seen the rise of faster-paced, audience-participation intensive, younger-skewing shows like Columbia TriStar Television Distribution's *Ricki Lake*, Warner Bros.' *Jenny Jones* and Paramount's *Montel Williams*.

"This year you saw new shows in the marketplace that were traditional mainstream vehicles, where you had well-known talent and substantial producers doing fairly traditional shows and yet they haven't been able to connect," says Scott Carlin, senior vice president of sales at WBDTD. "It may be that traditional types of shows are not in vogue with those controlling the remotes at home."

Each of the struggling shows is attempting to avoid the fate of MCA TV's *Suzanne Somers*, canceled in early December after generating a sub-1 national rating.

Somers is not alone, however. More veteran shows canceled last year include Paramount's *Arsenio Hall*, Group W's *Vicki!* (a result of personality conflicts more than low ratings), King World's *Les Brown*, Tribune's *Can We Shop?!* and Twentieth Television's *Bertice Berry*.

The problems of this year's new shows have made for smooth sailing in renewing *Gordon Elliott*, says Twentieth Television President Greg Meidel. Meidel is calling the strip a go for its sophomore season, with more than 52 stations covering 60% of the country renewing for 1995-96.

Elliott has broken out of the pack of nine new talk shows this season, posting a 2.6 rating in the November sweeps, 62.5% higher than the 1.6 of *Judge for Yourself*, its closest competitor among

TOP TALKERS

An analysis of the household gross average audience ratings performance of talk shows season-to-date through 12/11/94 vs. season ended 12/10/93.

Rank Show	'94 HH Rtg	'93 HH Rtg	Chg
1. Oprah	8.9	10.0	-11%
2. Ricki Lake	5.3	2.4	+121%
3. Jenny Jones	4.3	2.3	+87%
4. Sally Jessy	4.2	5.1	-18%
5. Regis & Kathie Lee	4.1	4.4	-7%
6. Maury Povich	4.0	3.9	+3%
7. Montel Williams	3.8	3.0	+27%
8. Donahue	3.6	4.9	-27%
9. Rush Limbaugh	3.5	3.8	-8%
10. Geraldo	3.2	4.0	-20%
11. Jerry Springer	2.5	2.0	+25%
12. Gordon Elliott	2.4	DNA	DNA
13. Rolonda	1.9	DNA	DNA
14. Judge for Yourself	1.6	DNA	DNA
15. Susan Powter	1.5	DNA	DNA
16. Jones and Jury	1.2	DNA	DNA
17. Last Call	1.1	DNA	DNA
17. Marilu	1.1	DNA	DNA
17. Jon Stewart	1.1	DNA	DNA
20. Dennis Prager	0.8	DNA	DNA
20. Suzanne Somers*	0.8	DNA	DNA

Notes: Asterisk (*) denotes a canceled show. DNA=does not apply. Source: Nielsen Syndication Service Ranking Report

the new shows.

"*Gordon* is pacing equal to and above the pacing of [Columbia TriStar Television's] *Ricki Lake* and [Warner Bros. Domestic Television's] *Jenny Jones* a year ago," says Meidel. "We've taken advantage of *Gordon*'s experience as a broadcaster—that's why we are ahead."

The show also has profited from the ad-lib and stunting skills of its host. The amiable Australian recently allowed a man to propose marriage on the show—hardly unusual for a talk show—but then bused the entire audience from New York to a wedding ceremony in New Jersey that was carried by the show.

The willingness of stations to stand behind the other struggling shows may reflect a relatively small number of

midseason alternatives. Only All American Television's *Richard Bey*, until now in limited distribution on Chris Craft/United's owned-and-operated stations, will launch nationally in January. On Jan. 2, KTZZ-TV Seattle became the first non-Chris Craft station to air the show. (The new shows will be discussed in next week's BROADCASTING & CABLE.)

Two other shows may go national before fall 1995:

■ Syndication veterans Henry and Paul Siegel's newly formed syndication operation SeaGull Entertainment will brave the talk show waters this spring with a show featuring comedian and former *Family Feud* game show host Ray Combs in which celebrity guests will promote their products.

■ Tribune Entertainment

a substantial, three-season licensing fee, and the question is not the numbers of the show but that licensing fee."

Next year's crop of shows, most targeting the same young demos of *Ricki*, will only intensify the competitive environment. However, some say that could end up benefiting older incumbent shows that suffered this year.

"The new shows are going to offer more of the same thing, which waters down the format," says King.

King says that *Oprah*'s shift toward less exploitive subjects late last season, which contributed to a significant dip in its enormous lead over its nearest competitors, ultimately could work in its favor. "If you have to be salacious and exploitive, how low will you soon have to go to distinguish yourself?" asks King. "*Oprah*'s subjects are completely different from what's

on the other talk shows. We think [that] after a while of seeing what she is doing, the audience is embracing it."

Tim Bennett, installed as president of *Oprah*'s Harpo Productions last year, has tried to freshen the show by taping *Oprah*'s activities before and after the show, from when she arrives at the studio to when she says goodbye to the last studio guest.

"These spontaneous moments are new and add excitement to the presentation—you're not sure exactly what you are getting," says Bennett.

Many of the returning shows are enjoying an increased number of second runs. Tribune Entertainment's *Geraldo*, for instance, recently added its 25th and 26th second-run stations, WJBK-TV Detroit and KXTV Sacramento, Calif. That's up from 15 stations with second runs at the start of the 1994-95 season.

"With the failure rate of the new shows, stations have seen that putting in a proven, recognized program is the quickest way to get audience and sell inventory," says Tribune Entertainment President Rick Jacobson.

Ricki, *Jenny* and *Montel Williams* also have been cleared in many markets for second runs. And for the first time, King World is exploring second runs with affiliates of *Oprah*, given that the queen of talk's new contract with the syndicator no longer limits them to a few top-rated markets as in the past.

King even said he would be willing to consider allowing the first run of the show to occur in the early morning if it would not draw later viewership away from the show. ■

Two Good To Be True!

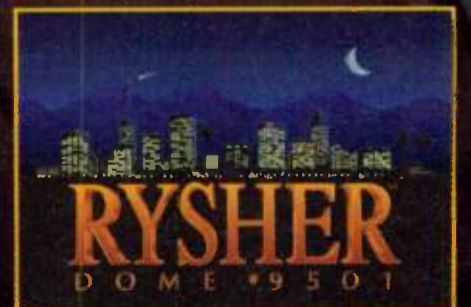
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Flood of new action hours on the bubble

Although the genre is flat, veteran programs show staying power

By David Tobenkin

In this, the same season that viewers of network television news magazine shows said enough is enough, the audiences of syndicated action-hour shows have made the same declaration.

After reaching a high-point of 18 action series, this season viewers have turned the channel on most new projects. Instead, veteran shows like *Star Trek: Deep Space Nine* and *Baywatch* continue to pull in the biggest audiences and relegate the others to also-ran status.

The casualties so far this season include *Robocop* and *Thunder in Paradise*, both from Rysher, and Spelling's *Heaven Help Us*. The list of action series on the bubble to return for next year includes nearly all of the remaining shows, with a few exceptions.

"It's pretty dismal," says Dick Kurlander, vice president and director of programming, Petry Television, when asked to assess the action-hour landscape. He says that the problems being faced by distributors of action hours are the result of quantitative as well as qualitative factors.

"There is such a glut when you look at all there is out there. It just goes on and on," says Kurlander. "In addition to the sheer number of projects, unfortunately, the quality of a lot of these shows doesn't measure up to network shows, with the exception of a show like *Deep Space Nine*. The audience knows the difference. In some cases the discrepancy is significant. As a whole, the level of quality of syndicated action shows needs to be upgraded," he says.

Pat Kenney, president, Cannell Distribution Co., one of the largest suppliers of action hours and one of the original purveyors of the genre, says "the genre is fine if you have an established player. In the past few years there has been a glut of new entries, and few have worked."

The success of the established shows and the failure of the newer entries is no better illustrated than with two Cannell series. The company's *Renegade* will return in the fall for a fourth season, according to Kenney. The



'Baywatch' and 'Star Trek: Deep Space Nine' continued to dominate the crowded action-hour genre. Among the legion of shows searching for a piece of that audience was 'Hawkeye' (top right).



ACTION HOUR RANKINGS

1994-95 action hours ranked by season-to-date household ratings through Dec. 11, 1994

Program (Distributor)	HH rating
1. <i>Star Trek: Deep Space Nine</i> (Paramount)	.8.7
2. <i>Baywatch</i> (All American)	.7.0
3. <i>Renegade</i> (Cannell)	.4.8
4. <i>Kung Fu</i> (Warner Bros.)	.4.7
5. <i>Babylon 5</i> (Warner Bros.)	.4.6
6. <i>Lonesome Dove</i> (Rysher)	.4.5
7. <i>Highlander</i> (Rysher)	.3.9
8. <i>Time Trax*</i> (Warner)	.3.5
9. <i>Acapulco H.E.A.T.*</i> (All American)	.3.1
10. <i>Robocop: the Series*</i> (Rysher)	.2.8
10. <i>Sirens</i> (All American)	.2.8

Note: Asterisk (*) indicates a canceled show.

Source: Nieslen Syndication Service data.

show is averaging a 4.8 rating in Nielsen national household season-to-date ratings. In recent weeks it has been challenging *Baywatch*, which is averaging a 7.0 rating in season-to-date numbers. On the flip side is Cannell's *Hawkeye*, which debuted in the fall. It is averaging a 2.3 national household rating, and its future will be decided in February. "January and February will make or break it," Kenney says, adding that "it needs to be doing north of a 3 rating."

Janeen Bjork, vice president and director of programming, Seltel, is blunt about the state of the once-burgeoning genre. "They're all losers," she says, referring to the new crop of action hours. "The

top action performers will continue to work, but the others are under more scrutiny. None of the new hours has exceeded the time period performances of last season, and they also have had trouble holding on to their lead-ins."

The decline of action hours may result in some independent stations reverting to traditional independent programming strategies. Five or six years ago, when the syndicated action hour began its ascent, many independent stations, looking to remake themselves, stepped away from the big movie packages and invested in the newly emerging genre.

"There are plenty of stations that gave up significant adver-

tising time to syndicators of action series where they had been keeping 28 minutes of advertising time with movies," says Bjork. "[In addition to the loss of advertising time], their numbers are down. Does that translate into renewals? No. As a result, stations are rethinking their strategies. Many are going with one of the new networks and are using movies or a mix of programming on the other nights [when the networks don't supply programming]," she says.

One of this year's new shows on which many independent station managers pegged their hopes of building an action night of programming was *Lonesome Dove*, the highest-rated new action hour. Although averaging a 4.4 national household season-to-date rating and ranking fourth among all action shows, the series is undergoing some creative retooling in an attempt to improve its demographic profile.

Keith Samples, president, Rysher Entertainment, says that overselling of the genre has made the marketplace more uncertain. "I'm surprised there's so much stuff on the market. [As a result], the market is a little bit muddled right now, and we're playing it more cautiously," he says.

Another action series undergoing some retooling is ACI's *High Tide*. Although no creative changes are planned, the show's clearances are

being modified. In this its first season, approximately 40% of its clearances were in prime time, with the remaining clearances in a variety of dayparts, including weekend afternoon and early evening. According to Jamie Bennett, ACI president and chief executive officer, the company has decided that the project works best in those early afternoon and early evening weekend time slots and expects about 10% of its prime time clearances to shift to those time slots in year two.

One of the few projects that was announced at NATPE last year, *High Tide* is averaging a 2.0 rating in season-to-date numbers. "We're fine with the numbers we're getting," says Bennett. "It's getting a 2 rating now, and recently we did a 2.4. There wasn't an enormous amount of risk for us going in, which has allowed us to continue to year two. That wasn't so with some distributors who went into it with expensive brand-name talent, but that doesn't always translate into big ratings," he says.

Despite the high percentage of casualties this season, Seltel's Bjork remains somewhat optimistic about the form. "At this point a year ago, *Ricki Lake* had not yet broken through. So I don't want to say, 'Get rid of them all.' I'm saying they're not working, but let's give them a little more time." ■

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Top 10 Daytime Talkers

November 1994	HH	W18-49	W25-54
LIVE Regis & Kathie Lee	5/26	3/25	3/26
Donahue	4/20	2/18	2/20
Sally Jessy Raphael	4/20	3/22	3/22
Maury Povich	4/17	3/18	3/18
Jerry Springer	4/16	3/19	3/18
Jenny Jones	4/12	3/18	3/16
Geraldo	3/13	2/13	2/13
Rolonda	3/13	2/14	2/14
Ricki Lake	3/13	3/19	2/15
Montel	3/12	2/16	2/14

Source: NSI as dated; weighted average ratings. Ranked on HH rating. Top 10 syndicated talk shows with 10 or more occurrences, M-F 900A-300P.

**LIVE Regis &
Kathie Lee**

Buena Vista Television

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What is Reality? A strong genre

Returning shows hold their own against a new wave

By David Tobenkin

The reality of reality shows this season has been the surprising strength of most of the returning shows in the face of heavy competition by new programming, including a number of successful new entries.

Despite competition from the new *Extra—the Entertainment Magazine*, Paramount Domestic Television's *Entertainment Tonight* is still spry in its 14th season, rising from an 8.0 Nielsen national household average audience rating for last season through Dec. 10, 1993, to an 8.2 over the comparable period this season, according to an analysis by station rep Seltel Inc. *Extra*, chasing younger demographics, also hasn't impacted *ET* in that area either. *ET*'s 18-34 audience composition is down only a tenth of a point, to a 3.4, compared with last season.

"As in 1988 (when competing show *USA Today on TV* debuted), people predicted *ET* might be in trouble with the entry of a competitor, and once again we've given the show an overhaul that changed the look and feel and demonstrated its continuing strength," says Joel Berman, PDT president of distribution.

ET this season added a new set, a "walk-around" opening where the talent gives a quick preview of that night's show in MTV quick-edit style, and new content that includes some longer pieces and an increased emphasis on exclusives such as a 90-minute interview with O.J. Simpson attorney Johnny Cochran.

Warner Bros. Domestic Television Distribution's *Extra* has debuted with respectable numbers, recording a 3.6 household rating (season to date) and a 1.7 adult 18-34 demographic, ahead of the 1.4 rating of King World's *American Journal* magazine show.

"To date it's meeting Warner Bros.' expectations," says Janeen Bjork, vice president, director of programming at Seltel. "None of my (almost two dozen) stations that have the show are complaining about it."

In Los Angeles, *Extra* took

over the time slot previously held by *ET* on KNBC-TV and this November nearly equaled *ET*'s household-ratings performance of last November.

The show presently is not making its money back, but magazine shows typically have a slow start. It took *ET* more than a season to build its audience, and that was when the access landscape was much less crowded.

"We're very happy with the evolution of the show. We think [executive producer] David Nuell, [senior producer] David Friend and [Telepictures Productions President] Jim Paratore did an extraordinary job getting the show to where it is today," says Scott Carlin, senior vice president of sales for WBDTD.

Carlin says that only 52% of the country had seen or heard of the show in mid-December, compared with 41% when the show launched in September—that with \$10 million already spent to market the show at a national level, an amount doubled or tripled by stations that carry it.

Paratore says that some elements that haven't worked on *Extra* have been dumped. The show originally aired fewer pieces with greater detail than did *ET* until it discovered "that wasn't what the audience was looking for. They want more topical news—a faster pace—and we have adjusted it in that direction." The show also has dropped non-traditional standups by its anchors.

The ratings of all three general-interest news magazine strips remained competitive, although Paramount's *Hard Copy*'s 6% rise to a 6.6 helped it to take the lead. King World's *Inside Edition* dropped 10%, to a 6.4, and Twentieth Television's *A Current Affair* dropped 16%, to a 5.3.

All three shows are changing either anchors or executive producers. Twentieth Television may be able to tune *A Current Affair* with the addition of *Inside Edition* executive producers John Tomlin and Bob Young, who are departing the King World show for production deals on the Fox lot. *Affair* in October



'Cops' continued to be the ticket for Twentieth (above). 'American Journal' is cleared through 1997 in over 80% of the country.

replaced host Jim Ryan with former WBBM-TV news anchor Penny Daniels only months after Ryan replaced longtime host Maureen O'Boyle. The show is considering hiring a co-anchor for Daniels.

Despite criticisms by competitors and some station reps that the show needs a clearer sense of direction, Twentieth officials say that much of the ratings drop reflects distribution problems.

Affair's ratings have been affected by the decision of many stations, including Fox's own, to replace the show in access with off-net strip *The Simpsons*. The show has lost more than a dozen access clearances since November 1993.

"We don't have the leverage of a King World or a Paramount to keep *A Current Affair* in access, but we are working to get upgrades in markets in which we have lost access clearances," says Twentieth Television Executive Vice President of Sales Jim Martz. "Many times the show has been moved for reasons other than its performance."

In some top markets, the show is moving off Fox stations to other stations that offer better clearances. In Los Angeles, for instance, the show recently received an access clearance on KNBC-TV after being downgraded from access

to late fringe on Fox O&O KTTV(TV).

The only significant change at *Hard Copy* has been the recent departure of co-executive producer Linda Ellman, who, with co-executive producer Linda Bell Blue, was credited with giving the show greater focus and more news respectability, which produced its rating climb.

This spring, *Inside Edition* also will see a new anchor as Deborah Norville, former host of CBS news magazine *America Tonight* and NBC's *Today*, joins the show. She replaces Bill O'Reilly, who has anchored the show for the past six seasons.

Although the Big Three appear to roll on from year to year, that requires more than meets the eye, says King World President Michael King.

"The successful magazines will go a long, long time as long as you continue to produce them properly and allow them to continue to evolve, but they can fall off quickly if you don't produce subjects people are interested in," he says. "These shows are also promotionally sensitive and require the big dollar commitments necessary to promote them."

All three shows likely will benefit from the start of the O.J. Simpson trial, which is expected to last for months. One place *A Current Affair* will not benefit, however, is in Los Angeles, where KNBC-TV will carry a nightly, half-hour locally produced news show, *O.J. Simpson on Trial*, which will begin air-

ing weeknights at 7:30-8 when the trial starts. The show will run for the duration of the trial and will preempt the recently acquired *Affair*, which will move to 2 a.m.

King World's other magazine strip, *American Journal*, was flat in the ratings. Like *Inside Edition*, it is cleared through 1997 in more than 80% of the country.

Another magazine show, Buena Vista Television's advocacy-oriented *The Crusaders*, was pulled from weekly production in December. Although Buena Vista officials say they will attempt to market it as a strip at NATPE—the only way the show can pencil out—observers say that with ratings for the its weekly version only so-so, it could be a hard sell.

Like magazines, law enforcement strips also have had a successful year. "At some point you can saturate the market, and if there are too many, viewers will perceive them as rip-offs and tend to reject them," says Genesis Entertainment Chief Executive Wayne Lepoff. "But right now it's a very healthy format."

Among law enforcement strips, it remains Twentieth Television's *Cops* and everyone else. The off-net strip even improved slightly from last season, to a 5.5.

Genesis Entertainment's first-run *Real Stories of the Highway Patrol* continues to build, rising from a 3.2 to a 4.0 and adding 20 additional stations.

Rounding out the strips, Genesis's *Top Cops* averaged a

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a new idea

can keep you

up at night?

well, starting next fall...



2.2 and was off significantly in some key demos from its year-earlier time period predecessor, but demonstrated a sharp uptick in viewing in December and is being cleared for a second season. MTM's off-net *Rescue 911* earned a 1.5 and has been cleared for a third season in 40 markets representing 30% of the country. Top market renewals include KCAL Los Angeles, WFTS Tampa, Fla., and KMOV St. Louis. KCAL recently gave the show a time-slot upgrade and now airs it Mon.-Fri., 6 p.m.

As for weekly shows, Paramount's new *Sightings* supernatural show earned a strong 3.9, which reflected a sales effort that landed the show in 198 markets covering 92% of the country. The show's ratings are on a par with its November 1993 time-period predecessors.

The other new supernatural show, MG/Perin's *The Extraordinary*, earned a 1.4, a decent performance, given much weaker clearances. The show demonstrated striking improvements in female demos over its year-earlier predecessor and lesser declines in male demos, likely a result of being scheduled in many markets as counter-programming to sports. The syndicator is trying to secure upgrades for the show.

"Both *Sightings* and *The Extraordinary* were pleasant surprises for stations, especially given that they are on weekend slots that get preempted a lot, which makes it difficult for viewers to follow them," says Bjork.

Twentieth Television's new *Trauma Center* delivered a respectable 3.1 household rating, but was off heavily from its year-earlier predecessor in households and all key demographics.

Grove's new *Tough Target* earned a 1.8 in 110 markets in its freshman season so far, off heavily in households and in key demographics from its year-earlier predecessor. The syndicator will seek renewals at NATPE for a second season.

As for New Line Television's *Court TV: Inside America's Courts*, the show earned a 2.0, off 26% from its year-earlier numbers. The show returns next year as a strip, and as with many weeklies, reps say not to read too much into the numbers so far. "You can't judge the potential of a show like this by its performance as a weekly," says one rep. "There's too much movement."

Genesis Entertainment's soft-edged reality veteran show *Emergency Call* dropped 32%, to a 1.9, but will return for a fifth season. ■

Disney's 'Aladdin,' 'Gargoyles' top new strips, weeklies

Saban strong; FCC-friendly market looks for action

By David Tobenkin

There were no runaway hits on the scale of the *Mighty Morphin Power Rangers* among this season's debuting kids shows, but new strips from Saban and Disney found a strong audience response as the storm clouds of increased competition from the new UPN and WB networks loomed.

Buena Vista Television's *Aladdin* earned a 5.5 gross average audience Nielsen children's 2-11 rating from the beginning of the season through Dec. 11, 1994, while Saban's *V.R. Troopers* live-action follow-up to its *Mighty Morphin Power Rangers* hit earned a 5.0. The Saban show skewed more strongly to boys and the Buena Vista show to girls.

Alladin is cleared on 172 stations, *V.R.* on 116. In Nielsen's Cassandra rankings for the November sweeps (which does not weight the numbers according to clearance totals), *V.R.* made a strong showing among kids 2-11, recording an 8.2 to Alladin's second-place 6.8.

Meanwhile, Disney's *Gargoyles* easily was first among the new weeklies, earning a 3.8 that was off only slightly from its year-earlier predecessor. The show demonstrated remarkable strength among teens, increasing viewership by that demographic 65% in the November sweeps over its year-earlier time period predecessor, according to an analysis of Nielsen Media Research numbers by station rep Petry Television.

Those performances were important to both companies. For Saban, they put to rest carping by competitors that the live-action format success the company enjoyed with *Mighty Morphin* was a fluke.

For Disney, the performances of *Aladdin* and *Gargoyles* shot new blood into the syndicator's Disney Afternoon programming block, which had seen its dominance several years ago steadily fade with the rise of the Fox Children's Network's edgier product.

Gargoyles in particular, a dark drama of statues that come to life to fight crime, broke new ground for Disney's television animation compared to its previous, younger-skewing fare. The syndicator hopes to do so again with another show that debuted Jan. 2, the *Shnookums and Meat Funny Cartoon Show*, a collection of fast-paced shorts featuring the same type of physical comedy that has helped power FCN's hit Warner Bros.-produced shows *Tiny Toon Adventures* and *Animaniacs*.

Disney officials were so impressed with *Gargoyles'* performance that less than two months after its debut, they announced it will return as a strip in fall 1995.

"The show was so obviously good that it would have been foolish not to strip it," says Buena Vista Television President Mort Marcus.

The Disney Afternoon will need all the strong shows it can get, since the 1997 season will see afternoon kids blocks debut from both the new UPN and WB networks, the latter supported by the production muscle of Warner Bros. Animation, which largely built the Fox Children's Network. WB-affiliated stations currently carrying the Disney Afternoon have already committed to dropping the block in 1997, says WB chief executive Jamie Kellner.



Disney's newcomer 'Alladin' continued Disney's trend of converting blockbuster theatrical's to series. Disney's *Gargoyles* was the top kids weekly.

V.R. Troopers in its second season will probably be cleared in 90% of the country, up from 86% in its rookie season, says David Goodman, senior vice president of Saban Domestic Distribution. As of early January, 50% of the country was cleared. He says that Saban will work to introduce new characters and new plot twists in the show's second season to keep it fresh. "With the *Power Rangers*, we were more successful in year two than in year one because we worked very hard on improving the show by adding new characters like the White Ranger and new plot twists," says Goodman. "We will do the same thing with *V.R. Troopers*."

The syndicator also will offer stations 40 new episodes of the show, a departure from the frequent syndication practice with kids shows of cutting production after the first season and rerunning shows.

"If we reran the same episodes, all we could expect would be the same numbers," says Goodman. "We feel it's important to do new episodes to keep the level of enthusiasm high."

Among the other new strips, Bohbot's *Mighty Max* and All American Television's *Superhuman Samurai Syber-Squad*, another live-action show, debuted respectably, earning a 2.6 and a 2.2 that were roughly equal with their year-earlier time period predecessors.

Claster Television's *Transformers: Generation II* earned a 2.1 that was off significantly from its year-earlier time period history but that in part reflected frequent clearances in school-impacted dayparts. When the series played from 7-9 a.m., it delivered a strong performance, says Lou Dennig, director of programming at station rep Blair Television.

Disappointments included Genesis' *Biker Mice from Mars*, which earned a 1.6, and MCA TV's *Exosquad*, with a .9. Genesis next fall will package *Biker Mice* with the syndicator's weekly *Marvel Action Hour* shows, changing the name of the new 90-minute block to the *Marvel Action Universe*.

"The kids market is extremely competitive, and with two new networks, time periods will diminish," says Wayne Lepoff, chief executive of Genesis Entertainment. "There were so few time periods in the afternoon that we decided to concentrate on the weekend and make it a *Marvel* morning, which we think will help us stand out from the pack."

Ratings, of course, are only part of the story for most kids shows, especially weeklies offered by smaller syndicators. Toy-line advertising commitments to stations playing the shows is at least as important as ratings in deciding which shows go on air and which are renewed.

In the crowded environment, companies with presold characters and toy and kids product synergies will be best off, says Lepoff. "You will end up with lower-rated shows, and syndicators will have to decide whether they justify the expenditure."

Among weeklies, aside from *Gargoyles*, strong performances also were turned in by Summit Media's *Mega Man* and

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Claster's *Baby Huey*. *Mega Man* earned a 2.6 through Dec. 11, and in November was up 42% over the rating of its year-earlier predecessor. *Baby Huey* earned a 2.5 through mid-December and was up 21% over its year-earlier time period predecessor in the November sweeps.

"The *Baby Huey* show capitalized on the classic character known for more than 30 years and served as an alternative to all the action-oriented shows," says Jeff Pryor, a spokesman for Claster. "The producer of the show, Harvey Comics, was also able to bring the best out of that character since they have worked with it for so many years."

"*Mega Man* succeeded for a number of reasons," says Summit Media Group President Shelly Hirsch. "We had a base of 6 million or 7 million video cartridge games [on which the show was based] sold, which meant if the program was good they would stick with it. I also think kids liked the show because it was simple, which gave it a broad audience. With some of these kids shows, you need a degree in nuclear physics to follow them."

Another key, he says, was making sure that the original Japanese animation was adapted to the tastes of the U.S. marketplace, a task accomplished by bringing in Ruby-Spears Productions as a co-producer.

"The Japanese animation has big eyes and disjointed movement that are very rapid-fire," says Hirsch. "We said that's fine, but you have to articulate the bodies better and add a more vivid background."

Mega Man is being cleared for a second season. In New York, the show will move from Saturdays at 7:30 on WNYW-TV to a Sunday time slot between 9 and 11 a.m. on WPIX(TV). Thirteen new episodes will be offered for the second year.

Genesis' Marvel Action Hour, comprising *Fantastic Four* and *Iron Man*, earned a 2.3 and skewed heavily to boys. *Fantastic Four* performed notably better than *Iron Man*, nearly equaling its year-earlier predecessor in November, while *Iron Man* was off its year-earlier predecessor by 20%.

Bohbot's *Amazin! Adventures* two-hour weekend block earned a 2.1 and was off somewhat from its year-earlier results in the November sweeps.

The block will debut two new DIC shows in 1995, *Ultraverse* and *Street Sharks*. Claster's *Mutant League* earned a 2.3 and was off 27% in November from its year-earlier predecessor.

Saban's *Battletech* and *Creepy Crawlers* earned a 1.8 and a 1.7, respectively. *Crawlers* is being renewed and has cleared 40% of the country, but *Battletech's* fate has not been decided. However, toy sales for both shows are increasing, which bodes well for them.

The FCC-friendly ratings king remains Turner Program Services' veteran *The New Adventures of Captain Planet*, which earned a 3.5 rating, second among all kids weeklies.

Among new FCC-friendly shows, Samuel Goldwyn Television's kids version of its *American Gladiators* franchise show, *Gladiators 2000*, stood out as a pleasant surprise, said several station reps. While the show earned only a 1.7 through mid-December, in November it improved slightly on its year-earlier time period predecessors.

Low ratings were the rule for most of the new FCC-friendly shows. Hearst's *Phantom 2040* earned a 1.6, off sharply from its year-earlier predecessor, while Kushner-Locke's *Pigasso's Place*, ITC's *Madison's Adventures: Growing Up Wild*, Summit Media's *Pick Your Brain* and *Toby Terrier* and Mansfield's *News for Kids* all earned sub-1 ratings.

Toby Terrier and *Pick Your Brain* will not return for a second season, says Hirsch.

The good news for the FCC-friendly shows is that FCC hearings could conceivably result in mandated educational programming on stations' schedules. The bad news for existing FCC-friendly shows is the resulting flood of new competition for fall 1995, including a high-profile project from Buena Vista Television and national offerings from a number of



'The Power Rangers' continued to dominate strips in Nielsen's NSI rating of the November Sweeps.

station groups that have already developed FCC-friendly shows for their stations.

"The real question is will there be renewed interest by the FCC in the Children's Television Act of 1990," says Samuel Goldwyn Television President

Dick Askin. "If so, that will benefit shows like ours."

A large problem for most of the FCC-friendly shows is being placed in weak time periods or against top-rated competition. "The biggest problem with [*Gladiators 2000*] is that the awareness level is low," says Askin. "If it's running at 9 a.m. on a Saturday on an independent, it's running against the Fox lineup and the CBS lineup."

Syndicators continued to have difficulty tapping into the elusive teen market. "The teen market is difficult because teenagers have so much going on in their lives," says Chuck Larsen, president of MTM Television Distribution.

"Everyone is looking for the definitive 90210 show for syndication on weekends—the teen market is still untapped," says Mitch Gutkowski, president of Select Media, whose *Blade Warriors* roller-skate show plays heavily to teens and older kids. A big problem, he says, is the increase in paid programming, which makes for a difficult lead-in for shows like his. ■

'Bart,' 'Fresh Prince' top new off-net shows

'Roseanne' still hanging tough; 'Star Trek: TNG' tops hours

By Steve McClellan

Of all the new syndicated shows that stations could have picked up this season, those that selected *The Simpsons* and *The Fresh Prince of Bel-Air* from the off-network market reaped ratings gold. Those have proved the major hits of the current syndication season.

In prime time access, where *Simpsons* had 65 clearances in November 1994, the show was top-ranked in the sitcom category in households as well as with men 18-34 and 25-54, according to a survey of the November books by Petry Television.

The show also appealed to younger women in the daypart, where it was ranked third among women 18-34, behind *Roseanne* and number two-ranked *Fresh Prince*.

In access, *The Simpsons* averaged a 7.7 Nielsen household rating and an 11 share, which was 2 rating and share points ahead of the average time period performance for November 1993. Among young men (18-34) in the daypart, the show boosted time-period averages by an average 9 share points.

Fresh Prince, meanwhile, was the third-ranked sitcom in households in access with an average 6.9/12, just behind second-place *Roseanne's* 7/13 performance. *Prince* was second among young women (18-34) with an average 7.4/23, which was more than 2 rating points and 7 share points higher than year-ago time period averages.

Both shows also did remark-



'The Simpsons' is the number-one new half-hour, while 'Star Trek' continued to dominate among hours.

ably well with teens in access and early fringe. In access, both averaged 30-plus shares. *Fresh Prince* averaged a 34 share, while *Simpsons* averaged a 32 share. In early fringe, the teens numbers on both shows were just slightly lower—*Fresh Prince* pulled a 29 and *Simpsons* a 31.

As in access, *Simpsons* and *Fresh Prince* demonstrated across-the-board strength in early fringe—they were second and third, respectively, among women 18-34 in the daypart. Among men in the same age group, *Simpsons* was first and *Fresh Prince* was tied for fifth.

"It's tough to decide which is having a better season, [since] they have different strengths and weaknesses that make direct comparisons difficult," says Janeen Bjork, vice president, pro-



gramming, Seltel.

In researching the shows, Bjork found that *Fresh Prince's* demographic performance was higher than its lead-in and lead-out program in most of the key demographics. The same was true for *Simpsons*, she says, with the exception of older women, where the results tended to be flat or down.

Although *Fresh Prince* surpassed the expectations of some stations this fall, Scott Carlin, executive vice president, Warner Bros. Domestic Television Distribution, says the company was not surprised at the good results. "Some stations were skeptical that *Full House* and *Family Matters* would do as well as they did in the 6 to 8 p.m. time periods, but they did great. We looked at the audience composition of *Fresh Prince* and realized that if

the two others could perform as well as they did, so should this one."

Meanwhile, another new sitcom debuted this fall, also surpassing expectations albeit not near the level of *Fresh Prince* or *Simpsons*. But *Dogie Howser* did OK, according to Bjork. "It turned out to be a stronger show than many people thought it would be," she says. "It delivered adult, teen and kid demos within 10% of its lead-in and year-ago time period programs."

Among returning sitcoms, *Roseanne*, now in its third off-network season, continues to hold its own, but with some predicted erosion. The show was ranked second in households in November in both access and early fringe.

In access, the show was down half a rating point and two share points in households, but retained its lead among women 18-34, with an average 8.4/27. In early fringe, *Roseanne* was down slightly in household share, but up more than a full rating

fringe, where it ranked fourth overall in the sitcom category in early fringe, with an average 5.8/13.

In markets where it aired, only 16 in early fringe in November, *Golden Girls* performed respectably in households (6/15) and was flat in the key women demos, with an average 16 share.

In 31 early fringe markets *The Cosby Show* averaged a 4.9/6, down 5 share points from year-ago time period averages. Performance in the key demos was flat.

Meanwhile, two off-network hours—*Northern Exposure* and *Beverly Hills, 90210*—debuted this season. The programs showed improved time-period performance in most cases, but largely because they were replacing bottom-of-the-barrel fare on low-rated stations, says Bjork.

Exposure was cleared in various time periods and appeared to fare best in late night according to the Petry Television November book. On average, the show raised



'Northern Exposure' took its shot at a syndication afterlife.

point and two share points among women 18-34.

Married...With Children, also in its third season, continues to perform well. The show basically was flat in households, women and teens in both access and early fringe and showed slight growth in male demos.

Coach, which debuted in some markets, rolled out nationally this season. According to Bjork, the show has, in most cases, grown this season in markets where it debuted last year.

Family Matters, is also in its second season in syndication and is showing growth over year one. According to Bjork, in the 112 instances where it is running in the same time period this season, the show is up 5%-14% across key demos.

Full House, in year three, was basically flat in early

key women demos by two or three share points in the daypart and men demos by one or two share points.

In early fringe, *Beverly Hills* showed an average increase of 6 share points among women 18-34, clearly the program's best story. In the same daypart, the program showed increases among men 18-34 of 3 share points on average.

Among returning hours, *Star Trek: The Next Generation*, *Matlock* and *In the Heat of the Night* were flat or down slightly in households and key demos. *Star Trek: TNG* continues to turn in the best off-network hour performance. In early fringe, it averaged a 4.9/13 in households and was way ahead of the pack in key demos, commanding an average 17 share with young women and a 28 share with young men. ■



'Jeopardy!' (and 'Wheel of Fortune') still have all the answers for King World.

'Wheel' and 'Jeopardy!' still the ones to beat

In November sweeps, no other game shows come close to these two leaders

By Steve McClellan

The bottom line on game shows this season is similar to what it has been for the past decade—no challenger can hold a candle to the entrenched incumbents, *Wheel of Fortune* and *Jeopardy!*

In fact, according to BROADCASTING & CABLE's exclusive survey (see "Cover Story"), 85% of the stations polled are not actively looking for new game shows.

The latest challenger/victim was a new, hipper, younger-skewing *Price Is Right*. The show, which still is looking for its hipper, younger-skewing audience, has been canceled and will leave the air in about a month.

In November in early fringe, where the show was cleared in 71 markets, *Price* was 4 household share points below the average share delivered in the time period a year ago, according to Petry Television. In the same daypart, it was 8 share points off the time period mark among women 18-34, and down 5 share points among women 25-54.

In prime time access (the time period for which the show was intended, but where it had just 31 clearances in November), *Price* was 7 share points down among households and women 18-34 and 25-54 from the year-ago time period average, according to Petry.

"Goodson and Paramount took a show designed for women and the primary household shoppers and tried to broaden the appeal by making it faster paced and

adding new elements to the game," says Settel's programming vice president, Janeen Bjork. "But it was still an older-skewing show, and when Paramount saw the first week of the November books it was clear it wasn't working. End of story."

Adds Dick Kurlander, Petry Television programming vice president: "A lot of game shows have come to bat to challenge *Wheel* and *Jeopardy!*, and all have failed. For some reason, those are the only two games the audience will accept as hits."

Several station executives agree, with more than one saying the host of the show, soap opera actor Doug Davidson, was "weak."

Meanwhile, the deathwatch continues for *Family Feud*, which has struggled for ratings growth. But officials of distributor All American say that the deathwatch has been going on almost as long as the show has been on the air, and every year it manages to survive. The



The Price obviously wasn't Right—it's been canceled.

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show is being offered for an eighth season.

Feud, like *Price a Mark* Goodson Production, this season reinstated Richard Dawson as host. (Ray Combs, the former host, has signed with SeaGull Entertainment to host a one-hour strip on SeaGull's new Celebrity Shopping Network.)

Dawson's return (he hosted an earlier version of the game that ran 1977-85) didn't do much for *Feud*'s ratings. In daytime, where the show was cleared in 78 markets in November, *Feud* was basic-

ly flat, with a 2 Nielsen rating/9 share in households and ratings that round to a 1 in the key demos. In early fringe, where the show aired in 26 markets, it was down 3 household share points and 4 share points among women 18-34 and 25-54, compared with year-ago time periods, says Petry.

Nevertheless, All American remains confident that it will renew the show for another season. "It's the same old story," says one executive there. "Every year the industry is skeptical, and

every year the show is still standing." Although there was some slippage in fringe, the numbers were stable in daytime, the executive says. "Right now there is no other alternative in the daytime game show arena. To say it's not coming back is real premature. We're going to NATPE selling *Family Feud* for an eighth season." Asked about *Feud*'s renewal rate for next season, a company official said it was "not huge." But in years past, he said, renewals for the show usual-

ly come late in the selling season.

Meanwhile, *Wheel* and *Jeopardy!* continue to rumble along in access unchallenged by other games. In November, *Wheel* was flat in the daytime (where it's cleared in 193 markets), with a 16/31 in households, an 18 share among women 18-34 and a 23 share among women 25-54.

Jeopardy! wasn't far behind. In access, where it's cleared in 105 markets, it averaged a 15.2/27, with an 18 share among women 18-

34 and a 22 share among women 25-54.

In early fringe, however, Petry's analysis of the November books showed for the first time some weakening of *Jeopardy!*'s household performance (down a half rating point and 2 share points from year-ago time periods) as well as some slippage among younger viewers. The slippage is probably due to growth in the daytime of several talk shows, including *Ricki Lake*, *Jenny Jones*, *Jerry Springer* and *Montel Williams*. ■

Setting records at NATPE

Annual programing convention prepares for highest number of attendees, exhibitors, network participation



By David Tobenkin

A record crowd is expected in Las Vegas next week for NATPE International's annual programing market, an event whose panelists, exhibitors, workshops and attendees will reflect growing internationalization, interactivity and distribution competition.

Last week, registration for the show (Jan. 23-26) was running 40% above last year's figures, a record for the association. Attendance for the 32nd Annual Conference and Exhibition is expected to reach 15,000, up from 11,650 last year in Miami Beach, NATPE officials say.

With an increasingly complex array of decisions facing them, programmers and distributors are turning to the event not only to buy product but also to make sense of their environment, says NATPE International President Bruce Johansen.

"NATPE is not only the world's foremost software marketplace, [it] is the undisputed premier showcase for meaningful dialogue between our industry's leaders," says Johansen. "More than ever, our program of panels and seminars at the Las Vegas conference reflects the enormous changes that have touched us over the past year."

The attendance increase is attributed by Johansen and NATPE Chairman Russ Myerson to factors including the show's proximity to Los Angeles, a large increase in foreign attendees, and increased participation by multimedia, high-tech and nontraditional participants.

Nearly 400 companies will exhibit at the Sands Expo Center, with general sessions and meetings taking place at the Mirage Resort.

Already, 348,000 square feet of exhibition space has been reserved, up 18% over last year's 294,000 square feet. Some 470 companies are expected to exhibit at the show, up 20% from 392 in Miami.

The centerpiece of the show's offerings will be a series of general session panel discussions on Tuesday, Wednesday and Thursday mornings that replace keynote speaker addresses of years past. General sessions will be held at 8:30 a.m. in the Mirage Grand Ballroom.

The Tuesday, Jan. 24, general session, moderated by Grant Tinker, will feature the programing heads of the four commercial networks, PBS, and the newly formed Warner Bros. Television and United Paramount networks. "The Network Players" ses-

sion comprises Garth Ancier of the WB Television Network, Ted Harbert of ABC, Jennifer Lawson of PBS, Warren Littlefield of NBC, John Matoian of Fox, Mike Sullivan of United Paramount and Peter Tortorici of CBS.

Producer Aaron Spelling will receive the NATPE Lifetime Achievement Award during the session.

Wednesday's general session will spotlight independent program distributors. Panelists in "The Independent Players" session will include Larry Lamattina of All American, Wayne Lepoff of Genesis, Derk Zimmerman of Group W Productions, Roger King of King World, Chuck Larsen of MTM, Bob Turner of Multimedia, Bob Friedman of New Line, Keith Samples of Rysher, David Goodman of Saban Entertainment, Dick Askin of Samuel Goldwyn Television, Rick Jacobson of Tribune, Russ Barry of Turner Program Services and John Ryan of Worldvision Enterprises. The session will be moderated by station rep executives including Seltel's Janeen Bjork, Blair Television's Lou Dennig, Petry's Jack Fentress and Tele-Rep's Jay Isabella.

News Corp. Chairman Rupert Murdoch will

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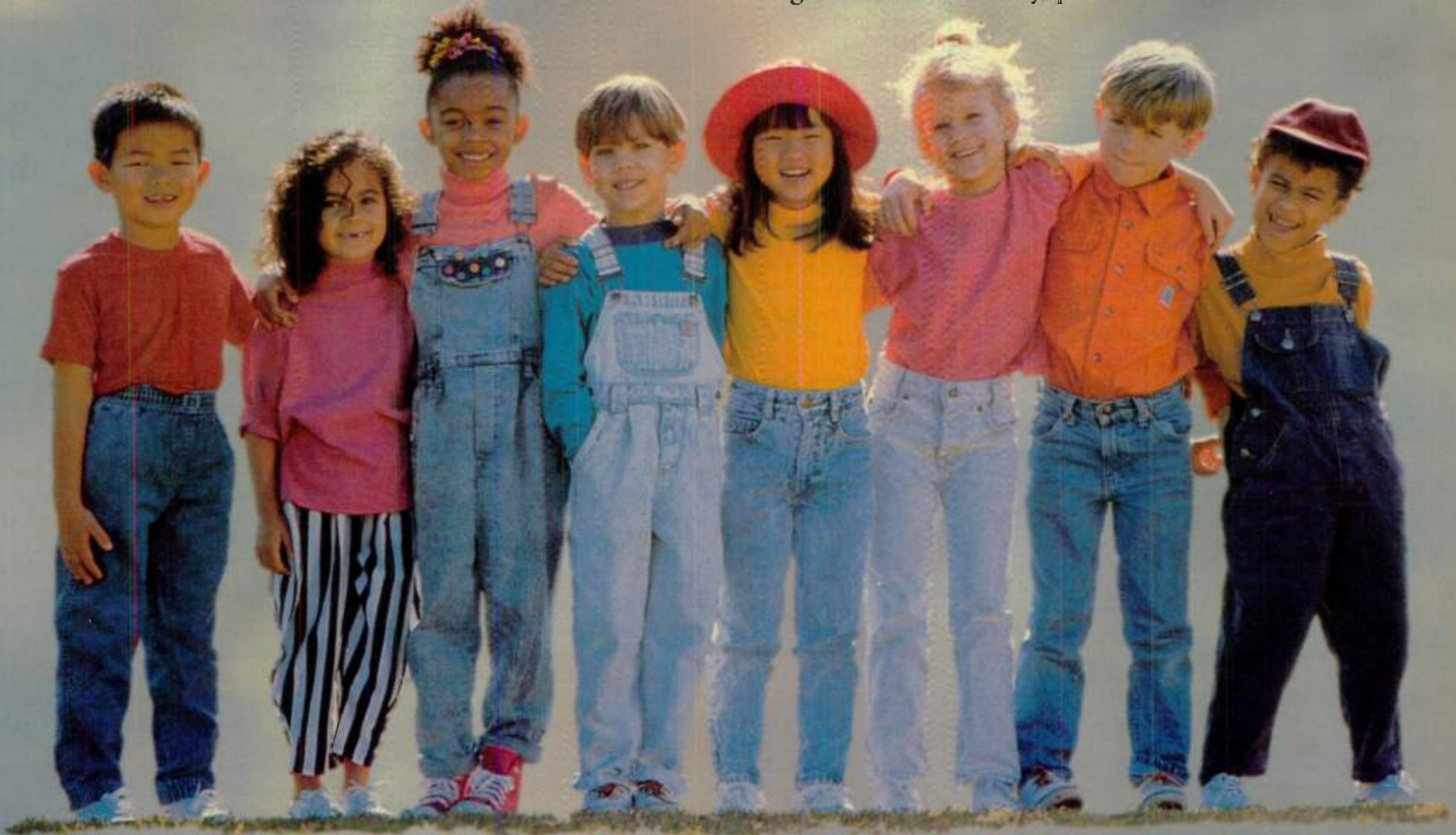
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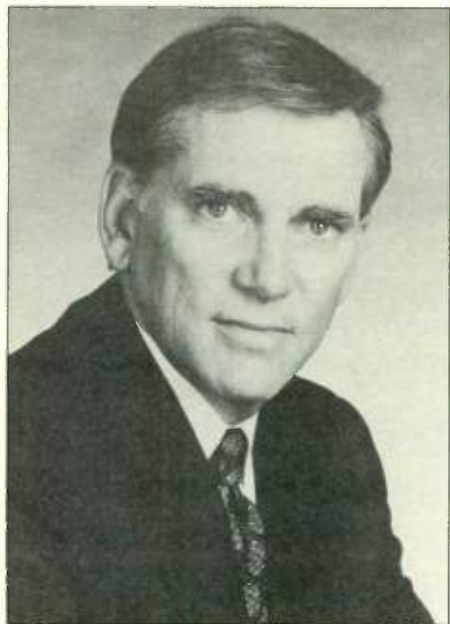
receive the NATPE Chairman's Award at the Wednesday general session.

A Thursday session will feature top syndication executives from the major Hollywood studios. Panelists in "The Major Studio Players" session include Mort Marcus of Buena Vista Television, Barry Thurston of Columbia TriStar Television Distribution, Shelly Schwab of MCA TV, Greg Meidel of Twentieth Television, Joel Berman of Viacom/Paramount, Dick Robertson of Warner Bros. and Sid Cohen of MGM. Moderators include station rep executives Bill Carroll of Katz, James Curtin of HRP, Matt Shapiro of MMT, and a representative of Group W TV Sales.

Producer Norman Lear will receive the NATPE Educational Foundation Award from foundation president Lew Klein.

Most scheduled sessions will be at the Mirage Hotel, while the exhibition will be at the Sands Expo Center. A shuttle will run between the conference locations and the official NATPE hotels.

An early morning option each day will be informal discussions with key creative talent. The 7 a.m. "Coffee with..." sessions will be held in the Mirage Montego A room. Tuesday's discussion will feature



"NATPE is not only the world's foremost software marketplace, [it] is the undisputed premier showcase for meaningful dialogue between our industry's leaders."

—NATPE International President
Bruce Johansen

Quincy Jones and David Salzman; Wednesday's, Aaron Spelling; and Thursday's, Harry Thomason and Linda Bloodworth-Thomason.

For early risers, Tuesday, Wednesday and Thursday also offer a series of 7 a.m. sessions, sponsored by NATPE and the International Interactive Communications Society, on how to tap the promise of the interactive future. All will take place in Mirage I/J. On Tuesday, IICS and NATPE will present "Hollywood's Place in the Interactive Picture," moderated by *On Ramp's* Adam Curry; on Wednesday, "Superhighway to Interactivity: Online Meets Prime Time" is moderated by the Institute for the Future's Paul Saffo; on Thursday, "Making Money with Interactive Advertising" will be moderated by Alec Gerster of Grey Advertising.

One other technology-related event is scheduled: "The New Media Revolution," moderated by Jupiter's Josh Harris, will be held Tuesday at 10 a.m. in Mirage I/J.

Also early in the morning will be a breakfast buffet at 7:30-8:30 Tuesday, Wednesday and Thursday in the Mirage Grand Ballroom.

On Tuesday at 7:30 a.m. in Mirage K/N there will be a "Newcomers Guide to NATPE 1995," moderated by Judy Girard of Lifetime and Nick McMahon of Village Roadshow Pictures.

Following the general sessions, concurrent panel discussions will be offered at 10-11 a.m. covering a range of global topics. On Tuesday in Mirage K/N will be a session on exploiting various broadcast and cable windows in the United States, "Windows of Opportunity... Windows of Confusion," moderated by BSkyB's David Elstein; on Wednesday in the Mirage Grand Ballroom will be "The 1995 Guide to

U.S. Television," moderated by Jeremy Fox of Network Nine Australia, and on Thursday in Mirage I/J, "Prospects for Financing Global Programing," moderated by Consuelo Mack of Wall Street Journal TV.

Other international-focus activities include an international cocktail reception on Monday at 5-6 p.m. at the Treasure Island Hotel and an international reception sponsored by Univision at 6:30-8 p.m. Wednesday at the Mirage Hotel.

On the infomercial front, NATPE and infomercial trade group NIMA together will present two infomercial-related sessions at 11 a.m.-noon in Mirage K/N on Tuesday and Wednesday. On Tuesday's schedule is "Infomercial Media Time: Boon or Boondoggle?"; On Wednesday, "Electronic Retailing: Programing That Sells."

Other concurrent sessions at 10-11 a.m. include: *Tuesday*—"The New Cable Network Explosion," moderated by Jessica Reif of Merrill Lynch, in the Mirage Grand Ballroom; "Promotion Gambles in the Great Affiliation Switcheroo," moderated by Rich Brase and Jim Chabin of Promax, in Mirage Montego A/B; *Wednesday*—"The Affiliation Go-Round," in Mirage I/J, and "What's the Future of Minority Programing?," presented as part of NATPE's initiative on combating racism and religious intolerance and moderated by Rolonda Watts, in Mirage K/N; *Thursday*—"Media's Role in Behavior," part of NATPE's five-point initiative on children and violence, in the Mirage Grand Ballroom, and "The Big Changes Ahead in Ratings," moderated by Jane Spittler of Leo Burnett and held in Mirage K/N.

At the other end of the day's lineup, the conference will feature "NATPE at Night" panel discussions on Monday, Tuesday and Wednesday at 9-11 p.m. in Mirage Montego B.

On Monday evening, Marc Summers (*At Home*) will moderate "How to get a Program Produced with No Money, No Experience and No Relatives in the Biz"; on Tuesday, Media Advisors' Larry Fraiberg will moderate "The Gurus," with syndication veterans sharing their collective wisdom. On Wednesday, WXIA-TV Atlanta's Joe Garbarino will moderate "New Directions in Local Programing." Panelists will include Steve Bell of Foxstar Productions, Bob Boden of the Game Show Network, Karen Corbin of Tribune Entertainment, Erni DiMassa of King World, Stephanie Drachkovitch of Group W, Mark Itkin of the William Morris Agency and Gary Lico of Cable Ready.

NATPE also is extending the show's exhibition hours by one and a half hours each day. The move is a compromise to satisfy complaints by smaller distribution companies that there was not enough floor time for buyers to move beyond the major suppliers. When the exhibition ran four days—a practice ended two years ago in San Francisco—traffic was usually light the last day, leading major syndicators to complain that they were subsidizing the efforts of their smaller competitors.

New exhibitors include Carsey-Werner Distribution, which has reactivated its in-house syndication unit with the acquisition of rights to off-net shows *Roseanne*, *The Cosby Show* and *A Different World*; Solomon International Enterprises; former All American Television heads Henry and Paul Siegel's new SeaGull Entertainment syndication company, former Columbia TriStar Television Distribution senior vice president Ed Wilson's new

MaXaM Entertainment venture with A.H. Belo, and MTV.

The more aggressive selling role of the ABC, CBS and NBC networks, likely to follow the sunsetting of the fin-syn rules this November, is reflected in the increase in their floor space. ABC Distribution Co. has increased from 1,600 square feet in 1994 to 4,200 square feet this year; CBS Broadcast International increased from 600 square feet in 1994 to 1,500 square feet, and NBC increased from 800 square feet to 1,200 square feet.

Special pavilions will include Cable; New Media (sponsored by IICS); Infomercials (endorsed by NIMA International); Independent Producers; and Locations. International umbrella pavilions will include the British Independent Distributors pavilion, the French Producers Association, the Italian Producers Association and the German pavilion.

In the New Media pavilion, the International Interactive Communications Society will sponsor an "Internet Experience" that will allow newcomers to experience logging on to the super-online service.

The Advertiser Syndicated Television Association also will have a member services business center.

This year's meeting will see the ongoing merger of the conventions of NATPE and the Association of Independent Television Stations that will continue for the next three years.

Some NATPE board members had questioned whether the organization should continue to support the INTV conference with a \$150,000-per-year contribution, given the possible decrease in the latter's importance with the affiliation of many independents with the new WB and UPN networks.

But continuing the present arrangement will save money for stations that belong to both organizations, say NATPE executives, and many syndicators hoped to avoid the time and expense of gearing up for two conferences.

"The NATPE board unanimously voted to endorse continued cooperation between our two parallel associations," says Myerson. "There is no question that merging the two conferences has been mutually beneficial to the memberships of both organizations."

Under the arrangement, INTV holds a day-and-a-half meeting beginning on Sunday, followed by NATPE's three-day program conference starting Tuesday. A joint FCC/governmental affairs session on Monday (2-3 p.m. in Mirage I/J) signals the end of the INTV conference and the beginning of the NATPE meeting. INTV President Jim Hedlund said last week that registration is on a par with last year, with approximately 450 attendees.

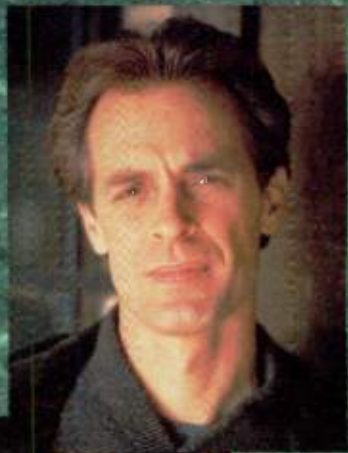
Following the FCC update meeting on Monday at 3 p.m. is "Get Ready for Advanced Television," sponsored by the Association for Maximum Service Television and held in the same room.

NATPE also recently approved a change in its bylaws that allows non-television programing executives to become members and to hold offices in the organization, a move expected to double its 900-person voting membership.

On a lighter note, NATPE veterans of past years may be disappointed this year by the lack of parties. The temptations of Las Vegas and questions about the effectiveness of such events have led syndicators such as Twentieth Television, Paramount Domestic Television and Tribune Entertainment to forgo their fetes. Many syndicators also have decided that one-on-one wining and dining of buyers may be more effective than parties. On the other hand, Warner Bros. and Multimedia will host events.

Those planning to attend who have not yet registered are asked to do so on-site. For updated conference information, which can be transmitted to callers via fax, call 1-800-NATPEGO. ■

MARQUEE V



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A

AB Productions 8051

ABC Distribution Co. 2500

825 Seventh Ave.
New York, NY 10019

Staff: Herbert A. Granath, John T. Healy, Joseph Y. Abrams, Maria Komodikis, Michael Dragotto, Dan Willis, Bettina Bose, Celeste Panepinto, Carol Brokaw, Carol Liscandro. Programs: *1995 Academy Awards*, *The World's Funniest Commercials*, *Doublecross*, *Dangerous Indiscretion*, *Someone Else's Child*, *Dangerous Affair*.

Accuracy in Media 7900 V1

4455 Connecticut Ave., NW
Washington, DC 22101

Staff: Don Irvine, Ellen Cavanagh, Deborah Lambert. Program: *The Other Side of the Story*.

Accu-Weather Inc. 8624

619 W. College Ave.
State College, PA 16801

Staff: Sheldon Levine, Joel Myers, George Harnett, Susan Greely.

ACI 8800

6100 Wilshire Blvd.
Los Angeles, CA 90048

Staff: Michael Weiser, Lee Rudnick, Don Frehe, Rod Cartier, Michele Waxman, James Bennett, Brian Harris, Aileen Leonard, Adrian Howells, Maria Scarvaci, William Lincoln, Robert Oswaks, Andi Sporkin, Richard Gire, Michael Turner. Programs: *Shop 'til You Drop*, *Beyond Reality*, *High Tide*, *Super Dave*. Film packages—Filmleader 3, Filmleader Encore 2. New telefilms—*Robin Cook's Mortal Fear*, *The Devil's Bed*, *Hard Evidence*, *Deadly Whispers*, *The Lies Boys Tell*, *The Seduction of Dan*, *Death of a Cheerleader*, *The Man Next Door*, *Robin Cook's Outbreak*, *Welcome to Paradise*, *Freefall*, *Midwest Obsession*, *Semi-Precious*, *The West Side Waltz*, *A Christmas Romance*, *Journey of Love*.

Action Media Group 8701

5855 Topanga Canyon Blvd.
Suite 210

Woodland Hills, CA 91367

Staff: Rick Pack. Programs: *Madison's Adventures Growing Up Wild*, *The Wacky World of Nature*, *Creatures of Delight*, *Fascinating World of Animals*, *A Year to Remember*, *The World of Nature III*, *Marquee V*, *The Lottery Show*, *24/Seven*, *Movie of the Month*, *Network IV*, *Classic Collection*, *Christmas Collection*, *Buttons & Rusty*, *The Enchanted Tales*, *News for Kids*.

Active Entertainment 8050

One Blue Hill Plaza
Pearl River, NY 10965

Staff: Alan S. Elkin, Adrien A. Seixas, Arthur Wagner, Alan Brown, Craig Stanford, Joe Allen, Karen Gabor, Karen Brambani, Kathy Zeisel, David Campbell, Armand Grez, Kevin Breen, Janine Dudkiewicz. Programs: *Enquiring Minds*, *Happy Ness*, *the Secret of the Loch*, *Creatures of Delight*, *Jelly Bean Jungle*.

Adela Producciones 3651

P.O. Box 480368
Los Angeles, CA 90048

Adelstein Productions 7900 V

1915 Harrison St.
Hollywood, FL 33020

Adler Video Marketing Ltd. 7900 A1

6849 Old Dominion Dr., Suite 360
McLean, VA 22101

Staff: Larry Adler, Ingrid Enzelsberger. Programs: *Rock Revolutions*, *Alaska Outdoors*, *Military Traditions*, *Swiss Railway Journeys*, *Threshold of the Stars: The Life of Dr. Werner Von Braun*, *Assault on Manaslu*, *Elite Fighting Forces*, *Crazy Inventions*.

Advertiser Syndicated Television Association 7480

1756 Broadway, Suite 3J

New York, NY 10019

Staff: Tim Duncan. Service: Advertiser courtesy booth.

Alfred Haber 4324

321 Commercial Ave.
Palisades Park, NJ 07650

Alice Entertainment 7420

2986 Baseline Ave.
Santa Ynez, CA 93460

All American Television 2350

1325 Avenue of the Americas
New York, NY 10019

Staff: Lawrence Lamattina, George Back, Michael Weiden, Rand Stoll, Tony Intelisano, John Storrer, Joseph Giordano, Louise Perillo, Richard L. Mann, Bruce Casino, Bill Smither, Donald Barnett, Joseph Scotti, Marc Goodman, Mimi Ripley, Tom Xenos, Scott Roth, Alicia Rosenfeld, Fred Norris, Lois Zingaretti, Jack Krieger, Mike Bowman, Carol Callahan, Andrew Sklover, Jason Greenburg, Syd Vinnedge, Jerry Golod, John Vinnedge, Michael Weinstein, David Jacquemin, Dan Watanabe, Erin Collins, Amy Huntington. Programs: Weekly series—*Baywatch*, *Baywatch Christmas Movie*, *Baywatch Summerfest*, *Baywatch: The Strip*, *Baywatch Nights*, *Sirens*, *I Witness Video*, *Beachclash*. Daily series—*Baywatch: The Strip*, *The Richard Bey Show*, *Thanks a Million*, *Family Feud*. Children—*Superhuman Samurai Syber-Squad*, *The Botmaster*. Specials—*13th Annual Country Showdown*, *Tootsie's Orchid Lounge*. Features/packages—*It Nearly Wasn't Christmas*, *All American Movie Library*.

Alliance Communications Corp. 7300

920 Yonge St., Suite 400

Toronto, Ontario, Canada H4W 3C7

Staff: Robert Lantos, Jay Firestone, Victoria Loewy, Jeff Rayman, Seven DeNure, Rola Zayed, Michael Weisbarth, Steven Mendelson, Patrice Theroux, Jean-Michel Ciszewski, Michelle Kearney, William Alexander, Susan Schwartz, Beth Stevenson. Programs: *Rugged Gold*, *The Harlequin Alliance Romance Collection*, *Due South*, *Frostfire*, *Mercy*.

Alya Productions 8051

Amaya 8051

AmericaNurse Productions 7900 Y

13460 S. Redberry Cir.
Plainfield, IL 60544

Staff: Karon Gibson, Shel Haims, Ralph "Hoot" Gibson, Gil Brody, Norma Brody. Programs: *RN Action: Know Your Health*, *Street Savvy Safety: CPR for Crime*, *Gangs Info*, *On Your Own*.

Amtel Systems 5500 F1

1078 Piedmont Ave., Suite 202
Atlanta, GA 30309

Angel Films Co.

967 Hwy. 40
New Franklin, MO 65274-9778

Staff: William H. Hoehne Jr., Joyce L. Chow, Wilhelm Von Hermann. Programs: *The Chronicles of Eric Uttland*, *American Indian Fairy Tales Thanksgiving Special*, *Great American Swimsuit Pageant*.

Ann D'Eon Incentives 8540

4515 S. McClintock Dr., Suite 120
Tempe, AZ 85282

Antena 3 Television 7450

Avenida Isla Graciosa S/W
S. Sebastian de Los Reyes
Madrid, Spain 28700

Staff: Francisco Ramos, Paloma Garcia, Sonia Talarewitz, Beatriz Maesso, Vicky Mendoza, Victoria Hidalgo. Programs: *No Te Olivides el Cepillo de Dientes*, *Por Fin Solos*, *Quin da la Vez*, *Que Loca Peluqueria*, *El Regreso de una Leyenda*, *Pelezinho*, *Compuesta y Sin Novio*, *Canguros*, *The Wanderer*.

APA International Film Dist. 6480

7400 SW 50th Terrace, Suite 202
Miami, FL 33155

Staff: Rafael Fusaro, Jose M. Pelaez, Tomas A. Silva, Maria E. Ceballos. Programs: APA Package No. 59 (11 U.S. feature films), APA Package No. 62 (nine U.S. feature films), *Dennis the Menace*, *King Arthur and the Knights of Justice*, *Placido Domingo Special*.

Applied Information Management 5500 O

98 Cuttermill Rd.
Great Neck, NY 11021

The Arbitron Co. 3700

142 W. 57th St.
New York, NY 10019

Staff: Josh Chasin, Bill Ferrell, Jim Mocariski, Jemina Nolan, Sharon Rickel, Martha Thomas. Arbitron NewMedia—Holly Williams. Scarborough—Bob Cohen, Evan Goldfarb, Barbara McFarland, Marc Sternhagen, Alan Trugman, Chris Wilson. Services: LocalMotion and Scarborough.

Argus Television Productions 8401

12100 Wilshire Blvd., Suite 250
Los Angeles, CA 90025

Staff: Martha Doyle, Mary Barrow, Susie Sue, Norman Funk, John Mullin, John Coleman, Jack Danahy. Programs: *RPM*, *CARS (Custom and Restoration Showcase)*, *Ski International*.

Arrow Entertainment 8750

One Rockefeller Plaza, 16th Floor
New York, NY 10020

Staff: Cindy Leff, Joe Levinsohn, Dennis Friedland. Programs: *Gumby: The Movie*, *Ice Pawn*, *My*

Family Treasure, *Tigrero*, *The Final Goal*, *Abducted II: The Reunion*, *Me and the Mob*, *My Life's in Turnaround*, *Combination Platter*.

Artear Argentina 8515

Lima 1261

Buenos Aires, Argentina

Programs: *Nano*, *Antonella*, *Gerente de Familia*, *Montana Rusa*, *La Aventura del Hombre*.

ASI Market Research 6459

101 W. Brand Blvd., 17th Floor
Glendale, CA 91203

Associated Television International 6800

36 W. 44th St., Suite 1400
New York, NY 10036

Staff: Paul Sharratt, David McKenzie, James Romanovich, Steve Webster, Roger Furman, Sam Weprin, Rich Sagehorn, Howard Coleman, Jere Patterson, Mark Roffman. Programs: *Mysteries*, *Magic & Miracles*, *AWF (American Wrestling Federation)*, *Into Africa*, *Great Adventures*, *The International Magic Awards*, *The Magic of Christmas*, *Crimestrike*, *The Washington Files*, *American Adventurer*, *The American Hero Awards*, *Travel America*, *Red, White & Boots*, *One on One*, *CBA (Continental Basketball Association)*, *Home for Easter*, *Dear Mom*, *Another Road to Hong Kong*, *The Chill Factor*, *Christmas with the Stars*.

Associazione Produttori Televisivi 3312

c/o RAI Corp. 1875 Century Park E.
Los Angeles, CA 90067

Atlantis Releasing Inc. 1670

65 Heward Ave.
Toronto, Ontario, Canada M4M 2T5

Staff: Ted Riley, Robyn Posner, Peter Sussman, Larry Raskin, Marnie Sanderson, Jennifer Tucker. Programs: *The Ridge*, *The Man in the Attic*, *Following Her Heart*, *Paris or Somewhere*.

Avery Media Management & Consultants 6401

RR 6, Box 323A
Murphysboro, ID 62966

B

B.R.B. Internacional 8200

Autovia Fuencarral-Alcobendas
KM 12.220

Madrid, Spain 28049

Babe Winkelman's Good Fishing 5500 U

c/o Gaylord Syndicom
65 Music Square W.

Nashville, TN 37203

Staff: Donna Klimek, Kim C. Daye, Hal Buckley, Joyce Simmons. Programs: *Babe Winkelman's Good Fishing*, *Babe Winkelman's Outdoor Secrets*.

The Bahamas Film & Television Commission 6900 Q2

The Market Plaza, Bay St.
P.O. Box N-3701

Nassau, Bahamas

Staff: Darlene Davis, Adrian Archer, Philip Mortimer, Willamae Rolle.

Baruch/BET Entertainment 9700

1232 31st St., NW
Washington, DC 20007

Staff: Ed Baruch, Steve Smallwood, Valerie Cooley, Angela Wilson. Programs: Miniseries—*Shark Terror*. Features/packages—*African Heritage Network Movie of the Month*, *African Heritage Prime Time Network*, *Hispanic Heritage Cinema Celebration*. Specials—*A Tribute to Black Movie Legends*, *BET's Yearbook 1994: A Look at Black America*, *Bookin' It Back to School*, *By River, By Rail*, *Heroes: A Triumph of Spirit*, *Hispanic Heritage Awards*, *Hispanic Heritage Film Project*, *Martin Luther King Jr.: The March to Freedom*, *Miss Collegiate African American Pageant*, *Quest for Freedom: The Harriet Tubman Story*, *Stomp*, *Success Through Education: A Salute to Black Achievement*, *Success Through Education: A Salute to Hispanic Excellence*, *Success Through Education: A Salute to Hispanic Achievers*, *Tribute to Alex Haley*, *Very Special Arts Presents*. Program insert—*The Produce Corner with Bob Corey*.

Bavaria Film GmbH 7200

Bavariafilmplatz 7 8022
Geiseltal, Germany 82031

Programs: *Charlie & Louis*, *The Invincibles*, *A Program for Crime*, *Berlin Alexanderplatz*, *The Investigator*.

Beckman Communications 42570

Meadow Court, West St.
Ramsey, Isle of Man

British Isles IM8 IAE

Staff: Stuart Semark, Joanna White. Programs: *Wars in Peace*, *Music Maestro*, *Emerson*, *Lake & Palmer—Live at the Albert Hall*, *The Diary of Jack the Ripper*, *The Re & Do Music Show*, *Classic Aviation: Sukhoi*, *MIG-29*.

BIB Television Programming Source Books 7521

401 N. Broad St.
Philadelphia, PA 19108

Staff: Rommel Magana, Ken Reiff, Eva Baroth. Services: BIB Programming Sourcebooks, Source Books on CD-ROM, World Guide to Television & Film.

BizNet/U.S. Chamber of Commerce 5470

1615 H St., NW
Washington, DC 20062-2000

Staff: Carl Grant, Bob Adams, Frank Allen, Meryl Comer, Darice Colbert, Suzanne Cobb. Programs: *It's Your Business*, *First Business*.

Blair Television 6450

1290 Avenue of the Americas
New York, NY 10104

Staff: Pamela Beatty, Bill Boos, Lou Dennig, Nancy Dodson, Marsha Garelick, Floyd Gelini, Dave Herman, Ed Johnson, Jim Kelly, Dale Kendall Browne, Garnet Losak, Leo MacCourtney Jr., Tim McAuliff, Tom McGarrity, Jim Murtagh, Jack Poor, Bob Saracen. Service: Television rep firm.

Blondes Have More Fun 7900 Z

9470 Wilshire Blvd.
Beverly Hills, CA 90212

Staff: Ruta Lee, Toni Holt Kramer,

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John Gebbia, Gloria Gebbia, Jan Rosenbloom, Tony Campo, Robert Kramer, Webb Lowe. Program: *Talk of the Town*.

Bloomberg Television 7751
499 Park Ave.
New York, NY 10022

Staff: Emilia Fazzalari, Neal Cortell, Kathleen McGhee, Frank Traynor. Programs: *Bloomberg Information Television*—Simultaneous coverage, using multiple screens, of news, sports, weather, lifestyles and financial markets, 30-minute cycles 24 hours a day live. *Bloomberg Personal*—Consumer finance weekly program. *Bloomberg Business News*—half-hour daily business program; integrated multimedia news and business package on barter basis, with text, graphics, data, research and analytics.

The Blum Group 9250
494 Tuallitan Rd.
Los Angeles, CA 90049-1941

Bohbot Entertainment 9601
41 Madison Ave.
New York, NY 10010

Staff: Executive office—Allen Bohbot, Ralph Sorrentino, Rick Levy. North American TV distribution—Chris Rovtar, John Hess, Paul Schreiber, Vic Zimmerman, Tom Ackers, Dave Fry, John Van Wagner, Ellen Edelman. North American consumer products—Ellen Echelman, Paula Miller, Ken Freda. North American marketing services—Julie Edelman, Nancy Aries Koff, Denise Feeney. European international sales—Nadia Nardonnet, Leslie Nelson, Veronique Angolino. Programs: Strips—*Highlander*, *Double Dragon*. Amazin' Adventures I weekend block—*Sky Surfer Strike Force*, *Street Sharks*, *Mighty Max*, *Ultraforce*. Amazin' Adventures II weekend block—*Gadget Girl*, *Enchanted Camelot*, *Adventures of Sonic the Hedgehog*, *King Arthur and the Knights of Justice*. Live action—*Action Man*, *Talk Music*. Specials—*Toys R Us Family Theater*, *Kids Day Off*.

The Box 5500 R1
12000 Biscayne Blvd., Suite 600
Miami, FL 33181

Staff: Warren Reeves. Service: Interactive music television channel.

Broadcast 3550

Broadcast Cable Financial Mgmt. Assoc. 2250
701 Lee St., Suite 640
Des Plaines, IL 60016-4555

Staff: Buz Buzogany, Mary Teister. Services: Books (all news)—"Understanding Broadcast and Cable Finance," "1994 Broadcast Accounting Guideline," "1994 Risk & Insurance Guidelines," "1994 Internal Control Guidelines," "1994 Record Retention Guidelines."

Broadcast Data Systems 3700/7680
1515 Broadway, 15th Floor
New York, NY 10036

Staff: David Peeler, John Ferrari, David Cole. Programs: Syndication media services.

Broadcast Management Plus 9080
900 Veterans Blvd., Suite 630
Redwood City, CA 94063

Staff: Roger Cooper, Saul Rosenzweig, Jeff Nelson, Dan Havens, Rob Smith, Eddie Smith, Richard "Tippy" Tipton, Peter Chislett, Brenda McMahon, John Willey. Services: Provide computer software services to TV and radio stations, syndica-

tors, cable systems, reps for analysis of ratings data.

BROADCASTING & CABLE 3610
245 W. 17th St.
New York, NY 10011

Staff: Peggy Conlon, Don West, Steve Coe, Steve McClellan, David Tobenkin, Rich Brown, Harry Jessell, David Borucki, Mark Miller, John Eggerton, Chris Stern, Steve Brown, Gary Rubin, Antoinette Fasulo, Stacie Mindich, Sandra Frey, Randi Schatz, Millie Chiavelli, Karen Brady, Michael Brooks, Joan Miller, Deanna Gould, Cathy Hoey. Services: Leading newsweekly magazine for broadcasting, cable, satellite and new media. Distributing daily conference newsmagazines.

Brookstone Productions 7401
530 S. Federal Hwy.
Deerfield Beach, FL 33441

Staff: Marc L. Minkoff, Jodie Allen, Sharon Ress, Patrick J. Schaefer. Program: *What's Fun, America*.

Broward Economic Development Council 6900 R2
200 E. Las Olas Blvd., Suite 1850
Fort Lauderdale, FL 33301

Staff: Chuck Eldred, Beverly Fox, Pat Hogt, Virginia Panico, Elizabeth Wentworth, Bonnie King.

Buena Vista Television 9301
500 S. Buena Vista St.
Burbank, CA 91521

Staff: Buena Vista Television Sales—Janice Martinelli, Tom Cerio, Jim Packer, Jed Cohen, Rod Winterrowd, Curtis Pace, Lloyd Komesar, Gina Grant, John Rosenberg, John Rouse, Susi D'Ambra, Steve Orr, John Bryan, Brad Bennett, David McLeod, Mike Shawm, Howard Levy, Norman Lesser, Cathy Thomas, Jim Engelman. Programs: Series/off-network—*Home Improvement*, *Dinosaurs*, *Blossom*, *Golden Girls*, *Empty Nest*. Magazine/talk—*Live with Regis & Kathie Lee*, *Judge for Yourself*, *Stephanie Miller*. Series/syndicated—*Crusaders*, *Siskel & Ebert*. Live action—*Disney Presents Bill Nye the Science Guy*, *Disney's Adventures in Wonderland*. Animated—*Aladdin*, *Gargoyles*, *Schnookums & Meat Funny Cartoon Show*, *Bonkers*, *Goof Troop*, *Darkwing Duck*, *Disney's Tale Spin*, *Disney's Chip 'N' Dale's Rescue Rangers*, *Ducktales*. Features/packages—Disney Imagination I, Disney II, Disney III, Disney Magic II, Buena Vista II.

Burrud*Cousteau*Horton Inc. 7900 I1
16902 Bolsa Chica St., Suite 203
Huntington Beach, CA 92649

Staff: John Burrud, Thomas Horton, Jean Horton Garner, Ena Burrud. Programs: *Animal Encyclopedia*, *Beyond Bizarre*, *Heart of a Lion*, *Jean-Michel Cousteau's Library of the Sea*, *Jean-Michel Cousteau's World of Sharks*, *Last Tribes*, *The Liners*, *Women on Death Row*, *Young Explorers Club*, *Adventure World*, *Adventures of the Little Prince*, *Animal Odyssey*, *Animal World*, *Holiday*, *Treasure*, *Islands in the Sun*, *New! Animal World*, *Safari Adventure*, *Search for Adventure*, *Special Presentations* (Mutual of Omaha), *Spirit of Adventure* (Mutual of Omaha), *In Search of Treasure*, *True Adventure*, *Vagabond*, *Wanderlust*, *Wildlife Adventure*, *Wild Kingdom* (Mutual of Omaha), *Wonderful World of Women*.

Byron Allen 5450
9903 Santa Monica Blvd., Suite 418
Beverly Hills, CA 90212



C.C. & Co. 7900 C2
P.O. Box 344
Haddon Heights, NJ 08035

Cable Ready Corp. 5500 C1
One Dock St., Suite 102
Stamford, CT 06902

Staff: Gary Lico, Greg Kimmelman, Virginia Egan. Programs: Animal/nature—*At the Zoo*, *Nature Watch*, *On the Loose...In Wildest Africa*. Animation—*Art*, *Happily Ever After*, *Rembrandt Films*. Children—*CapPELLU and Company*, *Peppermint Place*. Comedy—*The Mardi Gras of Comedy*. Documentaries—*Age Is No Barrier*, *America the Beautiful*, *American Portrait*, *And Then There Was Hope*, *Answers for Aging*, *Beyond the Frontiers of Flight*, *The Birth*, *The Parables*, *The Passion*, *The Brain: The Ultimate Puzzle*, *Clayquot*, *The Sound of Wonder*, *The Day the Nation Cried*, *Diamond Diplomacy*, *Diet for a New America*, *The Discovery of Marilyn Monroe*, *Green Winter*, *Healthy Aging*, *Imitations of Life*, *Is It Hot in Here?*, *What Are People Calling PMS*, *King Tut: Tomb of Treasure*, *Lifestages*, *The Losing Game*, *Man Could They Play Ball*, *Medicine for the Mind*, *Medstar Communications*, *Oriental Rugs*, *Et Al.* (international only), *The Problem with Food*, *The Prophet of Quality—W. Edwards Deming*, *Satori*, *Sharks: The Death Machine*, *This Was America*, *UFOs and Channeling*, *Voices of a New Age*, *What You Don't Know... Visions of Africa*, *You Can Do More for Your Body*. Entertainment—*The Donny and Marie Show*, *Emmett Kelly Jr.'s Circus*, *Music from New Orleans*, *Ritmo Latino*, *Send 'Round the Song*. Family—*The Danny Wilson Family Collection*, *How-To*, *Breaking Ground* (United Kingdom only), *Bright Idea*, *Cooking at Commander's*, *Cooking with Soul*, *English as a Second Language—Mini World*, *It's Cookin, But It Ain't*, *The Love Chef*, *Made to Order* (international only), *Pins and Needles*, *Waste Not*. Inserts—*Bright Idea*, *This Day in Hollywood*, *Healthsource*. Magazine/talk—*Authors at Harbourfront*, *The Bottom Line*, *Imprint*, *Historic Traveler*, *Medical Detective*, *Pulse*, *The Real New Orleans*, *Scratch*, *The Texans*, *Texas Country Reporter*, *Vegetarian Times*, *Western Styles*, *Working Woman* (international only). Movies/miniseries: Cable Ready 1—"City in Panic," "Crossover," "Dirty Leather," "Graveyard," "Justice Without Pity," "Newsbusters," "No Angel," "Parallels," "The Shaman's Source," "Shock Rock," "Shoes of the Devil." The Danny Wilson Movies—"Charlie and the Great Balloon Chase," "The Great Wallendas." Gibraltar Movies—"Crime Lords," "Evil Below," "Jobman," "Lonely Hearts," "Quiet Thunder," "Return of the Family Man," "Rising Storm," "White Ghost," "Happily Ever After," "Sophisticated Gents," "To Catch a Killer." Sports—*Diamond Diplomacy*, *Fish On!*, *Life's a Beach*, *Man Could They Play Ball*, *Sports Pros...& Cons*, *They Must Be Mad*.

Camelot Entertainment Sales Inc. 3351

1700 Broadway
New York, NY 10019

Staff: Steven R. Hirsh, Michael Auerbach, Jay Leon, Robin King, Dale Casterline, Kevin Brown, Marie Cocoliccio, Patrick Collins, Stuart Zimmerman. Programs: Access—*Wheel of Fortune*, *Jeopardy!*, *Inside Edition*, *American Journal*. Early fringe—*The Oprah Winfrey Show*, *Rolonda*. Weekend—*It's Showtime at the Apollo*. Prime time—Film-leader 3.

Camera Film 7200
Ilmenauer Strasse 6A
Berlin, Germany 14193

Canal Plus Distribution 8051

Canmedia Productions 2600
125 DuPont St.

Toronto, Ontario, Canada M5R 1V4
Staff: Les Harris, Jane Harris, Dierdre Hogan, Arlene Singh. Programs: *Curse of the Lost Gold Mine*, *Galley Chefs*, *Everest—Climb for Hope*, *Flight of the Sky Hawks*, *Snowbirds*, *By the Seat of Their Pants*, *Threads of Hope*, *Vincent Price's Dracula*, *Marquette Challenge*, *Frontier Footlights*, *The History of Aviation: Chabot Solo*, *The Family Violence Series*, *Theatre Behind Bars*, *Kid\$ 4 Sale*, *Padre Pablo: Fighter for Justice*, *444 Days to Freedom*, *Snowmotion I & II*, *Northern Rage*, *Sudden Exposure*, *Fishing the North*, *Gary Cooper's Fishing Diary*, *The King of Friday Night*, *Till Death Do Us Part*, *Escape from Iran*, *Kootenai Brown*, *Take Off*, *Free to Fly*, *Vid Kids*, *Changing Focus*.

Cannell Distribution 3350
7083 Hollywood Blvd., 4th Floor
Hollywood, CA 90028

Staff: Pay Kenney, Herb Lazarus, Jerry Leifer, Richard Zimmer, Bob Lloyd, Christie Hawks, Scott Weber. Programs: Off-network series—*21 Jump Street*, *Wiseguy*, *Greatest American Hero*, *Tenspeed and Brownshoe*, *Booker*. First-run series—*Hawkeye*, *Renegade*, *Street Justice*, *Cobra*. Game shows—*Caesars Challenge*, *Personals*. Network—*Marker*, *The Return of Hunter*, *Lassiter*, *Profit*.

CAPA 8051

Carsey-Werner Distribution 3400
4024 Radford Ave., Bldg. 3
Studio City, CA 91604

Staff: Stuart Glickman. Programs: *Grace Under Fire*, *Roseanne*, *The Cosby Show*, *A Different World*.

Castle Hill Productions 8400
1414 Avenue of the Americas
New York, NY 10019

Staff: Julian Schlossberg, Mel Maron, Milly Sherman, Barbara Karmel, David Wright. Programs: Volume III (package of 15 feature films)—"An American Summer," "Control," "Defense," "Double Edge," "A Fine Romance," "The Image Maker," "Innocent Victim," "In the Spirit," "Iron Maze," "Julia and Julia," "Paper Mask," "Prayer of the Rollerboys," "Primary Motive," "Voyager," "White Light"; Volume IV (package of 15 feature films)—"Across the Tracks," "Alan & Naomi," "A Climate for Killing," "Desire & Hell at Sunset Motel," "The Hawk," "Honor Among Thieves," "Matewan," "Rider on the Rain," "The Secret Rapture," "The Seventh Coin," "Shaking the Tree," "Shoot," "Sweet Justice," "Tim," "Who Shot Pat?"; Hercules Collection (seven feature films)—"Hercules vs. the Molloch," "Lion of Thebes," "The

Trojan Horse," "Son of Hercules vs. Medusa," "Hercules vs. the Hydra," "Hercules vs. the Sons of the Sun," "Triumph of Hercules"; Made in Hollywood (27 classic feature films from the 1930s and 1940s)—"The American Empire," "I Married a Witch," "I Met My Love Again," "Blockade," "Buckskin in Frontier," "The Kansan," "History Is Made at Midnight," "Heartbeat," "Young & Willing," "Silver Queen," "The House Across the Bay," "Stagecoach," "To Be or Not to Be," "A Night in Casablanca," "The Woman of the Town," "The Crystal Ball," "Eternally Yours," "52nd Street," "Stand-in," "The Long Voyage Home," "Slightly Honorable," "Foreign Correspondent," "You Only Live Once," "Winter Carnival," "Tradewinds," "Vogues of 1938," "Sundown."

Catalyst Distribution 7900 L
495 Wellington St. W., Suite 212
Toronto, Ontario, Canada M5V 1G1

Staff: Charles Falzon, Jill Keenleyside, Earl Weiner, Deborah Strichartz. Programs: *Life*, *Liberty and Laughter*, *Funny Girls*, *Shining Time Station Prime Time Specials*, *SCTV*, *Ooh La La*.

CBC International Sales 5250
Box 500, Station A
Toronto, Ontario, Canada M5W 1E6

Staff: Dina Vangelisti, Criss Hajek, Lucie Poudrier, Thomas Howe. Programs: Movie package (29 films)—*Street Legal*, *The Nature of Things*, *The Beachcombers*.

CBS Broadcast International 8201
51 W. 52nd St.
New York, NY 10019

Staff: James A. Warner, Rainer Siek Sr., Kenneth Ross, Joseph DiCerto, Neil Donavan, Anne Hirsch, Yuet-Fung Ho, Amy Dorn Kopelan, Sonja Mendes, Frances Monitto, Jeff Nemerov, Stephanie Pacheco, David McLaughlin. Programs: *Dr. Quinn*, *Medicine Woman*, *Dave's World*, *Walker*, *Texas Ranger*, *Target Mafia*, *The Adventures of Ned Blessing*, *Late Night with David Letterman*, *Touched by an Angel*, *Twentieth Century*, *On the Road with Charles Kuralt*. Specials—*More Lovely Than Ever: The Making of 'My Fair Lady'*, *The Final Solution*, *Mission Eureka Parts I & II: The Magellan Project & The Sahara Project*, *Manageress*.

Central City Productions 7900 B
One E. Erie St., Suite 450
Chicago, IL 60611

Central Programming Co. 2200
10 rue de Dr. Lancereaux
Paris, France 75008

Central Utah Film Commission 6900 O2
51 S. University Ave., Suite 110
Provo, UT 84601

Staff: Marilyn Toone. Services: Assistance in finding and securing locations; assistance in obtaining proper permits; liaison services for production company and community.

Century Group Ltd. 2501
8436 W. Third St., Suite 650
Los Angeles, CA 90048

Staff: Irving Brand, Jules Fiske, Ralph V. Caputo, Jonathan Gunn, Jacob Zilberg, Michael C. Fahn, Daniel L. Diamond, Martin Weisman. Programs: Features/packages—*Primetime Bold Ones* (13 titles), *Cherry a la Mode* (32 titles), *Dinner at Eight* (14 titles), *Mobster Theater* (5 titles). Series—*Hot Shots*. Ani-

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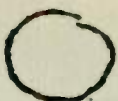


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World Radio History

mated—*First Aid for Children, Dynamagic. Specials—Hostile Witness, Circuit, Legends of the West. Miniseries—Lincoln, Young Catherine, The Nightmare Years, Anastasia, Hostile Witness, Deceptions, Murder Ordained, Adventures of Huck-leberry Finn. New features—Out There*, Dead Weekend*, Dragon Gate*.*

Channel 4 International 9101 A
124 Horseferry Rd.
London, England SW1P 2TX

Staff: Colin Leventhal, Frances Borwick, Andrew Brann. Programs: *Visions of Heaven and Hell*, Red Light Zone*, Stir It Up*, High Interest*, The Making of an Englishman*.*

Chatsworth Television 4300
97-99 Dean St.
London, England W1V 5RA

Staff: Malcolm Heyworth, Halina Stratton. Programs: *The Crystal Maze, Treasure Hunt, Extraordinary People, Tom & Tim*, Cartoon Parade*.*

Cheetah Systems 3402
109 Fourier Ave.
Fremont, CA 94539-7482

Staff: Allen Greenly, Cedric Braun, Rich Nadzam. Services: Captivator online captioning system, Captivator offline captioning system.

Christopher Lowell's Inc. 7900 M1
7 River St.
Chagrin Falls, OH 44022

Staff: Richard Madden, Aileen Hauer, Daniel J. Levin, Joanne Marshall. Program: *At Home with Christopher Lowell*.*

Chrysalis 9101 G

The Chrysalis Bldg., Bramley Rd.
London, England W10 6SP

Cinar Films Inc. 2600
1207 St-Andre
Montreal, Quebec Canada H2L 3S8
Staff: Micheline Charest, Ronald Weinberg, Louis Fournier, Mercedes Alvarez. Programs: *Million Dollar Babies, Little Lulu, Wimzie's House.*

CineLatino 3581
28202 Cabot Rd., Suite 300
Laguna Nigel, CA 92677

Staff: Alijandro Dresser Diaz, Lisa Dresser, Daniel Huertas, Michael Anderson. Programs: All-original Spanish-language cable TV movie channel.

Cinema Products Video 7511
1801 Avenue of the Stars, Suite 240
Century City, CA 90067-5904

Cinevest Entertainment Group 7900 B1
Congressional Bldg.
381 Sunrise Hwy., Suite 307
Lynbrook, NY 11566

Staff: Arthur Schweitzer, Roseann Borriello, Joseph Ceslik. Programs: Sports—*Basketball Legends, Boxing Legends, Muhammad Ali, The Fighter, Sports Bloopers.* Children—*Children's Classic Stories, Dinosaurs.* Documentaries—*The Hunt for the Red Ripper, The Great Adventure of the Automobile, Wildlife Endangered Species.* Feature films—200 titles. Music and performance—*Bolshoi and Kirov Ballet, Jose Carreras Concert Series.* Drama—*The Grey Wolves.*

Cipango 8051

Claster Television 2300

9630 Deereco Rd.
Timonium, MD 21093

Staff: John Claster, Sally Bell Terri Akman, Peggy Powell, Stu Doriss, Ann Burke, Dana Feldman. Programs: Strip—*Littlest Pet. Weekly—Shop*, G.I. Joe*.*

CMT/Europe Co./ Group W Satellite 9002
P.O. Box 10210
Stamford, CT 06904

CMDP 8051

Cobra Film Produktionsgesellschaft MBH 7200
Romerstrasse 36
Munchen, Germany 80803

Colorado Springs Film Commission 6900 P2
30 S. Nevada Ave., #405
Colorado Springs, CO 80903

Staff: Paula Vickerman, Susan Matheson, Michael Klein. Services: Colorado locations.

Columbia TriStar Television Distribution 1300
10202 W. Washington Blvd.
Sony Pictures Plaza
Culver City, CA 90232

Staff: Barry Thurston, Bob Cook, Richard Frankie, David Mumford, Alan Perris, Leslie Tobin. Regional offices: Los Angeles—Steve Mosko, John Weiser, Mark McKay. New York—John Rohrs Jr., Chris Kager, Gary Cecchini, David Ozer, Jeff Wolf. Chicago—Stuart Walker, Tom Warner, Jenny Gelbard. Atlanta—Joe Kissack, Steve Maddox. Dallas—Dirk Johnston. Programs: *Ricki Lake, Tempestt Bledsoe, Seinfeld, Columbia Gold, Columbia Gold II*,*

Showcase III*.

Columbine Systems 7541
1707 Cole Blvd.
Golden, CO 80401

Comar Acquisitions Inc. 8450 H
25060 Ave. Tibbitts
Valencia, CA 91355

Staff: Jack Gersh, Bruce Gersh, Janet Beckerman, Tim McArdle, Dom Manayan. Programs: *Acne Station, T-Touch, Nativity Cross, Alien Wedge, Play Piano Overnight.*

Competitive Media Reporting 3700
11 W. 42nd St.
New York, NY 10036-8088

Staff: Joe McCallion, Jane Smerglia, Bob Hyland, George Brady, Mike Smyth, Joe Philport, Ric Spicer, Susan Howard, Nancy Lankford, Roger Morcomb, Ron Quartararo, Mike Devine, Wendy Benton. Programs: PromoWatch on-air promo tracking system, Showtel* PC system for tracking national advertisers by show and show type. Veri-check—overnight broadcast verification/tracking system.

Coral Pictures 7201
6101 Blue Lagoon Dr., Suite 400
Miami, FL 33126

Staff: Marcel Granier, German Perez, Gustavo Basalo, Sheila Hall, Dan Waite. Euro Coral—Karina Bruno. Osvaldo Barzelatto (Chile), Marina Galiez, Juan Jorge Jaeckel, Alfredo Odorisio, Louise O'Shea. Programs: *Pura Sangre, Maestra Vida, De Oro Puro, Alejandra, Dulce Ilusion, Por Estas Calles, Apasionadamente Infiel, La Dama de Rosa.* Made-for-TV movie—*Madres.* Documentary—*Expedition.* Children—

CRO. Musical specials—Lo Mhejor de Montaner, Reencuentro, Sin Limite. Comedy—Radio Rochela. Talk shows—Hay Que Oir a Los Ninos. Specials—Premios Ronda '94, Chica 2001 94.

CPN Television 8450 W

CTE 6510
11145 NW 1st Pl.
Coral Springs, FL 33071

Cyphertech Systems Inc. 3401
1888 Central Park E., Suite 1900
Los Angeles, CA 90067

Staff: Dan Wasserman, Ron Thomson, Greg Hampton, Patrice Nardone, Mike Flynn, Cecilia De La Rocha, Grant Knox.

D

Daily Express 4355
29 W. 64th St., Suite 4-G
New York, NY 10023

Staff: Steve Weinstein, Shari Tessler, Susan Hornik, Tom Brown, Andrew Kagan, Jim Dugan, Tom Savage, Bill Dunlap, Michael Kape, Larry Leventhal, Eileer Salmas. Service: Publication.

Desclez Productions P16
3814 St-Denis
Montreal, Quebec, Canada H2W 2M2
Staff: Norma Denys. Programs: *Little Star, Turtle Island.*

Deutsche Welle Radio & TV International 8681
50588 Koln Germany

Staff: Rita Schmidt. Programs: TV programs live via satellite (Intelsat K



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4401 Connecticut Ave., NW
Washington, DC 20008

Staff: Ron Devillier, Brian Donegan, Linda Ekizian, Joan Lanigan. Programs: *American Cinema*, *ABC's World of Discovery*, *Wildlife Tales*, *Blood and Iron*; Biographies—*O.J. Simpson*, *Jesse Jackson*, *Ross Perot*, *Hillary Rodham Clinton*, *Changing the Rules*, *John Paul II: Statesman of Faith*, *George Wallace: Politics of Race*.

DIC Entertainment 2500
303 N. Glenoaks Blvd.
Burbank, CA 91502

Staff: Andy Heyward, Pat Ryan, Jeff Wernick, Joy Tashjian, Robby London. Programs: *Sailor Moon**, *Action Man**, *Gadget Girl**, *What a Mess**, *Siegfried & Roy**.

Discovery Communications 5500 D1
7700 Wisconsin Ave.
Bethesda, MD 20814

Staff: Chris Moseley, Dawn McCall, Leigh Arnold, Andy Holtzman, Carin Alpart, Louise Brown, Dina Suggs, Tom Rocco.

Diwa Film GMBH
Bavariafilmplatz 7

Geiseltal, Germany 82031

DLT Entertainment Ltd. 6300
31 W. 56th St.
New York, NY 10019

Staff: Don Taffner, John Fitzgerald, Don Taffner Jr., Bob Peyton, Gillian Rose, Eileen Potrock, Lauren Kent, David Bulhack, Kristin Goodwin, Mike Phillips, Roger Miron. Programs: Action/adventure series—*The Wanderer*. Animated—*Animated Family Classics*, *Count Duckula*, *Danger Mouse*. First-run series—*Hollywood People**. Off-network series—*Check It Out*, *Three's Company*, *Too Close for Comfort*, *The Ropers*, *Three's a Crowd*. Children—*Wind in the Willows*. Features/packages—*Dick Francis Mysteries*, *The Saint*, *The Saint in Manhattan*. Comedy—*Benny Hill*, *The Russ Abbot Show*. Specials—*Benny Hill Specials*, *Benny Hill's World Favorite Clown*, *Benny Hill's World Tour: New York*, *Cristina Presents: Latin Lovers of the '90s**, *The Heat Is On: The Making of Miss Saigon*, *Torvill & Dean*. Game shows—*Talkabout*, *5-4-3-2-Run*. Miniseries—*Love on a Branch Line**. Talk—*Shirley*. Public TV sales division: Comedy—*About Face*, *After Henry*, *A Kind of Living*, *All at #20*, *Chance in a Million*, *Executive Stress*, *Fizz*, *French Fields*, *Men Behaving Badly*, *Mollie Sugden*. Comedy Package, *My Husband and I*, *That's My Boy*, *Mother and Son**, *Never the Twain*, *No Job for a Lady*, *Shelley*, *Thames Comedy Originals*. Comedy/thriller—*Beiderbecke Affair*, *Beiderbecke Tapes*, *Beiderbecke Connection*. Drama—*Ancient Lives*, *Capitol City*, *The Damnation of Harvey McHugh**, *Danger: UXB*, *Han-*

ney, *London Embassy*, *Lytton's Diary*, *Mr. Palfrey of Westminster*, *Minder*, *The One Game*, *Reilly: Ace of Spies*, *Rock Follies*, *Rumpole of the Bailey*, *Taggart*, *Tecx*, *Unnatural Causes*, *Van Der Valk*. Documentaries—*Cinema Europe: The Other Hollywood**, *The World at War*, *Hollywood*, *Killiam Collection*, *Black Museum*, *Buster Keaton—A Hard Act to Follow*, *Cambodia Year Ten*, *Destination America*, *Harold Lloyd: The Third Genius*, *Revival at the Desert*, *Holiday World*, *Nature Watch*. Specials—*The Last Show on Earth*. Sports—*Talking Baseball*. International distribution—*Cinema Europe: The Other Hollywood**, *Alex: Life of a Child*, *America's Funniest People*, *As Time Goes By**, *Aquaventure*, *Benny Hill's World Tour: New York*, *Animated Classics*, *Born Beautiful*, *Cash and Company*, *Class Clowns**, *Cristina Presents: Latin Lovers of the '90s*, *Deathcheaters*, *Dick Francis Mysteries*, *Gift of Love: A Christmas Story*, *Inner Space*, *Living Proof*, *Koroda: The Bloody Track*, *Nonsense**, *Nonsense 2: The Sequel*, *Rhythm of Life—The Event*, *Romance/Romance**, *Russ Abbot*, *The Saint*, *The Saint in Manhattan*, *The Secret of the Phantom of the Opera*, *Secrets Revealed**, *The Secret World of Dreams**, *Shirley*, *Shirley—Celebrity Interviews**, *Shocktrauma*, *Talkabout*, *Tandarra*.

DMB Filmproduktion 7200
Pommersche Strasse 9
Berlin, Germany 10707

D'Ocon Film Productions 9650
C/Calaf. 3
Barcelona, Spain 08021

Dorling Kinderley Vision 8600
53 Chandos Pl., Covent Garden
London, England WC2N 4HS

Staff: John Adams, Simon Jollands, David Peebler, Brenda Woodling. Programs: *Eyewitness Series II**, *Animated Horror Stories**, *Help!**, *Mother & Child*, *Buddy & Pip*, *Mammoth Movies*, *See How They Grow*.

Dune 8051



E Entertainment Television 5500 V
5607 Wilshire Blvd.
Los Angeles, CA 90036

Staff: Lee Masters, Christopher Fager, Dale Hopkins, Fran Shea, Jon Helmrich, Gillian Renault, Julie Fields, Greg Brannan, Cathie Trotta, Jenny Benidt, Chris Hiller, Dan Hoskins. Programs: *Q&E!**, *Live Premieres**, *Entertainment News Feed*, *In Focus*, *The Gossip Show*, *FYE! For Your Entertainment*, *E! Features*, *E News Week in Review*, *E! Special Events*, *Extreme Close-up*, *Behind the Scenes*, *E! Archives*.

Eastman Kodak Co. 5551
343 State St.
Rochester, NY 14650

Eaton Films 2680
10 Holbein Mews
London, England SW1W 8NN

Staff: Judith Bland, Liz Cook, Carol Thrupp, Louise Rimoldi, Patricia Brown. Programs: *The Feds*, *Savage Play*, *Halfway Across the Galaxy* and *Turn Left*, *Pookie*.

ECN 5500 H1
4370 Tujunga Ave., 2nd Floor
Studio City, CA 91604

Staff: Jack Serpa, Tom Tierney, Kristine Pfeiffer. Services: ECN E-Mail, ECN Faxing, ECN ONLINE, ECN Databases.

Ellipse Programmes 8051

Ellis Enterprises 7900 O
1231 Yonge St., Suite 201
Toronto, Ontario, Canada M4T 2T8

Staff: Stephen Ellis, Kelly Warner, Douglas Smith. Programs: *Profiles of Nature* (series IV, 13 half-hour episodes). Hour specials—*From the Pacific Rim to the Serengeti*, *Spirit of the Wilderness*, *In Search of the Hawk*, *A Passion for Canoes*, *Images of Galapagos*, *The Man Who Loved Birds*, *Naturalist with a Camera*, *The Unpredictable Prairie*, *Wilderness Magic*, *Animal Aliens*, *Bird Watcher's Paradise*, *The Treasure of Madera Canyon*, *Man of the Wilderness*, *Nature in Close-Up*, *Camera in the Wilderness*, *Poet of the Landscape*.

Empire Burbank Studios 7900 C
1845 Empire Ave.
Burbank, CA 91504

Staff: Felix Girard, Don Buccola, Bob Bagley, Clair Higgins, Al Lapin. Services: Full-service video production facilities in Burbank. Three audience rated sound stages, chip cameras, D-2, Beta SP, control rooms, edit bays, dressing rooms, commissary, full lighting and grip in-house.

Encore Enterprises 7900 J
25510 Ave. Stanford, #101
Valencia, CA 91355

Staff: William Hutten. Programs:

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2514 N. Ontario St.
Burbank, CA 91504

Erasmus Film GmbH 7200
Bavariafilmplatz 7
Geiseltal, Germany 82031

ESPN International 2500
605 Third Ave.
New York, NY 10158

Staff: Steve Bornstein, Andrew Brilliant, David Zucker, Richard Stone, Alexander Brown, Bernard Stewart, Mark Reilly, Michelle Markides, Richard Lefler Yu, John Bonanni, Tom Hagel, Michael Fox, Paul Slaughter, Gayle Vezina, Terence Yau, Jose Irueta, Jesse Curtis, Tim Bunel, Jeanette Cruz. Programs: *Brazil Paulista League*, *Dutch Division I*, *Anderson Consulting World Championship of Golf*, *LPGA Skins Game*, *1995 Indy Car*, *NHL Hockey*, *World Table Tennis Championships*, *The Extreme Games*, *Extreme Games 101*, *ESPN X-Treme*.

Etccetera Productora Cinematografica 6650
10458 NW 31 Terrace
Miami, FL 33172

Europe Images 8051

Evergreen Entertainment Corp. 7531
548 Aldebaran St.
San Juan, PR 00920

F

Filmoption Internationale 2600
3401 St. Antoine St.
Westmount, Canada H3Z 1X1

Staff: Maryse Rouillard, Lizanne Rouillard, Muriel Rosillio. Programs: Documentary—*The Human Race**. Scientific series—*The Science Show*. Wildlife documentary—*Prince of the Arctic**, *Beyond My Window*, *For the Birds**, *Falconry**. Social documentaries—*Mountain Series**, *Russian Striptease*, *Ashes in the River*, *Washing of Tears*. Sports/adventure—*The Quest for Greater Heights**, *Ellesmere: Top of the World*, *Valdez Goes Extreme*. Variety—*Circus Passion*. Entertainment—*The Montreal International Jazz Festival*. Children—*The Fleatrotters*, *The Fairchilds*. Youth series—*Home Away from Home*, *Watatatow*.

Florida Film Commissioners 6900 R2
200 E. Las Olas Blvd.
Fort Lauderdale, FL 33301

4 Corners Entertainment 7900 Q
8019 1/2 Melrose Ave., Suite 6
Los Angeles, CA 90046
Staff: Zac Reeder, Bryan Todd. Pro-

gram: *The Jazz Network*. Feature films—"Lethal Moves," "Peephole," "Trust Me."

4 D/Marina 8051
4Kids Productions
1414 Avenue of the Americas
3rd Floor
New York, NY 10019

Staff: Norman Grossfeld, Brian Lacey, Kathy Borland, Gabe Evans. Programs: *Quest for the Dragon-Star*, *Pick Your Brain*, *Toby the Terrier*, *Monster Wars*.

Fox Lorber 5459
419 Park Ave. S.
New York, NY 10016

Staff: Richard Lorber, Mickie Steinmann, Chris Peeler. Programs: *Games Master**, *Tilt 23 1/2**, *Planet Fashion**, *MMG Engineers**, *Out of Control**. AIMS Media—Over 50 hours from world's largest source of educational entertainment, including *American Chronicles*, *Animals and How They Live*, *Children's Literature Series*, *The Way of Life Series*.

France Animation 8051

France TV Distribution 8051

Fred Wolf Films 4700

Staff: Fred Wolf, Trudi Hicklin, Kara Vallow. Programs: *Dinobabies*, *Budgie the Little Helicopter*, *The New Adventures of Speed Racer*

The Fremantle Corp. 1670
660 Madison Ave.
New York, NY 10021

Staff: Paul Talbot, Josh Braun, Julie Zulueta-Corbo, Keith Talbot. Cana-

da—Fran (Skip) Braun, Randy Zalken; London—Tony Gruner, Veronique Heim; Australia—Richard Becker, Ian Hogg. Programs (outside U.S.): *Grace Under Fire*, *She-TV*, *Baywatch—Series V*, *Baywatch*, *Jules Verne's the Mysterious Island**, *Annie and the Tomorrow Team*, *The Anti-Gravity Room*, *The Campbells*, *The Adventure of Black Beauty*, *You Bet Your Life Starring Bill Cosby*, *The Galloping Gourmet*. Specials—*A Word from Our Sponsor I & II*, *Rowan & Martin's Laugh-In 25th Anniversary Special*, *The Kennedy Center Honors*, *Penn & Teller: Don't Try This at Home*, *David Foster: The Christmas Album Special*, *Ice Capades*, *Tony Awards*, *Christmas in Washington*, *1994 American Comedy Awards*. Daytime Drama—*Loving*. TV movies—*Cat on a Hot Tin Roof*, *Stillwatch*, *We Are the Children*, *Vanishing Act*, *The Last Days of Frank and Jesse James*, *Manhunt for Claude Dallas*, *On Fire*. Atlantis releasing programs—Latin America—*Destiny Ridge*, *White Fang*, *Kurt Vonnegut's Monkey House*, *Next Door*, *The Euphio Question*, *The Foster Portfolio*, *Epicac*, *Fortitude*, *More Stately Mansions*, *African Skies*, *Neon Rider*, *Kelly*. Mini-series—*First Impressions*, *Second Changes*, *Temptations*. TV movies—*Heads*, *Sodbusters*, *Harvest*, *Avalanche*, *Strange and Rich*, *Trial at Fortitude Bay*, *Firing Squad*, *Destiny to Order*, *Adrift*, *The Diviners*, *Partners in Love*, *Spirit Rider*. Granada catalogue—China only—*Prime Suspect*, *Jewel in the Crown*, *Poirot*, *Upstairs, Downstairs*, *Brideshead Revisited*, *London's Burning*.

Fries Entertainment 7900 A
6922 Hollywood Blvd.
Los Angeles, CA 90028

Fuji Eight Co. Ltd. 7651
Fuji-TV Bldg. 2,
1-16 Sumiyoshi-Cho
Shinjuku-Ku, Tokyo, Japan 162

Future Forward Productions 7900 H
20171 Cherokee
Detroit, MI 48219
Staff: Renae Manigault. Programs: Medical drama series, one-hour episodes.

G

Gaumont Television 8051
24 rue Jacques Dulud
Neuilly Sur Seine, France 92200

Staff: Christian Charret, Christine Camdessus, Marla Ginsburg, Marc du Pontavice, Lori Plager. Programming: Animation—*Highlander*, *Home to Rent*. Series—*Highlander*. Documentaries—*Haroun Tazieff*, *The Fire of the Earth*. Drama—*Tales of the South Seas*. Situation comedy—*Raising Daddy*.

Gay Entertainment Television 7900 X
7 E. 17th St.
New York, NY 10003

Staff: Marvin A. Schwam, James Moore, Rodger McFarlane, Eugene Falk, John Scagliotti. Programs: *Party Talk*, *Inside/Out*, *Makostyle*.

Gaylord Syndicom 9002/5500 U
65 Music Square W.
Nashville, TN 37203

Staff: Jane Grams, Hal Buckley, Joyce Simmons, Terri Greenwood, Candy Page, Kim C. Daye. Programs: *Hot, Hip & Country*, *Mrs.*

Delafield Wants to Marry, *Laura Lansing Slept Here*, *Jolly Old St. Nicholas*, *Deck the Halls*, *Aliens First Christmas*, *Up on the Housetop*, *Babe Winkelman's*.

General Media Entertainment
1965 Broadway
New York, NY 10023

Staff: Andrew Steiner, Marni Myerson. Programs: *The Embrace of the Vampire*, *Penthouse Video*, *Art of Desire*.

Genesis Entertainment 8350
30501 Agoura Rd., Suite 200
Agoura Hills, CA 91301

Wayne Lepoff, Ed Wasserman, Jason Charles, Laura Griffin, Stan Katzer, Bob Berry Sr., Douglas Friedman, Marcia Boyd, Jeffrey S. Weiss, Gary Berberet, Diane Endres Bortone, Melissa Van Meter. Sales and research—Phil Oldham, Barry Wallach, Joe DiSalvo, John Holdridge, Paul Magder, Michael Leifer, J.R. McCabe, Mark Major, Lee Villas, Jody Hecker, Diane Galella Oldham. Public broadcasting office—Jerry Weaver. Programs: Series/first run—*The Mark Walberg Show**, *Real Stories of the Highway Patrol*, *Juvenile Justice*, *Emergency Call*, *Marvel Action Universe*, *Reality Check*. Off-network—*Top Cops*, *Tales from the Crypt*, *Highway to Heaven*. Specials—*Adventures*, *Journeys & Archives*.

Georgia Film & Videotape Office 6900 N2
285 Peachtree Center Ave.
Suite 1000
Atlanta, GA 30303

Staff: Norman Bielowiec, Greg Torre. Services: Office provides assistance to feature film, television and commercial production companies with location scouting and pre-production.

German Films and TV 7200
Tuerkenstrasse 93
Munich, Germany 80799

GGP Golden Gaters Productions 6324
400 Tannal Plaza
Corte Madera, CA 94925

Staff: Corey Busch, Bob Horowitz, Tom Newell, Hillary Mandel, Jerri Meacham, Sam Peck, Greg Carroll, Linda Lieberman, Melanie Smith, Courtney Moynihan. Programs: Sports—*World Cup Skiing*, *Celebrity Sports Invitational*, *NFL Preseason Special*, *College Football Preview*, *AVP Pro Beach Volleyball**, *Cooperstown: Baseball's Main Street**, *Escape from Alcatraz Triathlon*, *College Basketball Special*, *College Bowl Preview*, *Super Bowl XXX Special*, *Atlanta 1996**. Entertainment—*Don't Be a Target: Your New Guide to Crime Prevention**, *John Siegel's Road to the Academy Awards*, *A Year in Review: The Images of 1995*.

Globo TV Network—Brazil 8541
Rua Pacheco Leao 256
Rio De Janeiro-RJ cep 22460-030

Staff: J.B. Oliveira Sobrinho, Jorge Adib, Roberto Buzzoni, Roberto Filippeli, Paula Miranda, Carla Prado, Geraldo Case, Robert Campbell. Programs: *A Viagem (EI Viaje)*, *Tropicaliente (Tropicaliente)*, *Patria Minha (Vidas Cruzadas)*, *Fera Ferida (Fiera Herida)*, *Mujeres de Areia (Mujeres de Arena)*.

Golden Hill Productions 7900 Q1
6830 N. Federal Hwy.
Boca Raton, FL 33487

Staff: Richard Weisman, Jim Shriv-

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Companies'
acquisition of
KRBK-TV
Sacramento, California



BIA CONSULTING, Inc.

14595 Avion Parkway, Suite 500
Chantilly, Virginia 22021

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Public Affairs

Finding Aliza: A Holocaust Story,
WEWS, Cleveland OH
Our Times, KING, Seattle WA
Remember the Ladies, WUSA,
Washington DC

Program Segments

Big/Little Business, KING, Seattle WA
Chronicle - Brian's Story, WCVB, Boston
The Sights and Sounds of Houston: Toons,
KTRK, Houston TX

Sports

Rizzuto: Yankee Legend, Hall of Famer,
WPIX, New York NY
Starting Line '93, WABC, New York
When Harry Met Baseball,
WGN, Chicago

Children's & Young Adults

First Cut, KRON, San Francisco CA
The Magic Door Television Theatre,
WBBM, Chicago IL
Straight Talk N'Teens,
KGO, San Francisco CA

Information

Heroes of Normandy:
D-Day Remembered,
KTVU, Oakland CA
Keepers of a Kingdom,
KMOV, St. Louis MO
The New Facts of Life: Teens & Aids,
KRON, San Francisco CA

Entertainment

Almost Live! #1101, KING, Seattle WA
Almost Live! Unplugged:
10th Anniversary Special,
KING, Seattle WA
Marine World Africa USA's
African Adventure,
KTVU, Oakland CA

MARKET SIZE 21-75

Public Affairs

The Music Makers: An Evening With
The Indianapolis Symphony Orchestra,
WRTV, Indianapolis IN
The Spirit of Success, WVEC, Norfolk VA
Yellowstone, Five Years After Fire,
KCNC, Denver

Sports

Fields of Glory, WLNE, Providence RI
500 Magazine, WRTV, Indianapolis IN
Share the Dream II, WROC, Rochester NY

Children's & Young Adults

Downstream: From the Mountains
to the Ocean, WBIR, Knoxville TN
Giants of the Sea, KCNC, Denver CO
Kids Eye View, WCPO, Cincinnati OH

Information

The Four Billion Dollar Question,
WSMV, Nashville TN
Four Families, WSMV, Nashville TN
The Healing Journey, KSNW, Wichita KS

Entertainment

Bulger's Backroads, WSMV, Nashville TN
A Partner to Genius,
WMVS, Milwaukee WI
Pete Seeger: Visions of Children,
KUED, Salt Lake City UT

REGIONAL PUBLIC TELEVISION

Crossroads on the Hill,
WUNC, Research Triangle Park, NC
For a Deaf Son, KERA, Dallas TX
Outdoor Idaho: Empire of the Snake,
Idaho Public Television, Boise ID

MARKET SIZE 76-211

Public Affairs

Anger: The Storm Inside,
KOLN/KGIN, Lincoln NE
Children of Paradise,
KEYT, Santa Barbara CA
KCRG-TV Volunteer-A-Thon,
KCRG, Cedar Rapids IA

Program Segments

A Celebration of Courage,
KNTV, San Jose CA
Florida Focus, WOGX, Ocala FL
Making A Difference,
WBNG, Johnson City NY

Sports

The BOC Challenge Special, WCSC,
Charleston SC
The Scenic Challenge, KHQ, Spokane WA
TV 13 Outdoors: A Northland Journal,
WEAU, Eau Claire WI

Children's & Young Adults

Children of Paradise,
KEYT, Santa Barbara CA
Fear Not, KFVS, Cape Girardeau MO
News to Use, KTRV, Boise ID

Information

Healthlife, KEYT, Santa Barbara CA
Living in Fear, WGGB, Springfield MA
Teen Suicide, WCSC, Charleston SC

Entertainment

Armed Response, KADY, Oxnard CA
The Best of Carolina Camera, WCSC,
Charleston SC
50 Years of the Springfield Symphony,
WGBY, Springfield MA

Combatting Racism & Religious Intolerance Spot Announcements

Kidsturn: Race Relations,
WCSC, Charleston SC

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AWARDS

NATPE

er, Marina Falzone, Shirin Weisman. Programs: Spanish-language programming, American style.

Granada LWT International 6510
The London Television Ctr.
Upper Ground London, England
SE1 9LT

Staff: Nadine Nohr, Toby Mellinc, Suzie Giblin. Programs: *Band of Gold**, *Prime Suspect**, *Agatha Christie's Poirot**, *Cracker**, *London's Burning**, *Johnny and the Dead**, *Open Fire**, *The Place of the Dead**, *Rik Mayall Presents, Beadle's About, The Troubleshooters*.

Granit-Film 7200
Bavariafilmpplatz 7
Geiseltal, Germany 82031

Grb Entertainment 7771
12001 Ventura Pl., Suite 201
Studio City, CA 91604

Great Chefs/GSI Inc. 8010
421 Frenchmen St.
New Orleans, LA 70116

Staff: John Shoup, Frank Liebert, Linda Anne Nix. Programs: *Great Chefs of Hawaii**, *Great Chefs, Great Cities**, *Great Chefs of the East, Great Chefs of the West, Great Chefs of New Orleans, Great Chefs of San Francisco, Great Chefs of Chicago, Great French Fest**, *Great American Inns**, *Chocolate Dreams**, *Chocolate Passion, Chocolate Edition, Great Outdoor Cooking, Great Southern Barbecue, Great Chefs, Great Barbecue, Down Home Cookin' Southwest Style, Great Chefs Halloween Special, A Southwest Thanksgiving Feast, An International Holiday Table, A New England Thanksgiving, Great Appetizers, Great Chef's Desserts, Oriental Obsessions, Mexican Madness, Great Chefs, Great Pizza, A Seafood Sampler, A New Orleans Jazz Brunch, Great Women Chefs, New York Jazz Quartet: Live in New Orleans, Woody Herman Remembered, Salute to Jelly Roll Morton, Don Menze: Live in New Orleans, Les McCann: Live in New Orleans, Ellyn Rucker: Live in New Orleans, Jack Sheldon: Live in New Orleans, Toots Thielemans: Live in New Orleans, The Dukes of Dixieland and Friends*.

Great North Releasing 7900 P1
11523 100 Ave., Suite 012
Edmonton, Alberta
Canada T5K 0J8

Group W Productions 4700
3801 Barham Blvd., Suite 200
Los Angeles, CA 90068

Staff: Los Angeles—Derk Zimmerman, Sam Cue, Stephanie Drachkovitch, Esther Greif, Owen S. Simon, Cornell Chulay, Jeff Hoops, Brook Krusjo, Robert Liuag, Dana Moorehead, Lura R. Burton, Karyn Bolger. New York—Richard Sheingold, Peter Gimber, Jim Blueweiss, Christine Clark, Maryann Martin, Dan Cosgrove, Glenn Burnside, Steve Parker, Liz Koman, Scott Collins; Chicago—Patricia Brown, Sean A. O'Boyle, Brian R. Fleming; Atlanta—Brad L. Leidel, Tim Lavender. Programs: *The Paget Show**, *Day & Date, Jones & Jury, Marilu, Bob Vila's Home Again, Martha Stewart Living, On Scene: Emergency Response*.

Group W Videoservices 4700
310 Parkway View Dr.
Pittsburgh, PA 15205
Staff: George Kieffer, Kelley Shaffer, Bob Jordan. Los Angeles—Lee

Salas. Services: Videotape duplication and distribution, satellite transmission and related services.

GTV 3900
630 Fifth Ave., 16th Floor
New York, NY 10111

Staff: Jeffrey Brunner, Mel Smith, Phil Howort, Frank Nakano, Sean Denney, John Perez, Louis Solish. Midwestern offices—Stephen Hodder, Carri Rotar; West Coast offices—Roger Lefkon, Richard E. Hammer, Diana Foster; Southwestern offices—Bill Featherstone; Southeastern offices—Reggie Jester; Southern Offices—M.B. Smith. Programs: *Space Precinct, Tough Target, The Incredible Mall*, Living Better**.

H

Hallmark Entertainment Treasure Island

156 W. 56th St., Suite 1901
New York, NY 10019

Staff: Martha Strauss, Eric Pack. Programs: *The Return of the Native**, *Redwood Curtain**, *My Brother's Keeper**, *One Christmas**, *Stick Wife**, *Shadow of a Doubt**, *Fighting for My Daughter**, *Elephant Boy**, *The Secret World of Alex Mack**, *Lonesome Dove: The Series**, *Search and Rescue: The Series**.

Harmony Gold 2801
7655 Sunset Blvd.
Los Angeles, CA 90046

Staff: Frank Agrama, Norman Siderow, Colleen Morris, Robert Alan Cohen, Alan Letz. Programs: *Delta Force, Casshan: Robot Hunter, Flesh and Blood: The Hammer Heritage of Horror, Vincent Price: My Life and Crimes, Bibleland, Jerusalem 3000, Cannibals, Fire Attack, The Lost World, Return to the Lost World, The Angel, The Bicycle and the Chinaman's Finger, Animals of Africa, World of Horses*.

Harrington, Righter & Parsons 9900
805 Third Ave.
New York, NY 10022

Staff: Peter Ryan, Murrey Berkowitz, James Curtin, Joel Gutman, Stuart Kauder, Bruce Mello, Steve Raffel, Mike Schwartz, Jody Hecker. Service: Station representative firm involved in sales of national spot, supported by programming and research consultation.

Hawthorne Communications 8450 B
300 N. 16th St.
Fairfield, IA 52556

Staff: Thomas Kelly, Jill Struve, Trisha Lea, Andrea White, Lisa Denton, Mike Huskey, Stacy Gockel. Services: Infomercial advertising agency, media buying service, production house, dub house, advertising creative services.

Hearst Entertainment 7350
235 E. 45th St.
New York, NY 10017

Staff: Bruce L. Paisner, William E. Miller, Gerald Abrams, Steve Weiser, Robert L. Corona, Bob Mahlman, Tom Devlin, Michael Doury, Jerry Diaz, Stacey Valenza, Laurie Tritini, Gerald Bixenspan. Programs: *The New Adventures of Flash Gordon*, Phantom 2040**. Series/first-run—*Success by 6* (public service campaign), *The Red Green Show*. Features/packages—Marquee V: 14

feature-length films featuring stars, including Dennis Hopper, Anne Archer, Michael Caine, Justine Bateman, Mia Sara, Anthony LaPaglia, Louis Gossett Jr., Richard Dean Anderson, Keith Carradine; *The World of Nature*. International: Features—*See Jane Run**, *Choices of the Heart**, *Betrayed: The Story of Three Women**, *Dancing in the Dark**, *Higher Laws**. Series/first-run—*In the Name of Love**, *Short Story Cinema**, *Modern Marvels**. Specials—*Smithsonian Expedition**, *Harley-Davidson: The American Motorcycle**, *Made in the USA**, *Fantasies of the Stars**. Animation—*Phantom 2040**, *The Magical Adventures of Quasimodo**, *The New Adventures of Flash Gordon**. Returning product: Animated—*Original Popeye, Cool McCool, Beetle Bailey, Barney Google & Snuffy Smith, Krazy Kat*. Series/off-network—*Original Blondie, Eerie, Indiana, Original Flash Gordon, Brewster Place*. Features—Marquee IV, The Performers II, The Performers I. Other—*Hearst Reports, TV Time Capsules*. Features—Over 200 feature-length films and miniseries, *The Veronica Clare Collection, Original Blondie, Original Flash Gordon, Creature Features*. Animated—*The Legend of Prince Valiant, All New Popeye, Original Popeye, Popeye & Son, Animated Flash Gordon, Cool McCool, Beetle Bailey, Barney Google & Snuffy Smith, Krazy Kat, Defenders of the Earth, G-Force, Adventures of the Galaxy Rangers, Animated Specials (Betty Boop, Beetle Bailey, Hagar, Blondie), King Video Comics (Home Video Only)*. Series—*Eerie, Indiana, Perspective on Greatness, Brewster Place, What Happened?* Other—*Hearst Reports, Cosmo Videos, Esquire, Chronicle, Time Capsule*.

Hermes Film GMBH 7200
Kaiserplatz
Munich, Germany 80803

Hero Productions 7250
7291 NW 74 St.
Miami, FL 33166

Staff: Robert Behar, David Sprechman, Gilda Hernandez, Daniel Sawicki, Enrique Behar, Merida Barreto. Services: Production, post-production and teleport.

High Point Films & TV 9101 J
25 Elizabeth Mews
London, England NW3 4 UH

HIT Entertainment PLG 9101 D
The Pump House
13-16 Jacob's Well Mews
London, England W1H 4PD

Holigan Group Ltd. 7900 P
6009 Beltline S-100
Dallas TX 75248

Staff: Michael Holigan, Jackie Lange, Dale McCoy, Debb Holigan, Al Carrell. Programs: *This New House, Made in America, Take the Kids*.

The Hollywood Reporter 3580

Home Shopping Network 7701
11831 30th Court N.
St. Petersburg, FL 33716

Staff: Nory LeBrun, Todd Cralley, George Penavis, Cynthia Spano. Programs: Home Shopping Club 2—Live, 24-hour service; stations receive payment for carriage plus five minutes of avails per hour. Home Shopping Spree—Live, 24-hour interactive; stations are paid for carriage and receive four minutes per hour.

HSN Direct 8450 M

11831 30th Court N.
St. Petersburg, FL 33716

Staff: Kevin Harrington, Tim Harrington, Bob Swift, Terry Salak, Dave Williams, Reno Rolle, Lynda LaFair. Programs: *Ab Isolator, Micro Steamer, Daily Mixer, Doc Bailey, For Women Only, Glitter Box, 30 Minute Closet Makeover*.

I

I.N.I. Entertainment Group Inc. 8020
11845 Olympic Blvd., Suite 900
W. Los Angeles, CA 90064

Staff: Irv Holender, Michael Ricci, Sy Samuels, Stephanie Zill, Tara Spencer. Programs: *Martin & Lewis: Their Golden Age of Comedy**, *Country Music Today/Country Tracks**, *International Family Classics, Volume II, Cliff Hanger, Little Toot*.

IICS 5500 G
P.O. Box 6211
Malibu, CA 90264

Imagen Satelital SA 5500 2
Sanchez de Bustamente 886
(CP 1173) Capitol Federal/
Buenos Aires, Argentina

Staff: Alberto L. Gonzalez, Marcelo Bandiera, Ronnie Amendola, Gabriel Bandiera, David Nunez, Eddy Gomez, Eduardo Gallego, Graciela Just, Patricia Daujotas, Jan Bergstrand. Programs: Company is buying features, movies, series, miniseries, cartoons, inserts, documentaries and more for its satellite services.

INA 8051

Independent Producers Group 4300
97-99 Dean St.
London, England W1V 5RA

Independent Television Network 3381
747 Third Ave.
New York, NY 10017

Staff: Tim Connors, Marty Waters, Greg Gush, Chuck Wolfertz, Larry Tompkins, Barry Hoffman. Services: Unwired networks in daytime, early fringe, access, late fringe, late comedy, weekend, early prime, kids, teen/tween, news. Programs: *Phantom 2040, Essence of Life*.

Inphomation Inc. 8450 R
23-25 Walker Ave.
Baltimore, MD 21208

Staff: Mike Warren Lasky, Lisa Lasky, Robert Hoffman, Don Davidson. Programs: *Psychic Friends Network, Roland Martin's Helicopter Lure, Barbara DeAngelis's Making Love Work, Check It Out*.

Interactive Media Group 8450 J
12450 Beatrice St.
Los Angeles, CA 90066

Staff: Richard Dorfman, Ronnie Shriira, Charles Acquisto, Dana Bain. Programs: *Silver Foxes**, *The Putting Connection, Inventing, Patenting and Profiting*.

International Broadcast Network 6255
2246 Camino Ramon
San Ramon, CA 94583

Staff: Kim Thomas, Paul Solomon, Christian Wilse, Germaine Deagan. Programs: *Jesus and His Times* (Spanish and French versions), *On Top of the World, Great Wonders of*

the World.

International Creative Exchange 7101
3575 Cahuenga Blvd. W.
Suite 475
Hollywood, CA 90068

Staff: Olivier de Courson, Phil Catherall. Programs: *Last Shot**, *Spirit of Survival**, *The Big World of Little Adam**, *With Love and Respect**, *Bo Diddley's All-Star Jam**, *Chuck Berry's All-Star Jam**, *The Dossier of General Vlasov, The Banished, One of Many Wandering Stars*.

International Droits Divers Holding 7510
124 La Boettie
Paris, France 75008

International Tele-Film Enterprises 2600
5090 Explorer Dr., Suite 301
Mississauga, Ontario
Canada L4W 4T9

Staff: Stuart Grant, Randi Perry. Programs: *Prescription for Health**, *Soulmates in the Gift of Light**, *Hymn to Freedom**, *The Big Picture Show**, *Life's Little Lessons**, *Time Exposures, Award Winning Shorts, Body Moves, The Pleasure of Painting, Family Life, Series II, Peter Pan, Paper Camera, One Summer, Skin, Season on the Water, Animal Families, Science & Nature for Kids, Hymn to Freedom, The Nature of Canada, Hollywood Specials, The Cowboys, Take Thirty, Sealing Fate, Approach to a Sacred Place, Disgraced Monuments, A Lot to Share, Canada's Magnificent Snowbirds, The Pool, Leopard in the Snow, Savannah Smiles, The Story of a Cowboy Angel, Summer's Children*.

International Video Corp. 7900 D2
695 S. Colorado Blvd.
Denver, CO 80222

Intersound Inc. 2801
8746 Sunset Blvd.
Los Angeles, CA 90069

Staff: Kent Harrison Hayes, Garry Morris. Services: Language dubbing and subtitling in over 20 languages.

Ironstar Communications 2600
65 Heward Ave., Suite 202
Toronto, Ontario, Canada M4M 2T5

Staff: Derek McGillivray. Programs: *The Country Workshop**, *Company's Coming**, *Guerilla Gardner**, *Wonder Why, Everyday Workout*.

ITC Entertainment 9800
12711 Ventura Blvd., 3rd Floor
Studio City, CA 91604

Staff: Jules Haimovitz, John Brady, Michael Birnbaum, Michael Russo, Matt Cooperstein, Bill Behrens, Richard Easthouse, Tim Noonan, Les Haber, Jim Marrinan, Lori Shackel, Lisa Auerbach, Sara Miller, Valerie Goldberg, Von Johnson, Kevin Kroker, Steve Huerta, Stella Green, Kelley Richards. Programs: Series/first-run—*Motorweek, The George Michael Sports Machine, Madison's Adventures—Growing Up Wild*. Features/packages—Movie of the Month, Network IV (12 titles), Action 11 (12 action titles), ITC Mini-Gold 1 (three miniseries), Volume X (31 titles), Entertainment Volume Eight (18 titles), Entertainment Volume Seven (16 titles), Volume Six (16 titles), Entertainment Volume Five (16 titles), Entertainment Volume Four (15 titles), Entertainment Volume Three (15 titles), Entertainment Volume Two (20 titles), Entertainment Volume One (14 titles),

Cinema 12, Super Space Theater, Hammer House of Horror, Thriller. Series—*Thunderbirds*, *Captain Scarlet*, *Joe 90*, *Thunderbirds: 2086*, *Fireball XL-5*, *Supercar*, *Space Age Odyssey*, *The Prisoner*, *Secret Agent*, *The Saint/Return of the Saint*, *Edward the King*, *When Havoc Struck*, *Let Them Live*, *The Protectors*, *My Partner the Ghost*, *Department S*, *The Persuaders*, *The Adventurer*, *The Baron*, *Man in a Suitcase*, *Fury*. Miniseries—*Tycoon: The Story of a Woman*. Specials—*The Very Special Seven*: off-net specials, including *The Julie Andrews Christmas Special*, *Julie & Dick in Covent Garden*, *Julie, My Favorite Things*, *Our Love Is Here to Stay*, *James Paul McCartney*. International distribution (features/packages) *Royce*, *Doppelganger*, *The Last Seduction*, *Fear of a Black Hat*, *Trouble Bound*, *Bon Appetit Mama*, *Vigilante Cop*, *Lethal Charm*, *Fear Stalk*, *True Betrayal*, *Settle the Score*, *Throwaway Wives*, *David: The David Rothenberg Story*, *Killer Instinct*, *The Ann Jillian Story*, *Christmas Comes to Willow Creek*, *Baby Girl Scott*, "Sophie's Choice," "On Golden Pond," "All Quiet on the Western Front," "Twice in a Lifetime," *Unnatural Causes*, *Oceans of Fire*, *Claudia*, *Kent State*, *Summer of Fear*, *The Evil That Men Do*, *Now and Forever*, *Where the Boys Are*, *Blackout*, *A Talent for Murder* Amos. Series—*Thunderbirds*, *Captain Scarlet*, *Fury*, *Buccaneers*, *The Adventures of Robin Hood*, *Stingray*, *Forest Rangers*, *Munch Bunch*, *The Miniseries Collection*, *The Heritage Collection* (I and II), *Super Space Theater* (13 titles), *Excellent Adventures*, *Lovejoy*, *The Slavs*, *Foundation (tycoon)*, *Nature Watch*, *Thunderbirds: 2086*. Specials—*Everyone Rides*, *Julie & Carol Together Again*, *A Musical Celebration*, *Crimes of Passion*, *Symphony on Ice*. Miniseries—*Second Chances*, *When Love Kills*, *Touch & Die*, *Night of the Fox*, *People Like Us*, *Poor Little Rich Girl*, *At Mother's Request*, *Robbery Under Arms*, *Billionaire Boys Club*, *Sidney Sheldon's Windmills of the Gods*, *Jesus of Nazareth*, *Onassis*, *A Dangerous Life*, *Moses the Lawgiver*.

Itel 6510
48 Leicester Square
London, England WC2H 7FB
Staff: Andrew MacBean, Joe Kennedy, Glen Hansen, Chris Fletcher. Programs: *The English Wife**, *Mind to Murder**, *National Geographic Television**, *Justice of the Land**, *Survival**, *America Undercover*, *Gang War: Bangin' in Little Rock*.

Ivanhoe Broadcast News 5421
401 S. Rosalind Ave.
Orlando, FL 32801
Staff: Marjorie Bekaert Thomas, Bette Bon Fleur, John Cherry, Samantha McDermitt. Programs: *Crackdown on Crime: Taking Back Our Neighborhoods*, *Top of the Class: Answers for American Education*, *Today's Breakthroughs: Tomorrow's Cures*, *Prescription Health*.

J&M Entertainment 9101 H
2 Dorset Square
London, England N21 6PU

JAL 8051

Jams Productions 7900 R
1262 Don Mills Rd., Suite 203
Toronto, Ontario, Canada M3B 2W7
Staff: Alan Schwarz, Marion Schwarz, Susan Schwarz. Program: *The Bubbie Break*.

John Donley Productions 7900 L1
127 S. Larchmont
Los Angeles, CA 90004
Staff: John Donley, Linda Fortney, Taka Gordon, Mother Love.

Joint Venture Marketing International 7900 E1
5700 Post Rd.
East Greenwich, RI 02818

Jones Education Networks 3680
9697 E. Mineral Ave.
Englewood, CO 80112
Staff: John Sadler, Helen Taft, Rich Nicholson, Bob Jones, Anne Lieberman, Andy Holdgate, Glenn R. Jones. Programs: Jones Computer Network, Mind Extension University.

K

Katherine O'Brien 8210
Monte Libano #180
Mexico D.F., Mexico 11000

Katz Television Group 6200
125 W. 55th St.
New York, NY 10019
Staff: Tom Olson, Jim Belyanians, Lucille Luongo, Paul Arzen, Michael Hugger, Jack Higgins, Marty Ozer, Swain Weiner, Michael Spiesman, Bill Carroll, John von Soosten, Ruth Lee, Bill Hall, Janet May, Greg Conklin, Lisa Hollaender, Rob Rosenthal, Regina Kitson, Jennifer Darnobid, Scott Greaves. Service: Television representation and programming consulting.

Kelly News & Entertainment 7325
1111 Santa Monica Blvd.
Suite 1900
Los Angeles, CA 90025

Staff: Jon Kelly, Robert Kelly, John Serrao, Alan Winters, John Budkins, Ami Witt, Linda Bayley, Christina Twaddell. Programs: *Safe Streets**, *The Willie Brown Show**, *Modern Medical Breakthroughs**, *The West/In America*, *Where News Comes First*.

Kick Film GmbH 7200
Pfisterstrasse 11
Munich, Germany 80331

King World Productions 3313
1700 Broadway
New York, NY 10019
Staff: Roger King, Michael King, Stephen W. Palley, Fred Cohen, Burl Hectman, Scott Towle, Anthony E. Hull, E.V. DiMassa Jr., Moira Farrell, Allyson Kossow Felix. Programs: *Wheel of Fortune*, *Jeopardy!*, *The Oprah Winfrey Show*, *Inside Edition*, *American Journal*, *Rolonda*.

Kinnevik Media Properties 5350
153 E. 53rd St., Suite 5900
New York, NY 10022
Staff: Joseph Kovacs, Steve Nurkin, Todd Jackson, Donna Tracey. Programs: Library of 200 feature films, including "Dirty Dancing," "Disaster in Time," "Earth Girls Are Easy." Library of 200 films for international distribution, including "Triumph of the Spirit" and "Double Impact."

Kushner-Locke International 7900 K
11601 Wilshire Blvd., 21st Floor
Los Angeles, CA 90025
Staff: Donald Kushner, Peter Locke

Larry Friedrichs, Paula Fierman, Adam Shapiro, Corie Van Deutekom, Lenore Nelson. Programs: *Timewarrior** (six feature film packages), *Pigasso's Place** (animated/live-action series), *Jack Reed**, *Dangerous Intentions (On Wings of Fear)*, *Hollywood Madam**, *Harts of the West*, *Jack Reed: A Search for Justice*, *Oblivion*, *Getting Gotti*, *Then There Were Giants*, *Tropical Heat (Sweating Bullets)*, *To Save the Children*.

Kymber Television Productions 4402
39 N. 4th St.
Camden, NJ 08102-1538

Staff: Donald Henley Jr., Windy Edwards, Diahanne Bassey, Larry Chatman, E.F. Morunda, Keith Benson, Terri Benson, Dr. Therman Evans, Bernetta Evans. Program: *Life with Dr. Therman Evans**.

L

Lain International 6400
940 Lincoln Rd., Suite 207
Miami Beach, FL 33139

La Lettre 8500
18 rue Segulier
Paris, France 75006
Service: French TV Market Newsletter.

Land O' Goshen Productions 7900 T
3416 S. Post Rd., Suite 202
Indianapolis, IN 46239

Staff: R. Jeffrey Smith, Jennifer Harris, Michael Cortwright. Programs: *Jazz Box**, *Christian Video Showcase**, *Wrestling Fever by PWI**, *Comedy Warehouse**, *Raggin the Tunes in Boggstown**.

Larry Harmon Pictures 6250
7080 Hollywood Blvd., Suite 202
Hollywood, CA 90028

Le Daf Animation Studio
9 rue Roger Gobaut
Pantin, France 93500
Staff: Claude Berthier, Marina Berthier, Thierry Berthier. Programs: Children, teens game show—*Le Chevalier du Labrynthe*, *El Rescate del Talisman*. Animation—*Dog Tracer*, *Bamboo Bears*, *Mr. Men*, *The Last Reservation*. Game shows—*The VR Game*, *Arcademie*.

Ledafilms S.A. 9480
Virrey Olaguer y Feliu 2462 Piso 3
Buenos Aires, Argentina 1426

Le Sept/Arte 8051

Le Tassili Productions et Distributions 2600
1030 rue St-Alexandre, Suite 107
Montreal, Quebec, Canada H2Z 1P3

Ledafilms S.A. 9480
Virrey Olaguer Y Feliu 2462 Piso 3
Buenos Aires, Argentina 1426

Litton Syndication 9540
2205 Middle St., Suite 204
Sullivan's Island, SC 29482
Staff: David Morgan, Jim Hrmeyer, Bob Neece, Janice Carry, Nancy Smeltzer. Programs: *Guardians**, *Animal Tails**, *On the Road Again with Keith Morrison**, *The Extremists*. Specials—*U.S. Pro Ski Tour*, *Harvey Penick's Private Golf Lesson*, *Merv Griffin's New Year's Eve Special*.

Locations Tasmania 6900 G2
64 Princes St.
Sandy Bay, Tasmania

Australia 7005

Logos 8051

M

M 5 8051

M 6 8051

M.A. Kempner 9250
11820 Fountainside Cir.
Boynton Beach, FL 33437

M.C. Stuart and Associates 9250
88 Hight St.
Richmond, Victoria
Australia 3121

Staff: Max Stuart, Marvin Kempner. Programs: Children's series—*Hot Shots*, *Good Sports**. Documentary series—*Blake's World**. Documentary specials—*Bohemians in the Bush*, *Tasmania—The Video*, *The Boomerang Story**, *Horsemen of the High Country**, *Viktor, Vodka and Raw Fish*, *Birth of a Challenge**, *John Williamson's Home Ground*, *Your Place or Mine*, *An Everyday Wonder*. Feature-length films—*Mad Dog*, *Black Neon**, *Palm Beach*. Telemovies—*See Jack Run**, *Joyful and Triumphant*. Entertainment specials—*Montsalvat Jazz Festival*, *Graham Bell Jubilee Concert*, *Snap Shots**, *Walkabout**, *30 Minute Man**. Fitness and leisure series—*Alive and Kicking*, *Budget Traveller**, *Holiday**, *Really Living*. Political, economic, social special—*Police Recruit**. Sports specials—*Avon Descent*, *Stand Up Challenge on The Great Barrier Reef**, *Clear Water Big Fish**, *Check the Store in '94*, *Rex, Hunting Fishing Australia**.

Marcor International 8520
1 av. de Grande Bretagne
Monte Carlo, Monaco MC98000

Madison Green 9601
41 Madison Ave.
New York, NY 10010

Staff: Rick Levy, George Baratta, Christine Muhlbach, Cindy Lancelotti. Programs: Strips—*Highlander*, *Double Dragon*. Amazon' Adventures I weekend block—*Sky Surfer Strike Force*, *Street Sharks*, *Mighty Max*, *Ultraforce*. Amazon' Adventures II weekend block—*Gadget Girl*, *Enchanted Camelot*, *Adventures of Sonic the Hedgehog*, *King Arthur and the Knights of Justice*. Live action—*Action Man*, *Talk Music*. Specials—*Toys R Us Family Theater*, *Kids Day Off*.

Major League Baseball Prod./Phoenix Comm. 8550
3 Empire Blvd.
South Hackensack, NJ 07606

Make It Happen Productions 7900 F2
6308 Agnes Ave.
North Hollywood, CA 91606

Manhattan Bridge Television Productions 3200
108 Peckham Ave.
Islip, NY 11751

Mansfield Television Distribution 8701
5460 S. Locust St.
Englewood, CO 80111
Staff: John M. Mansfield. Programs: *News for Kids*, *Specials*.

Marathon International 6420
27 rue de la Faisanderie
Paris, France 75116
Staff: Olivier Bremond, Thorunn Ansnach, Isabelle Creveau. Pro-

grams—*Deepwater Haven*, *Smart!*, *I Love My City*, *Born Winners*, *Noah's Kids*, *The Wonderful World of Animals*, *Megamix*, *Fashion at the Top*.

Maxagrid International 5500 A2
3939 Belt Line Rd., Suite 250
Dallas, TX 75244-2200

Maxima Film Corp. 7900 Z1
70 E. Beaver Creek Rd., Unit 19
Richmond Hill, Canada L4B 3B2

MCA TV 8900
100 Universal City Plaza
Universal City, CA 91608

Staff: Shelly Schwab, Jim Kraus, Sara Rutenberg, Lonnie Burstein, Michael Zucker, Bill Vrbancic. Sales—Steve Rosenberg, Bill Trotter, Arthur Hasson, Barbara Zaneri, Phil Martzolf, Gene McGuire, Tony Fasola, Michael Howard, Kristine Orr, Mark Forgea, Cameron Hutton, Dennis Grandcolas. Ad sales—David Brenner, Karen Zollman, Jo Prestianni, Alberta Amici, Eric Poulson. Programs: First-run weeklies—*Hercules: The Legendary Journeys*, *Vanishing Son*. Late-night strip—*Last Call*.

MCA TV International 8900
100 Universal City Plaza
Universal City, CA 91608

Staff: Colin P. Davis, Peter Hughes, Reha Salomon, Ron Suter, Wanderly Fucciolo, Edenir Amadio. Programs: *Coach*, *Dream On*, *Law & Order*, *Murder*, *She Wrote*, *Northern Exposure*, *SeaQuest DSV*, *Weird Science*. Action pack (five dramas)—*Bandit**, *Hercules**, *Midnight Run**, *TekWar**, *Vanishing Son*. Comedy—*Beethoven**. Drama—*Earth 2**. Series—*Extreme**, *Fudge**, *Hercules**, *M.A.N.T.I.S.**, *New York Undercover**, *Monster Force**, *Sliders**, *TekWar**, *Vanishing Son**, *The Wright Verdicts*. TV Movies—*The Companion**, *Dead Air**, *Don't Talk to Strangers**, *Hauntings of Sea Cliff**, *Incident at Deception Ridge**, *Lily in Winter**, *Rockford Files: I Still Love L.A.**, *Tour of Duty*. Library—*New Adam-12*, *Amen*, *Alfred Hitchcock Presents*, *Almost Grown*, *Amazing Stories*, *The A-Team*, *Colombo*, *Desperado*, *New Dragnet*, *The Equalizer*, *Gangster Chronicles*, *Knight Rider*, *Kojak*, *Lassie*, *The Law & Harry McGraw*, *Magnum, P.I.*, *Miami Vice*, *Misfits of Science*, *The Munsters Today*, *My Secret Identity*, *Nasty Boys*, *Out of This World*, *Quincy*, *Rich Man*, *Poor Man*, *Rockford Files*, *Shades of L.A.*, *She-Wolf of London*, *Simon & Simon*, *Tales of the Gold Monkey*, *Tequila and Bonetti*, *They Came from Outer Space*, *Uncle Buck*, *Voyagers*, *Bionic Six*, *Emergency +4*, *Exo-Squad*, *Feivel's American Tails I*, *Mrs. Piggle-Wiggle*, *Opus & Bill: A Wish for Wings That Work*, *Problem Child*, *Shelley Duvall's Bedtime Stories*, *Woody Woodpecker and Friends*. Made-for-TV movies—*Blind Vengeance*, *Buried Alive*, *The China Lake Murders*, *Curiosity Kills*, *Dead Reckoning*, *High Desert Kill*, *The Hollywood Detective*, *In the Best Interest of the Child*, *Into the Badlands*, *The Keys*, *Knight Rider 2000*, *The Lookalike*, *Matters of the Heart*, *Murder by Night*, *Nightlife*, *Psychic VI: The Beginning*, *The Return of Sam McCloud*, *Revealing Evidence*, *The Road Raiders*, *Running Against Time*, *Silhouette*, *Somebody Has to Shoot the Picture*, *Sweet Poison*, *The Take*, *This Gun for Hire*, *Trapped*, *Vestige of Honor*, *White Lies*.

Media Entertainment 3668

2150 Tahquitz Canyon Way
Suite 5
Palm Springs, CA 92262
Staff: Bu Schaffer, Elaine Kaufman, Willy Yang, Ramon Perez, Ernest Cartwright, J.C. Whitted, Mario Proenza, Stewart N. Dell. Sports—Wrestling—*ECW Men, Sun Coast, WWOW, World Superstars, Smokey Mountain, Global, PWF, IWA, FLAIR*. Kick boxing—*Challenge of the Champions, USA vs. Russia, Night of Champions, The King of Australia, And More...* Sailing competition—*Dennis Conner, Road to the Cup, America's Cup, Horse World*. Boxing—*Forum Boxing, Great Western Forum*. General entertainment—*Moscow Circus*. Theme subjects—*Party in Progress, Happy Hour Bikini Contest, New Models Int., Florida Girls Network, Exposed: Bikini Contests*. Features—*The Big Giver, Manhattan Moonshine, Pizza Mayhem, Orphan's War*. Videosports—*Bikini Boxing, Topless Boxing, Semi-Clothed Boxing*. California Wildcats—*Bikini Wrestling, Topless Wrestling, Semi-Clothed Wrestling, Female Catfights*. Music—*Mamas & Papas, Ricky Nelson, Roy Orbison, The Diamonds, Fats Domino*. Documentaries—*Big Lies: Parent's Guide to Drugs, Violence & More, Women & Heart Disease, Making Two Healthy Bodies, Life Inside, Child-proof, Stress Reduction, Parenting*. Children—*Philip & Henry Safety Magic*, selected cartoons. Travel—*Florida State Campgrounds (The Panhandle), Florida Campgrounds (Central), Florida Campgrounds (South Florida)*. In development—*The Jake Logan Series* (26 romantic westerns).

Medias Res Film und Fernsehproduktion 7200

Auenstrassa 25
Munich, Germany 80469

Mercury Media 8450 G

1750 Ocean Park Blvd., Suite 204
Santa Monica, CA 90405

Metro-Goldyn-Mayer 1450

2500 Broadway St.
Santa Monica, CA 90404
Staff: John Symes, Sid Cohen, Jill Jones, Jackie Comeau, Noranne Frisby, Bob Greenstein, Don Golden, Frank Hussey, Glen Hagen, Lyle Foster, David Steinfeld. Programs: MGM Television domestic product—*The Outer Limits*, LAPD*, In the Heat of the Night, The New Twilight Zone, Shari Lewis Specials, thirtysomething, Fame, Sea Hunt, Rat Patrol, Bat Masterson, Highway Patrol, Patty Duke Show*. Features—*Reel Men** (four features: "For a Few Dollars More," "The Good The Bad and the Ugly," "Jack the Giant Killer," "Marty"); *The Lion's Pride*—19 features, including "Thelma and Louise," "Rocky V," "The Russia House," "Shattered," "Diggs-town," "Quigley Down Under"; MGM/UA Features—400 titles from the 1950s, '60s, '70s and '80s.

MG/Perin 9700

104 E. 40th St.
New York, NY 10016
Staff: Marvin M. Grieve, Richard Perin, Joseph Mirabella, Stephanie Beatty, Carol Jacob. Programs: *The Extraordinary, What's Up Network, Scams**. Specials—*Hispanic Americans: The New Frontier*. Vignettes—*Super Bowl Record Book*.

MGI Inc./Meeker Media 6681

4317 Mammoth Ave., #5
Sherman Oaks, CA 91423
Staff: Colleen Meeker, Greg Ferguson, John Ghaffari. Programs: Music—*Power Play Music Television, Acid House Mix, Cool Vibes, Join the Party*. Features—*Brand New, Liar, Ghostbite*, 10,000 public domain titles, 35 feature films. Sports—*Bloopermania, Fun Moments in Sports, What's Fun in America, Wild World of Sports, International World Class Championship Wrestling, PGA Golf, O.J. Simpson: First and 10*. Animation and children's—*Leo the Lion, Honey Honey, Kickers, American Animation Classics, Small Size Country, Kids Club, Kids Sports, Adventures of the Polar Cubs*. Other—*Candid Camera, Private Screenings, The Mechanics of Medicine, Animal and Pet Care, World of Collector Cars, Fashion*.

MGM/UA Telecommunications Group 1450

2500 Broadway St.
Santa Monica, CA 90404-3061
Staff: Gary Marenzi, Josh Elbaum, William Lee, Ana Francois, Guy Petty, Gilberto de Turenne, Carolyn Stalins, Osvaldo Barzelatto, Felipe Vial, Ernesto Lombardi, Juan Pablo Carpenter, Zyla Temeltas, Mina Patel, Ada LaGreca. Programs: *Speechless**. Series—*Outer Limits*, LAPD**. Original movies for Showtime—*Convict Cowboy, The Sketch Artist II: Hands That See**. Features—*Blown Away, Getting Even with Dad*, It Runs in the Family*, Clean Slate*, Fatal Instinct*, Undercover Blues*, Son of Pink Panther*, Benny & Joon*, Meteor Man*, Rich in Love*, Untamed Heart**. United Artists Feature Library. Series—*The Pink Panther, In the Heat of the Night, The Young Riders, thirtysomething, Fame*. Made-for-TV movies—*Miss America: Behind the Crown, Fatal Memories, In the Arms of a Killer, Lady Against the Odds, Those Secrets*.

Midnite Express 3671

925 W. Hyde Park Blvd.
Inglewood, CA 90302
Staff: Philip Provenzale, Helen Jeremiah, Claudia Bodwell. Services: Domestic and international overnight courier, domestic and international air freight, local and long-distance trucking, messenger, satellite.

Millimages 8051

MM Multimedia Promociones y Producciones 7900 K1
C. Juan Hurtado de Mendoza 5-20
G Madrid, Spain 88036
Staff: Mercedes Marcilla, Paco Rodriguez, Lola Bono. Programs: Animated series—*Las Autenticas Aventuras del Profesor Thompson, Luca Torelli Is Torpedo, The Perez Mouse Factory, Nappy: The Green Warrior, The Magic Crown, Cadichon or The Memories of a Donkey, The Tribulations of Cadichon, Spiffy, Deep Jungle Stories, Dame Lume, La Cruz de Iberia, Luz Negra, Bazar Viena*. Animated features—*Gulliver's Travels, The Dream Loft, Magic Adventure, The Four Musicians of Bremen*. Documentary series—*Series Campeones, Serpientes, El Poder de un Mito*. Feature films—*"Montiurol," "Cucarachas," "Cienaga," "Jardines Colgantes"*. Educational series—*"How to Be a Champion."* Fiction features—*Hanging Gardens, Burn Me, Lights and Shadows,*

Guilty of What? Documentaries—Snake: The Power of the Legend, The Hierro Island Giant Lizard.

MMT Sales 5324

150 E. 52nd St.
New York, NY 10022
Staff: Jack Oken, Charles Lizzo, Mathew Shapiro, Cynthia Turner.

Mondo-TV 8700

Via-G.-Gatti-8/A
Rome, Italy 00162

Moonstone Entertainment 7671

9242 Beverly Blvd., Suite 230
Beverly Hills, CA 90210-3710
Staff: Ernst "Etchie" Stroh, Yael Stroh. Programs: *Jungle Boy, Red Shoe Diaries, The Polar Bear King, The Last Border, Kickboxer IV: The Aggressor, Brain Smasher, Killing Machine, National Lampoon's Scuba School, Vibrations, Criminal Mind*.

Moviecorp Holdings Inc. 7900 Y1

9887 Santa Monica Blvd.
Beverly Hills, CA 90212
Staff: Robert Schnitzer, June Shelley, Maria Fidler. Programs: *Shelter from the Storm*, Honeymoon Suite*, The Biz 101*, The David Lionel Show*, Rebel, The Premonition, Kandyland*.

Moving Pictures International 8941

MTM Cineteve GmbH 7200
Bavariafilmpplatz 7
Geiselgasteig, Germany 82031

MTM International 1550

84 Buckingham Gate
London, England SW1E 6PD
Staff: Charles (Chuck) W. Larsen, Greg Phillips, Victoria Ryan, Ryan Shiotani. Programs: TV movies—*Cagney & Lacey: The Return*, Cagney & Lacey: Together Again*, Good King Wenceslas*, The Gift of Love*, Dad, The Angel & Me*, Tad**. In development—*Face in the Milk Cartoon, Winter Wheat*. Series—*Peter Gunn** (colorized), *Big Brother Jake*, Boogie's Diner*, Christy*, Snowy River: The McGregor Saga*, Xuxa**, MTM/TVS Library. Game shows—*Baby Races** (format), *Trivial Pursuit** (format), *Masters of the Maze*, Maximum Drive**. Comedy series—*Bob Morrison, My Two Wives*. Miniseries—*A Fortunate Life, Glass Babies, The Great Bookie Robbery, Petrov, Tracy*. TV movies—*Body Business, Double Sculls, High Country, I Can't Get Started, Indecent Obsession, Skin Deep*. Infotainment—*Getaway, Money, Our House, The Great Train Journey Through India, Looking Good, The Golf Show, Big River, Big Fish, Images by Animation, Everest, The Australian Expedition, Keepers of the Dreaming, Urban Wildlife, L.A. Lore, Australia, From the Outside Looking In*. Series/comedy—*Paul Simon: Born at the Right Time, A Little Sex, The Boy Who Drank Too Much, Carl's Web, Critical List, Fighting Back, First You Cry, Fresno, In Defense of Kids, Independence, Nowhere to Run, Riviera, Something for Joey, Vampire*.

MTM Television Distribution 1550

12700 Ventura Blvd., Suite 200
Studio City, CA 91604
Staff: Charles (Chuck) W. Larsen, Joseph R. Weber, Peter Preis, Lisa Mackelburg, Lisa Woodcock, Laurie K. Turner, Richard DuMont, Brian M. Neimark, Susan Austin, Beth O'Con-

nor, Bob George, Neil Strum, Martine Safran Shahar, Ellen Roth, Justine Levine. Los Angeles—Doug Martz. New York—John Buckholtz, Beth Kelly. Chicago—Jeff McElheney. Atlanta—Steve Barbour. Dallas—Rick Shae. Programs: *Dr. Quinn, Medicine Woman*, America's Funniest Home Videos*, Boogie's Diner*, Rescue 911*, Babar: The Movie/Adventures with Madeline*. Series/comedy—*Newhart, WKRP in Cincinnati*. Series/drama—*Hill Street Blues, St. Elsewhere*.

MTV Networks 3870

1515 Broadway
New York, NY 10036
Staff: Debbie Back, Eduardo Braniff, Eddie Dalva, Lorraine Hack, Crystal James, Linda Kahn, Jennifer Liang, Debbie Poletto, Christine Roman. MTV Music Television staff: Van Toffler, Olivia King Canter, Donald Silvey. Programs: *Sandblast*, Beavis & Butt-Head*, The Real World*, The Brothers Grunt, Dead at 21, MTV Music Specials, MTV European Music Awards*, MTV Movie Awards, MTV Video Music Awards, Liquid Television, MTV Art Breaks*. Formats—*Sandblast*, Real World, Lip Service, Remote Control*.

Mulholland Media 5500 K

12437 Mulholland Dr.
Beverly Hills, CA 90210

Muller Media Inc. 5350

23 E. 39th St.
New York, NY 10016
Staff: Robert B. Muller, Daniel Mulholland, Dolly Cirona. Programs: Feature package—*Night Raters* (15 films), *Night Raters II* (12), *Smoke Screens* (10), *The Wild Ones* (10), *Godzilla All Stars**, *Feature Package* (12), *Silk Screens* feature package (15).

Multimedia Entertainment 1380

45 Rockefeller Plaza, 35th Floor
New York, NY 10011
Staff: Robert L. Turner, Richard Coveny, Thomas F. Shannon, Joseph F. Cifarelli, John C. Ranck, Richard C. Thrall. Programs: *Donahue, Sally Jessy Raphael, Jerry Springer, Rush Limbaugh: The Television Show, Susan Powter Show, Dennis Prager, Dazzle, Singapore Sling, Jack Reed, Badge of Honor, House of Secrets, Murder Between Friends, Torch Song, Inside the Vatican, Mysteries of the Bible, Children's Network Plus*.

Multimedia Group of Canada 2600

5225 rue Berri
Montreal, Quebec, Canada H2J 2S4
Staff: Jacques Bouchard, Michael D. Murphy, Sari Buksner, Richard Carpenter. Programs: *Anna Banana, Bizet's Dream, Cirque de Soleil: A Baroque Odyssey, Just Kidding, A Midsummer Night's Dream, Earthscape, La Cuisine, Medicine Demystified, Unforgettable Romances*.

N**N.I.B. Inc. 5380**

12301 Wilshire Blvd., Suite 315
Los Angeles, CA 90025
Staff: Sam Ashenofsky, Kerry Andrews, Nancy Bedicarre. Programs: *Blinky Bill, Bananas & Pyjamas*; Kids Unwired Network—two-hour syndicated block.

National Basketball Association/**NBA Entertainment 6451**

645 Fifth Ave.
New York, NY 10022
Staff: Michael Dresner, Sara Gilbertson, Danielle Maged, Anne Murray, Laurence Pels, Charles Rosenzweig, Stephanie Schwartz, Don Sperling, Heidi Uberroth, Gregg Winik. Programs: *NBA Action, NBA Inside Stuff, Game of the Week, NBA Games, NBA Specials*.

National Empowerment Television 7625

717 2nd St., NE
Washington, DC 20002
Staff: Burt Pines, Brian Jones, Peter Gaillard, Peter Estrada. Programs: *Mitchells in the Morning, American Family, Home Business, Direct Line with Paul Weyrich, Capitol Watch, Legal Notebook, Rat Pack, Scoop, Youngbloods, The Progress Report, Newt Gingrich, Freedom's Challenge, The Other Side of the Story, It's Only Politics, Insights with Robert Novak, Cato Forum, All About Music, On Target with the NRA, Modern War, Business Voice, Eighth Wonder, Dateline: Washington, The Right Side*. Plus series of public affairs specials designed specifically for syndication.

Nationwide Digital Inc. 8450 K

Broadcast Center, Suite 3
4442 Arthur Kill Rd.
Staten Island, NY 10309

NATPE International 4200

2425 Olympic Blvd., Suite 550E
Santa Monica, CA 90494

NBC International 6380

30 Rockefeller Plaza
New York, NY 10112
Staff: Geneen Estrada. Programs: Miniseries—*Danielle Steel's Family Album**. Movies—*Bonanza: Under Attack*, Roseanne & Tom: Behind the Scenes*, While Justice Sleeps**.

NBD Television Limited 9101 I

Royalty Studios, Unit 2
105 Lancaster Rd.
London, England W11 1QF
Staff: Nicky Davies Williams, Marc Korkoy. Programs: *Hypnotic World of Paul McKenna, Elvis Presley, Billy Joel, Paul McCartney, The Detectives*.

Nelvana Enterprises 2600

32 Atlantic Ave.
Toronto, Ontario Canada, M6K 1X8
Staff: Michael Hirsh, Toper Taylor, Bob Higgins, David Ferguson, Rodrigo Piza. Programs: *Nancy Drew, The Hardy Boys*. Children/family entertainment—*Jim Lee's WildC.A.T.S. Covert Action Team, Tales from the Cryptkeeper, Jim Henson's Dog City, Rupert, Babar, The Magic School Bus, Cadillacs & Dinosaurs, The Adventures of Tintin, Stickin' Around*.

Network Enterprises 7900 R1

932 Hungerford Dr., Suite 286
Rockville, MD 20850

Network Music Inc. 7601

15150 Avenue of Science
San Diego, CA 92128
Staff: Ken Berkowitz, Tia Moon, Rebecca Stanley-Bollens. Programs: Network Production Music—Over 130 volumes of music on CD with a new release each month. Sound effects—66 volumes on CD with over 4,000 effects. Shockwave and Brainstorm—14 CDs of ear-opening production elements. Now introducing the Network Classical Library of 15 CDs.

Network One 6550
2111 Erwin St.
Woodland Hills, CA 91367
Staff: Joseph Preston, Gary Passon, Chan Mahon, Steve Saltman, William Soger, William Zaccheo. Programs: *Music on Demand, N1 Exposed, Network One.*

New Line Television 7850
A division of New Line Cinema
460 E. 79th St. 17F
New York, NY 10021

Staff: Robert Shaye, Michael Lynne, Robert Friedman, David Spiegelman, Vicky Gregorian, Dennis Boyle, Michael Murashko, Karl Middleburg, Janet Bass, Beth Brodtkin, Andrew Holtzman, Leslie Learner, Kim Kleinman, Sasha Emerson, Laura Gerson. Programs: *New Line One*—18 feature films, including "Teenage Mutant Ninja Turtles" and "Nightmare on Elm Street 5"; *The Powerline*—12 titles including "Menace to Society," "Deep Cover," "Freddy's Dead: The Final Nightmare," "Jason Goes to Hell." *Nancy Drew/The Hardy Boys, Court TV: Inside America's Courts, Sportsline, Space Ghost: Coast to Coast.*

New Visions Syndication 1675
44895 Hwy. 82
Aspen CO 81611 P.O. Box 599
Aspen, CO 81612

Staff: Rodney H. Jacobs, Jack Brendlinger, Carolyn Smith, Fabrizio P. Argueta, Greg Jacobs. Programs: *World Cup '94: They Came, They Played, They Conquered, Leadville Trail 100: The Race Across the Sky, 1994/95 Mountain-Top Ski Series, Quest for Speed, The Challenge of the Triple Crown, Travelin' On: Southern Florida, Travelin' On: The Pacific Northwest, Tennessee and the Great Smoky Mountains, Travelin' On: Northern California.*

New World Entertainment 9350
1440 S. Sepulveda Blvd.
Los Angeles, CA 90025

Staff: Brandon Tartikoff, James McNamara, William E. Kerstetter, Armando Nunez Jr., Avi Arad, Rick Ungar, Brian Frons, Saul Melnick, Lorna Shepard, Jerry Zanitsch, Harry Anderson, Sidney R. Mandell, Renee Madrigal, Linda Ferrari, Alejandro Garcia, Barbara Mudge, John Cuddihy, Clancy Collins, Barbara Barry, Barry Chamberlain, Katie Callahan, Robb Smith. Programs: *Tom Clancy's Op Center*, Tales from the Crypt*, The Other Mother*, Murder or Memory*, Caught in the Crossfire*, Cult Rescue*, XXXs & OOs*, Men Who Hate Women and the Women Who Love Them*, Real Stories of the Highway Patrol*, Reality Check*, Spiderman*, Marvel Action Hour*, Biker Mice from Mars*. International product—*Jacqueline Susann's Valley of the Dolls, Paradise Beach, Hearts Afire, Santa Barbara, The Bold and the Beautiful, The Extraordinary, Judith Krantz's Secrets, The Wonder Years, Elvis, Zorro, Tour of Duty, Crime Story, Sledgehammer, Rags to Riches, Bagdad Cafe, A Fine Romance, High Mountain Rangers, Murphy's Law, Mariah, Once a Hero, The Robert Guillaume Show. Miniseries—Murder in the Heartland, In a Child's Name, Stay the Night, Voices Within, Echoes in the Darkness, Monte Carlo, Queenie, Harem, Sins, Beryl Markham: A Shadow in the Sun, Courage, Elvis & Me. Movies of the week—Cradle of Conspiracy**

Broken Pledges, To Walk Again, Why My Daughter, A Child Too Many, Stalking Back, Blind Judgment, Miles from Nowhere, In Broad Daylight, The Stranger Within, The Bride in Black, She'll Take Romance, Checkered Flag, Little White Lies, Across Five Aprils, Conspiracy of Love, Poker Alice, Dangerous Affection, After the Promise, The Woman He Loved, Penalty Phase, Something in Common, Easy Prey, Gladiator, The Return of the Incredible Hulk, Trial of the Incredible Hulk, Death of the Incredible Hulk. Animation—Captain America, Dungeons & Dragons, Incredible Hulk, Mighty Thor, Dinoriders, Little Wizards, Robocop, Rude Dog and the Dweebs, Spiderwoman, Submariner.

New World Sales and Marketing 9350
625 Madison Ave.
New York, NY 10022

Staff: Farrell Reynolds, Rich Goldfarb, Lou LaTorre, Larry VanderBeke, Nancy Cohen, Jeff Stettin, Jim Gronfein. Programs—*Real Stories of the Highway Patrol, Emergency Call, Top Cops, Tales from the Crypt, Reality Check, Biker Mice from Mars, Marvel Action Hour, Juvenile Justice.*

Newcastle Entertainment 6651
1500 Foremaster Lane
Las Vegas, NV 89101

Staff: Giovanni Marradi, Beatrice Marradi, Gilbert Barbieri, John Collins. Program: *Giovanni's World of Music.*

The Newport Connection 3421
2817 McGaw
Irvine, CA 92714

News Travel Network 6500
747 Front St.
San Francisco, CA 94111

Staff: Roy Walkenhorst, Jim Hornthal, Ken Orton, Chris Walden, Hilary Black, Jeanette Gura, Kathye Riley, Robert Sokol. Programs: *Weekend Travel Update, The Consumer Travel Reports, Preview Vacations.* News Travel Network will also be managing the travel area on America Online and will be demonstrating new online service*.

NHK (Japan Broadcasting Corp.) 4380
2-2-1, Jinnan, Shibuya-ku
Tokyo, Japan 150

Staff: Yasuo Takahashi, Tsunehiko Ikegami, Kajari Tajima, Yutaka Nunomi, Maki Aso, Hiroshi Akiyama, Masao Watari, Shin-ichi Kogayashi, Koko Ito, Nobuhiro Sato. Programs: *The First Emperor, When Animals Think, The Global Family Special: Arctic Hunters, The Global Family Special: Secrets of the Cichlids, Today's Japan, Asia Now, China Now, Sumo Highlight.*

Nielsen Media Research 7700
299 Park Ave.
New York, NY 10171

Staff: John A. Dimling, Robert J. (Rusty) Taragan, Ed Aust, Susan Buchanan, Barry Cook, David H. Harkness, John A. Loftus, Michael J. Hudak, Ann M. Rosenberg, Marc Saputo, Betsy Braun, Denise Dear Grossman, Doug Johnson, Chris Janks, Marie Jannone, Scott Hildebrandt, Ron Meyer, Tom Hargreaves, Jane Ryan, Lucinda Stovall, Beth Bachrach, Catherine Herkovic, Mike Stack, Dave McCubbin, Susan Whit-

ing, Clem Thompson, Lisa Fischetti, Ceril Shagrin, Dave Thomas, Terrie Brennan, Fran Rossi, Diane Caggiano, Leslie Silverman, Anne Kissel Elliot, Deb Anderson, Pam Franco, Sylvia Gagliardi, Clay Herrick, Kim Ross, Dave Wladaver. Products/services—*Micronode 386*—Providing local metered-market overnight ratings; *Dailies Plus*—national overnight ratings; *Personal Nad Facility, TV conquest, AdViews, STAR, Galaxy, Savie, Fastrac.*

NIMA International 8450 F
1201 New York Ave., NW, #1000
Washington, DC 20005

Staff: Helene Blake, David Savage, Justina Brewer, Susan DeLany, Jeff Knowles. Services: Trade association that supports the infomercial television, shopping and short-form direct response industries.

Nippon Animation Co. 7651
10-11 Ginza 7-Chome, Chuo-Ku
Tokyo, Japan 104

Northwest Teleproductions 7900 I
4455 W. 77th St.
Minneapolis, MN 55435

Staff: Smith McClure, Michael Smith. Programs: Two new half-hour series, production and post-production series.

NTN Communications 5500 B
2121 Palomar Airport Rd.
Carlsbad, CA 92009

Staff: Steve Mitchell, Pat Downs, Dan Downs, Jerry Petrie, Dan Purner, Scott Phillips, Ty Lam, Jerry McLaughlin. Programs: Interactive, play-along or stand-alone applications for live broadcast.

One World Entertainment 6350
151 Broadway, 9th Floor
New York, NY 10036

Staff: Harvey K. Ganot, Karl Kuechenmeister, Michael Spalding, Tom Burke, Christopher Pearce, Maria Berger, Bob Cole, Dick Maloney. Programs: Off-network series—*Married...With Children. Series—Sweet Valley, V.R. Troopers, Nick News, Battle Tech, Creepy Crawlers, Gladiators 2000.* Nickelodeon animation (children's specials).

Orion Pictures Intl. 9520
3982 Clayton Ave.
Los Angeles, CA 90027

Orlando Film & Television 7691
200 E. Robinson St., Suite 600
Orlando, FL 32801

PACT 9101 E
Grencoat Pl.
London, England SW1P 1PH

Pan American Video 7900 C1
4569 Mission Gorge Pl.
San Diego, CA 92120

Paragon International 2600
119 Spadina Ave., Suite 900
Toronto, Ontario, Canada M5V 2L1

Staff: Isme Bennie, Kirstine Layfield, Jon Slan, Richard Borchiver, Gary Randall, Ken DuBow. Programs: *The Handmade Film Library, Shepherd on the Rock, Once Upon a Hamster: New Riverbank Tales*

Lamb Chop's Play-Along "Halloween" & "Hanukah."

Paramount 1750
5555 Melrose Ave.
Hollywood, CA 90038

Staff: Paramount Television Group—Kerry McCluggage, Dick Lindheim, Steve Goldman, John Wentworth, Trisha Drissi, Garry Hart, Tom Mazza. Paramount Domestic Television—Joel Berman, Meryl Cohen, Frank Kelly, John Nogawski, Bob Sheehan, Cliff Lachman, Mike Mellon, Bruce Pottash, Dawn Abel, Tom Connor, Larry Forsdick, Carole Harmon, Karen Kanemoto, Susan Kantor, Phil Murphy. Paramount Distribution—Sales (Los Angeles) Dennis Emerson, Stan Justice, Rob Wussler; (New York) Dick Montgomery, Mike Kerans, Rob Friedman, Richard Golden, Dan MacKimm, Scott Koondel, Rich Iazzetta, Mindy Kaplan; (Chicago) Maura McDonough, Liz Firalio, Caole Wells, Craig Smith, Scott Rome; (Fort Lauderdale) Al Rothstein, John Morrow, John Attebery, Susan Stamm; (Dallas) Mark Dvornik, Brooks Carroll, Stuart Marcus, Lisa Chandler. International sales—(Bermuda) Bruce Gordon; (Los Angeles) Joseph Lucas, Susan Bender; (United Kingdom) Patrick Stambaugh, Stephen Tague, David Coombes, Julie Wineberg; (Australia) Stephen Carey; (Canada) Malcolm Orme, Alistair Banks, Kevin Keeley. Programs: *Entertainment Tonight, Entertainment Tonight 60, Hard Copy, The Jon Stewart Show, The Montel Williams Show, The Maury Povich Show, The Price Is Right, Sightings, Star Trek: Deep Space Nine, Nick News, This Morning's Business. Series/off-network—The Andy Griffith Show, The Beverly Hillbillies, Bosom Buddies, Brady Bunch, Brothers, Cannon, Cheers, Dear John, Family Affair, Family Ties, Gomer Pyle U.S.M.C., Gunsmoke, Happy Days, Hawaii Five-O, Hogan's Heroes, The Honeymooners, The Love Boat, The Love Boat: The Next Wave, I Love Lucy, Laverne & Shirley, The Life and Times of Grizzly Adams, Love American Style, The Lucy Show, MacGyver, Mannix, Marshall Dillon, Matlock, Mission Impossible, Mork & Mindy, My Three Sons, Odd Couple, Perry Mason, Petticoat Junction, The Phil Silvers Show, Rawhide, Star Trek, Star Trek: The Next Generation, Taxi, The Twilight Zone, The Untouchables, Webster, The Wild, Wild West. Features/packages—The Paramount Collection. Portfolio XI, XII, XIII, XV, Preview 3,4,5,6,7, The Power Pak, Paramount Plus, Special Edition 2,3, Family Entertainment, Black Magic, Guts and Glory, The Perry Mason Features, Thematics 2. Holiday specials—*Nicktoons, Family Festival IV-B.**

Pathe TV 8051

Pavilion International Ltd. 9101 K
60-62 Margaret St.
London, England W1N 75J

Peregrine Communications 7681
10255 SW Arctic Dr.
Beaverton, OR 97005

The Peter Rodgers Organization 3510
P.O. Box 2759
Beverly Hills, CA 90213

Peter Storer & Associates 6421
11019 N. Towne Square Rd

Suite 7
Mequon, WI 53092
Staff: Peter Storer, Douglas Knight. Programs: Accounting manager and program manager systems. (PC-based computer software for TV station management of program schedules, contracts, amortization and more.)

Petry Inc. 8300
3 E. 54th St.
New York, NY 10022

Staff: John Andareise, Thomas F. Burchill, Jack Fentress, Jon Feller, James R. Ganley, William Hahn, Gail Healy, John Heise, Richard Kurlander, Jerry Linehan, Ron Martzolf, William Shaw, Harry Stecker.

PHI Enterprises 8450 I
12832 Garden Grove Blvd.
Suite E
Garden Grove, CA 92643

Philips Interactive Media 5500 H
10960 Wilshire Blvd., 7th Floor
Los Angeles, CA 90024

Staff: Emiel Petrone, Cathie Labrador, Monique Blanke, Trevor Southam, Tom Wright, Sarina Simon. Programs: Video CD, CD Interactive.

Playboy Entertainment Group 5500 Q
9242 Beverly Blvd.
Beverly Hills, CA 90210

Staff: Tony Lynn, Richard Rosetti, Jim English, Richard Bencivengo, Mary Herne, Marshal Backlar, Scott Gregg. Programs: Series—*Playboy Late Night IV**. Feature film—*"Temptress." Eros—Playtime*, I Like to Play Games*, Romancing Sarah*, Dying for Love*, Letting Go*. After dark—Man & Woman*, On the Edge*, Lover's Leap*, Scoring*, Birds in Paradise I&II*, Erotic Showcase I,II,III, Tales of Erotica, Carnival in Rio*. Specials—*Playboy Celebrity Centerfold: La Toya Jackson*, Playboy Celebrity Centerfold: Patti Davis, Arousal, Foreplay and Orgasm*, Wet & Wild: The Locker Room, Playboy's Hidden Camera*, 40th Anniversary Playmate Search, Playboy's 1994 Video Calendar.**

PM Entertainment 5420
9450 Chivers Ave.
Sun Valley, CA 91352
Staff: George Shamieh, Chevonne O'Shaughnessy, Jim Stern. Programs: *City Heat I & II* (15 action titles).

Polygram Diversified 5500 H
11111 Santa Monica, Suite 400
Los Angeles, CA 90025

Poor Boys Productions 7900 G1
767 Harper St.
Simi Valley, CA 93065

Powersports International 9250
18226 Ventura Blvd., Suite 102
Tarzana, CA 91356

Staff: William McAbian, Tal McAbian, Adi McAbian, Eric Bayle, Lehoa Miller, Thadee Chomel, Maayan Inbal. Programs: *The Cultural Cities of China, War & Peace in the Middle East, Cities of the World, Secrets of Success, Auto Classics.*

Prime Time RPTA 9101 C
Seymour Mews House
Seymour Mews, Wigmores St.
London, England WIH 9PE
Staff: Patricia Coelho. Programs: *In the Wild, 99 to One, Dangerous Games, Finney*

Prism Pictures 2601
1888 Century Park E.
Los Angeles, CA 90067

Pro International 7900 U
11849 W. Olympic Blvd., Suite 204
Los Angeles, CA 90064

Procidis 8051

Producers Entertainment Group/DSL 8450 C1
9150 Wilshire Blvd., Suite 205
Beverly Hills, CA 90212
Staff: Drew S. Levin, Eve Joffe, Jim Coane, Stockton Briggie, Paul Barosse, Lisa Cho Allen. Program: Series—*Future Quest*, *Mysterious Forces Beyond*, *Home Green Home*, *Simply Style*, *Mary Lou Retton's Power Play*, *Laurie Cooks Light 'N' Easy*, *Body by Janis: Exercise and Fitness Series*. Game, reality, variety formats—*Family Values*, *The Young Matchmakers*, *Anything You Can Do*, *Split Decision*, *Pressure Point*, *Dream House*, *Sweethearts*. Drama—*Adventures in Captain Blood*. Talk shows—*Victoria*. Documentaries—*Steps Below the Earth*, *Hong Kong*, *The Floral Kingdom*, *UFO Factor*, *Smelling Is Believing*, *The History of Nunavik: In the Footsteps of Our Ancestors*, *Backstage Pass*, *Challenges*, *Soliste*.

The Program Exchange 3481
375 Hudson St.
New York, NY 10014
Staff: Allen Banks, Jack Irving, Chris Hallowell, Susan Radden, Beth Kempner, Jane Meyerson, Ronnie Cooper, Esther Sloane, Joephine Ho. Children—*Garfield and Friends*, *Dennis the Menace*, *The Woody Woodpecker Show*, *The Flintstones*, *Bullwinkle*, *Rocky and His Friends*, *The Underdog Show*, *Uncle Waldo's Cartoon Show*, *Tennessee Tuxedo and His Tales*, *Dudley Do-right and Friends*, *Young Samson*, *Space Kidettes*, *King Leonardo*, *The Beary Family*, *Super Mario III*, *Hulk Hogan's Rock 'N' Wrestling*, *Pole Position*, *Jayce and the Wheeled Warriors*, *Cops*, *The Berenstein Bears*, *Dinky Dog*, *The Drak Pack*. Series—Off-network—*Bewitched*, *I Dream of Jeannie*, *Abbott & Costello*, *The Partridge Family*, *The Brady Bunch*, *Laverne & Shirley*, *The Odd Couple*.

Protele Inc. 7370
666 Fifth Ave., 2nd Floor
New York, NY 10103
Staff: Pedro Font, Jose Crousillat, Silvia Garcia, Damaso Santana, Katia Saca, Carlos Castro, Mario Castro, Oscar Belaich, Miguel Rosenfeld, Alvaro Sanda. Programs: Novellas—*Imperio de Cristal*, *el Vuelo de Aguila*, *Corazon Salvaje*, *Maria Jose*, *Caminos Cruzados*, *Marimar*.

R.M. Associates International Ltd. 9101 B
46 Great Marlborough St.
London, England W1V 1DB

Radio-Televisión Espanola 7400
Edificio Prado Del Rey
Prado Del Rey
Madrid, Spain
Staff: David Nogueira, Teresa Moreno, Paloma Anula. Programs: *Guitarras*, *Torero*, *Las Aventuras*

del Professor Thompson, *El Detective Bogey*, *Erase una Vez...Los Inventores*, *Tiempos Mejores*, *Siete Mil Dias Juntos*, *Mar de Luna*, *Fauna Callejera*, *Al Filo de lo Imposible*, *La Regenta*, *El Joven Mussolini*, *Villar Ba y Villabajo*, *En Enigma Dali*.

Raspail & Associates 8051

Raycom 9500
412 East Blvd.
Charlotte, NC 28203

RCN Television 6400
Avenida Americas 65-82
Bogota, Colombia 2906088

Reel Movies International 4400
8235 Douglas Ave., Suite 770
Dallas, TX 75225

Response TV/ Advanstar Expositions 8450 S
201 E. Sandpointe Ave., Suite 600
Santa Ana, CA 92707
Staff: Jack Schember, Jo Jacobsen, Lara Scalsas. Programs: *Response TV Magazine*, *DRTV Expo*, *ShowBiz Expo*.

Revcom 8051

Rigel Independent Distribution and Entertainment 7900 W
409 Santa Monica Blvd.
Santa Monica, CA 90401
Staff: John Laing, Claire Raskind, Simon Walshaw, Jim Moyle. Programs: Hour series—*Robocop: The Series*, *Land's End*, *Santa Monica Bike Patrol*, *Universal Soldier*. Half-hour series—*Yo Yo*. Features—"The Painted World," "The Sadness of Sex."

The Ritz-Carlton Hotel Co. 6900 T2
3414 Peachtree Rd., Suite 300
Atlanta, GA 30326

Rose Entertainment 4401
Corinth Gardens
2211 Corinth Ave., Suite 305
West Los Angeles, CA 90064
Staff: Rosamaria Gonzalez, Carlos Cruz. Programs: *Radio Detectives*, *Magic Dan*, *Zoo Olympics*, *Cocomiel*, *F.R.O.G.* (Latin America only).

Rosway International 7101
6 rue Robert Estienne
Paris, France 75008

Royal Blue Entertainment 5500 A1
339 Adelphia St., Suite 1
Brooklyn, NY 11238

Rysher Entertainment 9501
3400 Riverside Dr., Suite 600
Burbank, CA 91505
Staff: Keith Samples, Tim Helfelt, Jim Burke, Rob Keneally, Meggan Kimberly, Henry Urlick, George Gubert. Domestic sales—Paul Danylik, Tim Mudd, Bonnie Buckner, Brigitte Shulze, Ira Bernstein, Rick Meril, Mare Brody, Jack Steng, Frank DiGraci, Carolyn Way, Chris Chico. Advertising sales—Marc Solomon, Ken Kolb, Corey Silverman, Dina Kalish, Keith Luttkus. Domestic sales—Mark Lipps, Chris Weis. Advertising sales—Cynthia Irving. Programs: Magazine/talk—*The George & Alana Show*. First-run—*Lonesome Dove: The Series*, *Highlander: The Series*, *Lifestyles with Robin Leach and Shari Belafonte*, *Ed McMahon's Star Search*. Off-network—*California Dreams*, *Saved by the Bell*, *HBO Comedy Showcase*, *Hitchhiker*. Specials—*Holiday Festival on Ice*. Films—Rysher II: "River of Rage," "Seventh

Floor," "Family Torn Apart," "Bump in the Night," "Sworn to Vengeance," "Shattered Image," "Taking Liberty," "Justice for the Innocent," "Crimebroker," "Mortal Sins," "Dying to Love You," "For Love Alone."



S The Shopping Network 6700
12701 Whitewater Dr.
Minnetonka, MN 55343

Saban Domestic Distribution 2400
4000 W. Alameda Ave.
Burbank, CA 91505

Staff: Haim Saban, Peter Dang, Stan Golden, Lance H. Robbins, Michel Welter, Joel Andryc, David Goodman, Eric Rollman, Eilen Levy-Sarnoff, Elie Dekel, Mark Lieber, Cherly McDermott, Tim Newman, Mark Pinsker, Peter Schmid, Barry Stagg, Craig Cohen, Rhonda Schulick, Jennifer Dingwall, Adam Wolf, Eric Colodne, Lou Bortone, Carol Holdsworth, Michael Baldwin. Programs: *Tenko and the Guardians of Magic*, *Saban's VR Troopers*, *Sweet Valley High*, *Creepy Crawlers*, *A Christmas Reunion*, *No Remorse*, *Guns of Honor*, *Hard Evidence*, *Beyond Suspicion*, *Hostile Intentions*, *Edge of Deception*, *Unlawful Passage*, *Honor Thy Father and Mother: The Menendez Killings*, *Shadow of Obsession*, *Blindfold: Acts of Obsession*.

Sachs Family Entertainment 5300
12301 Wilshire Blvd., Suite 611
Los Angeles, CA 90025

Staff: Jerome Sachs, Barbara Schewecke, Bill Vertin. Programs: *Bananas in Pajamas*, *Blinky Bill*, *Jelly Bean Jungle*, *Samurai Troopers*.

Sacis 3312
1875 Century Park E., Suite 1860
Los Angeles, CA 90067

The Samuel Goldwyn Co. 7324
10203 Santa Monica Blvd.
Los Angeles, CA 90067

Staff: Samuel Goldwyn Jr., Meyer Gottlieb, Dick Askin, Steven Bickel, Hans Turner, Norman Flicker, Richard Bornstein, Michelle Abbrecht, Neil Dick, Cynthia Lieberman, Jeri Sacks, Audrey Chan, Gary Perchik, Casey Lanken, Adam Lloyd, Philip Smith, Ilyse Horowitz, Edward Staak, Bill Lee Jr., Robert Payne, Mark Reinhart, Kirk D'Amico, Dan Smith, Julie Resh. Programs—Features/packages: Samuel Goldwyn Premiere Showcase—Fifteen titles, including "Citizen Cohn," "The Positively True Adventures of the Alleged Texas Cheerleader-Murdering Mom," "Teamster Boss: The Jackie Presser Story," "Nightmare on Elm Street," "Wild at Heart," "My Heroes Have Always Been Cowboys." Samuel Goldwyn Theatre II—Fourteen classic titles, including "Oklahoma," "South Pacific" and the colorized premieres of "Babes in Toyland," "The Bishop's Wife" and "Pride of the Yankees." First-run series—*American Gladiators*, *Wild West Showdown*, *Gladiators 2000*, *Flipper*.

San Antonio Film Commission 6900 H2
P.O. Box 2277
San Antonio, TX 78298
Staff: Kathy Rhoads, Sharon Knippa. Service: Film San Antonio.

SC Entertainment 7900 N
434 Queen St. E.
Toronto, Ontario, Canada M5A 1T5
Staff: Nick Stiliadis, Barbara Bernhard. Programs: Over 30 feature films.

SCE Inc. 7900 N
434 Queen St. E.
Toronto, Ontario, Canada M5A 1T5

Scott Entertainment 8421
P.O. Box 554
Westbury, NY 11590

Staff: Scott Sobel. Programs: Movie/TV catalogue of 700 titles/2,000 half-hours, Drive-In Theater (43 titles), TV Facts (one-minute inserts), Burger Town (hour, first-run), Death in Hollywood.

Screen International 3550

SeaGull Entertainment 7600
345 Park Ave. S., 2nd Floor
New York, NY 10010

Staff: Henry Siegel, Paul Siegel, Bob Cohen, Ken Lamieras, Ron Alexander, Dan Jackson, Buddy Brooks, Grant Norlin, Donna Barrie, Marion Lockett-Egan. Programs: *Beverly Hills Beach Club*, *Sailor Moon*, *Dragon Ball*, *Celebrity Shopping Network*, *Ray Combs Show*.

Select Media Communications 9001
152 W. 57th St.
New York, NY 10019

Staff: Mitch Gutkowski, Marc Juris, Carol Blank, Michael Haigney, Fred Shaw, Lesley Poch, Mari Kimura, Pam Politano, Joe Sangillo, Heidi Torpey, Claire Comas, Tahira Bhatti. Programs: Inserts—*Ask Professor Nutrition*, *Beauty of Success*, *Behind the Wheel*, *Breathtaking Moments*, *Earth News*, *Healthbreak*, *A Helping Hand*, *How Sweet It Is*, *The Inside Scoop*, *Inspirations*, *Intermission*, *Mothers of Invention*, *Music Quiz*, *Music Scoupe*, *My Favorite Book*, *Nobody Does It Alone*, *One Across*, *Portrait of a Teacher*, *Preview*, *Quick Shtick*, *The Real Scoop*, *Seasides*, *Secrets of the Horror Hall of Fame*, *Stanley's Helpful Hints*, *Sweet Dreams*, *To Be or Not to Be*, *Today in Music History*, *We're Talking Contry*, *Whodunit?*, *Winning Moments*, *Women of Worth*. Weekly series—*Music Scoupe*, *Blade Warriors*. Specials—*Ms. Fitness World*, *The Horror Hall of Fame III*, *Triumph & Tragedy*, *Portrait of a Teacher*. Feature film packages—The Select Collection, The Select Collection II, The Select Collection III, The Select Collection IV, The Select Collection V.

Seltel 4350
575 Fifth Ave.
New York, NY 10017

Staff: L. Donald Robinson, Raymond J. Johns, David Schwartz, Carl Mathis, Janeen Bjork, Lanie Richberger, Tom Bumbera, Richard Vogt, David Brangan, Mike Girocco, Rickie Roberts. Services: Television station representation and program consulting services.

Senior World TV Newsmagazine 3551
1000 Pioneer Way, Box 1565
El Cajon, CA 92020

Staff: Paul Zindell, Ric Trent, Resa Trent, Kelly Gee, Antoinette Devita-Gee, Debbie Zindell, James MacArthur, H.B. MacArthur. Program: *Senior World TV*.

Shukovsky English Entertainment

Distribution 8201
4024 Radford Ave.
Administration Bldg., Suite 250
Studio City, CA 91604
Staff: Joel Shukovsky, John Drinkwater. Programs: International—*Love & War*, *Double Rush*.

Silverline Pictures 5850
11132 Ventura Blvd., Suite 408
Studio City, CA 91604

Simitar Entertainment 8525
3850 Annapolis Lane, Suite 140
Plymouth, MN 55447

Solomon International Enterprises 7801
440 N. Rodeo Dr., Penthouse
Beverly Hills, CA 90210

Staff: Michael Jay Solomon, Belinda Menendez, Francesca Lodigiani, Trish Gardner, Sabrina Gorham-Propper, Alex de la Vega. Programs: *Catherine the Great*, *Bonnie Raitt: Longing in the Heart Concert*, *The Kennedy Center Presents: Concert of the Americas*.

SPI International 8530
928 Broadway
New York, NY 10010

Staff: Loni Farhi, Stacey Sobel, Jeffrey Levine. Programs: Dramas—*The Blood of Others*, *Louisiana*. Comedies—*Hit Squad*, *Mad Movies*, *Charlie Chaplin*. Lifestyle programming—*Martha Stewart Living*, *Working Woman*. Animation—*Animated Variety Shorts*, *Bob & Bobette*, *Classic Cartoons*, *At the Zoo*. Sports—*Wrestling*. Documentaries—*Rights & Wrongs*, *Pathfinders*, *First Flights*, *Dive the World*. Features—over 500 titles.

Spice 5500 G1
526 Broadway, 7th Floor
New York, NY 10012

Staff: Steven Saril. Programs: Adult-oriented programming available as 24-hour, seven-day-a-week satellite-delivered service or programing block.

Spin Television International 4265
2650 SW 27th Ave., Suite 301
Miami, FL 33133

Staff: Dan Molina, Violeta Gutierrez. Programs: *Crime and Passion*, *The Fourth King*, *World Championship Boxing*, *Sports and Outdoor Series*, *Music Series: Rock 'N' Palace*.

Starcom Entertainment 4250
10523 Burbank Blvd.
North Hollywood, CA 91601

Staff: Rick Beeman, Andre Blay, Dick Hammer, Dolly May, Dave Lister, Dan Lusk, Tim Ricks, Jon Schwenzer, Jesse Weatherby, Gary Worth. Programs: *Gore Vidal's Lincoln*, *Best Picture Show* (barter feature film format), *Branson USA*.

Stellar Entertainment 7900 X1
4001 S. Decatur Blvd., Suite 168
Las Vegas, NV 89103

Stonebriar Communications 5500 D
6501 Legacy Dr., MS4301
Plano, TX 75024

Sullivan Entertainment International 2600
110 Davenport Rd.
Toronto, Ontario Canada M5R-3R3

Staff: Kevin Sullivan, Trudy Grant, Aldo DiFelice, David Piperni, Jennifer King, Paola Zingaro. Programs: *Butterbox Babies*, *Eye Level*, *Road to Avonlea*, *Only the Angels Listened*, *The Earth Abideth*.

Summit Media 5870

1414 Sixth Ave., 3rd Floor
New York, NY 10019

Staff: Shelly Hirsch, Tom Kenny, Terez Kiely, Terry Berlin, Pam Grant, Eva Bender, Suzen Tran, Steve Namm. Programs: *Mega Man*, *Quest for Dragon Star*, *Holiday Specials*.

Sunbow Productions 2300

100 Fifth Ave., 3rd Floor
New York, NY 10011

Staff: Thomas L. Griffin, Joe Bacal, C.J. Kettler, Jane Smith, Ellen Postman, Carole Weitzman, Nina Hahn, Kerry Romeo. Programs: Educational—*The Puzzle Place**. Animated—*G.I. Joe**, *Littlest Pet Shop**, *Transformers Generation 2*, *Conan the Adventurer*, *My Little Pony Tales*, *My Little Pony 'N' Friends*, *Bucky O'Hare and the Toad Menace*, *G.I. Joe*. Game shows—*Connect Four*, *Guesstures*, *Pictionary*, *A Question of Scruples*. Specials—Sunbow Super Specials (seven half-hours, including *Strawberry Shortcake*, *Puff the Magic Dragon*, *Peter and the Magic Egg*, *Dorothy in the Land of Oz*, *Jolly Old St. Nicholas*, *O Christmas Tree**, *We Wish You a Merry Christmas**, *Deck the Halls**).

Sweepsbook 2260

7469 Melrose Ave.
Los Angeles, CA 90046

Syigma TV 8051**Syndicated Segments Inc. 5651**

100 Congress, Suite 1010
Austin, TX 78701-4042

Staff: Doug Foreman, Keith Brunson, Scott Slaughter, Tom Taylor, Lydia Saldana, Cindy Voudounis, Greg Johnson, Gwen Slaughter, Sandy Johnson. Program: *Good Living* (two-minute news insert).

System TV 8051**T****Tapestry International 7900 B2**

920 Broadway, 15th Floor
New York, NY 10010

Staff: Nancy Walzog. Programs: *Nova**, *Web of Life*, *Yanni Live at the Acropolis*, *The American Experience*, *Vanishing Dawn Chorus*, *The Gate to the Mind's Eye*, *Schools of Thought*, *If the Mango Tree Could Speak*, *Wild Flowers*, *The Joy of Painting**, *The Granny Myth*, *For a Deaf Son*, *Die and Let Live*, *Beyond the Lab Door*.

Tele Images 8051**Telefe International 8650**

Av. Rivadavia 2358 Piso 5 1034
Capital Federal, Argentina

Staff: Raul Lecuna, Victor Tobi, Roberto Garcia Barros, Maria Torregrosa. Programs: *Cara Bonita*, *Perla Negra*, *Dejate Querer*, *Celeste Siempre Celeste*, *Bloopers*.

Telefilm Canada 2600

1350 Wilshire Blvd.
Beverly Hills, CA 90212

Telemundo Network 4450

2290 W. 8th Ave.
Hialeah, FL 33010

TeleRep 9450

1 Dag Hammarskjold Plaza
New York, NY 10017

Staff: Steve Herson, Jay Isabella, John McMorrow, Cindy Augustine, Tom Tilson, Jim Monahan, Larry

Goldberg, Lisa Brown, Andy Feinstein, John DeWan, Jim Hughes, Dave Hills, Mary Jane Kelley, Ed Kroninger, Bob Miggins.

Telescene Communications 2600

5510 Ferrier St.

Montreal, Quebec Canada H4P 1M2

Staff: Robin Spry, Paul Painter, Anita Simand, Danny Rossner. Programs: *Sirens*, *Divided Waters**, *Witchboard III**, *Radium City**, *Time-lock**.

Television Business International 9931

531-533 Kings Rd.

London, England SW10 OT2

The Television Syndication Company 4420

501 Sabal Lake Dr., Suite 105
Longwood, FL 32779

Staff: Cassie M. Yde, Robert E. Yde. Programs: *The Summer of '45*, *East Entrance*, *Entertainment Time Out**, *Healthquest**, *Inside China*, *Kingdom of the Wolf*, *Reel Images*, *The Time Machine*, *TVS Presents*, *TVS World Travel Showcase*. Series—*The American Trail*, *Creative Expressions**, *Cultures of the World**, *Industry Report*, *Journey to Adventure*, *Lifestyle*, *One Year in Antarctica*, *Ritmo International**, *Thai Boxing**, *Today's Environment*, *Wildlife Adventures**. Specials—*Alice in Wonderland**, *Aussie Gold*, *Bangkok Bali & Beyond*, *Christina—14 Years of Age**, *Sentenced to Death*, *Countdown to the New Year*, *Crucified for His Conscience*, *Daisy and Her Garden**, *Dolphins Home to the Sea*, *Eye on Ecology: Saltwater Fish Farming*, *Fiesta Ano Nuevo**, *The Flowering Desert**, *Heaven or Hell*, *I am Staying (Yo Me Quedo)*, *The Incredible Camel*, *International Dance Competition*, *The Key West Picture Show*, *Kids...Dreams...& Courage*, *Kuwait—The Way It Was*, *The Lou Rawls Parade of Stars**, *The Mangyans*, *Miracle Alley**, *One Year in Antarctica*, *Opus Florida*, *Paraguay—The Silent & Forgotten Country of Latin America*, *The Primordial Forest**, *Ring of Water**, *Route 66—The Road That Built America**, *Utah's Forests**, *Vietnam*, *Cambodia & Laos Today*: *Asia's Last Frontier*, *Women Without Veils*. Features/packages—*Canterbury Cinema Classics*, *City in Panic**, *The Classic Collection*. *Crossover**, *Departure*, *Dirty Leather**, *Fantasy Man*, *Graveyard Story**, *Hostage*, *Houseboat Horror*, *Justice Without Pity**, *The Long Line*, *Madness of Two*, *Newsbusters**, *No Angel**, *Parallels**, *Quick Time*, *The Shaman's Source**, *Shock Rock**, *Shoes of the Devil**, *Spook*, *The Surfer*, *To Market To Market*. Children—*Alice in Wonderland*, *Animal Profile Series*, *Daisy and Her Garden**, *Kingdom of the Wolf*, *The Rainbow Collection*. Variety/music—*Alice in Wonderland*, *Daisy and Her Garden*, *Fiesta Ano Nuevo**, *The Flowering Desert**, *International Dance Competition*, *The Lou Rawls Parade of Stars**, *The Primordial Forest**, *Ritmo International**, *Utah's Forests**. Sports—*A.P.B.A. Worldcup Offshore Power Boat Racing Championship*, *Power Boat Racing*, *Riding the Jet Stream*, *The Stadium Talks*, *Thai Boxing**. Game Shows—*The Mystery Game**, *Beach Party**, *Through the Looking Glass**. Comedy—*You Don't Have to Know the Language*. Program inserts—*Beauty in This World*, *Beneath our Seas*, *Countdown to*

the New Year, *The Everyday Gourmet*, *Industry Report*. *Lighten Up**, *The Money Minute**, *Natural Remedies*, *Today's Environment*, *Van Gogh Masterworks Collection**.

TF1 8051**3-D America 5500/B&C**

2514 Ontario St.
Burbank, CA 91504

Staff: R. Ord Morgan, John Feeney, Mortimer Marks, Richard Zarro, Rolando Salcedo, Steven Hench, Caroline Coventry, Diane Karnell, Julie Winger. Services: Three-dimensional production of video, television, film, CD-ROM interactive.

Timberwolf Productions 7900 J1

P.O. Box 821
Cape Girardeau, MO 63701

Staff: Buck McNeely, Bill Coomer. Programs: *The Outdoorsman with Buck McNeely*, *The Buck McNeely Adventure Series* (home video).

TNN: The Nashville Network 9002**Time-Life Video & Television 9801**

777 Duke St.
Alexandria, VA 22314

Staff: R. Bernard MacLeod. Programs: Miniseries—*Lost Civilizations*, *The History of Rock 'N' Roll*. Children—*Along for the Ride*.

Toad Bag Productions 7900 T1

240 Holiday Inn Dr.
Cambridge, Ontario
Canada N3C 3X4

Toei Animation Co. 2675

58 Yokodera-Cho, Shinjuku Ku
Tokyo, Japan

Staff: Tsutomu Tomari, Ken Ariga, Yukio Hayashi, Satoko Sasaki, Yasuo Matsuo, Mary Jo Wichster. Programs: Children's animation.

Tokyo Movie Shinsha Co. 8510

15760 Ventura Blvd., Suite 700
Encino, CA 91436

Total Target Campaign 5500 U1

9 Monroe Pkwy., Suite 260
Lake Oswego, OR 97035

Trans Atlantic Ent./Bennet Prods. 7900 A2

10351 Santa Monica Blvd.
Suite 200
Los Angeles, CA 90025

Transactional Media 8450 C

345 N. Maple Dr., Suite 205
Beverly Hills, CA 90210

Staff: Earl D. Greenburg, Francine Bergman, Barry Kibrick, Andy Tress, Jim Toll, Mary Ellen Petrini, Jim Winston, Linda York. Programs: *The New Beverly Hills Diet*, *Komputer Tutor*, *Sci-fi Trader*, *Moni Poni*, *On the Road to Health and Beauty*, *Maximum Inheritance*, *Estee Lauder's Origins*, *AM/PM Pain Patch*.

Transtel GmbH 8681

P.O. Box 103635
Cologne, Germany 50476

Staff: Dr. Ulrich Schaeffer, Ana Maria Banolas, Gisela Baumhauer. Programs: *Widerstand: German Resistance to Hitler*, *The Miraculous Cosmos of the Brain*, *Crops for the Future*, *Safety at Work*, *Classical Masterpieces: Ludwig van Beethoven*, *Richard Wagner*.

Tribune Entertainment Co. 4900

435 N. Michigan Ave., Suite 1800
Chicago, IL 60611

Staff: Rick Jacobson, Marcy Abelow, Michael Adinamis, Jim Corboy, Carol Forace, Jim Lutton, Bill Lyall, Steve Mulderrig, Maureen Brennan.

Megan Bueschel, Eric Scanlon Manning, Tim Peterman, Helen Hoffman. New York: Station sales—Steve Mulderrig, Scott Gaulocher, Stacey Antonino. Research—Carol Forace, Erin Scanlon Manning. Advertiser sales—Marcy Abelow, Tim Davis, Wanda Meyyers, Marlene Rochman. Station sales—Chicago: Will Allmendinger, William Castleman, Cyndy Wills; Nashville: Sam Fuller, Annel Johnson; Los Angeles: Taylor Fuller, Gene Lavelle. Programs: Talk—*Geraldo*. First-run series—*The Road*, *Soul Train*, *U.S. Farm Report*. Miniseries—*Memories of Midnight*, *Night of the Fox*, *Sands of Time*, *To Catch a Killer*, *Vendetta II*, *Vendetta*, *Wild Justice*. Specials—*Hollywood Christmas Parade*, *Macy's Fourth of July Fireworks*, *Soul Train Music Awards*, *Soul Train Lady of Soul Awards*.

Trimark Television 5700

2644 30th St.
Santa Monica, CA 90495

Staff: Richard Reisberg, Barry Barnholtz, Sergio Aguerro, Don Gold, Victor Sun, Christine Dowson, Michael Cole, Sarah Jennings, Jennifer Kruse-Husztli. Programs: *Love and a .45*, *Spitfire*, *Ava's Magical Adventure*, *Running Free*, *Payback*, *Hong Kong '97*, *Love Is a Gun*, *Mystery of the Sphinx*.

Trinome-INTER 2600

1310 Alexandre DeSeve, off. 2
Montreal, Quebec, Canada H2L 2V1
Staff: Pierre Blais, Jean Tourangeau. Programs: *Gabi**, *Greenclip**, *Shlak*, *Bush Pilot*, *Stories of Cinema**.

Troma Inc. 7900 F

733 Ninth Ave.
New York, NY 10019

Turner Program Services 2700

One CNN Center 5
North Atlanta, GA 30303

Staff: Gary Anderson, W. Russell Barry, Tony Bauer, Meade Camp, Joan-Ellen "Jo" Delaney, Terry Dolan, Susan Grant, Diane Lasek, Dabney Mann, Diane McCauley, Joe Middleburg, Bob Morris, John Walden. Programs: Series/first run—*Lauren Hutton and...*, *The World of National Geographic*, *National Geographic on Assignment*, *WCW Wrestling*, *Jacques Yves Cousteau*, *CNN Television—CNN Newsource*, *NewsSource Live*, *CNN Live Breaking Coverage*, *CNN Excerpting*, *NewsSource on Demand*, *Headline News Excerpting*, *CNN Newsbeam*, *Turner Entertainment Report*. Children—*The New Adventures of Captain Planet*, *Hanna-Barbera Specials*, *Feed Your Mind*, *The Jetsons*, *Tom & Jerry*, *Warner Bros. Cartoons*, *Scooby Doo Where Are You*, *The Flintstones*. Features/packages—*Turner Pictures III—The Legends*, *MGM Pre-48 Library*, *RKO Pre-48 Film Library*, *Warner Bros. Pre-48 Library*, *New World I-IV*, *New World: TV Gold*, *New World: Pretty Smart*. Series, off-network—*The Wonder Years*, *Gilligan's Island*, *CHiPs*.

Turner International 2700

One CNN Center, Box 105366
Atlanta, GA 30348-5366

Staff: Mike Byrd, Carlos Diaz, Robert Thalman, Joseph Hogan, Jean Viana, Saralo MacGregor, Tony Manton, Lilain Noriega, William Barry, Jim Samples, Margarita Nuding. Programs: "The Mask"*, "The

Pagemaster"*, "Blink," "Good Old Boys," "Dolores Claiborne," "The Shawshank Redemption," "Malice," "Andre," "The Avenging Angel," "Broken Trust," "Jonny's Global Impact," "Anatomy of Love," "Kingfish: A Story of Huey P. Long." Animation—*The Mask*, *Swat Kats**, *Jonny's Global Impact**. Nonfiction—*Anatomy of Love**, *In Search of Dr. Seuss*. International networks—TNT Latin America, CNN, CNN International.

TV Data 5500 J

Northway Plaza
Queensbury, NY 12804

Staff: Kenneth Carter, Richard Gray. Services: Custom-formatted program airing data for all markets in U.S. and Canada from 1992 on. Channel lineup information for more than 7,000 cable systems.

TV Executive/Movie Video Age 6750

216 E. 75th St.
New York, NY 10021

TV World 3550

33-39 Bowling Green Lane
London, England EC1R ODA

Twentieth Century Fox International Television 9401

P.O. Box 900
Beverly Hills, CA 90213

Staff: Mark Kaner, Marion G. Edwards, Mike Pausic, Suzanne Krajewski, Peter Levinsohn, Carla Lorenz. London—Stephen Cornish, Randall Broman. Brazil—Elie Wahba, Maurice Aghion. Mexico—Gustavo Montaudon. Australia—Tom Warne, Richard Samuels. France—Douglas Schwalbe, Gerard Grant, Isabelle Wizen. Canada—David Jackson. Programs: Series/first-run—*The Gordon Elliott Show*, *Trauma Center*, *A Current Affair Extra*, *Not Just News*. Series/off-network—*Chicago Hope*, *The Five Mrs. Buchanans*, *Picket Fences*, *Scavengers*, *Wild Oats*, *Manhunter*, *This Is the NFL*, *X-Files*, *The Simpsons*, *Cops*, *M*A*S*H*, *L.A. Law*, *Mr. Belvedere*. Steve Bochco Productions—*NYPD Blue*, *Civil Wars*, *Doogie Howser, M.D.*, *Capital Critters*, *Byrds of Paradise*. Series—*South Central*, *Cop Files*, *A Current Affair*, *Code 3*, *Small Wonder*, *In Living Color*, *The Boys*, *Manhunter*, *Animal Express*, *Batman*, *Fall Guy*, *Fox Movietone News*, *Green Hornet*, *Jane Goodall and the World of Animal Behavior*, *Trapper John*, *The Undersea World of Jacques Cousteau*, *Vegas*, 9 to 5. Animated—*Eek! The Cat*/*The Terrible Thunder Lizards*, *Bobby's World*, *Red Planet*, *The Tick*, *Where on Earth Is Carmen Sandiego*, *The Attack of the Killer Tomatoes*, *Fox's Peter Pan and the Pirates*, *Piggsgurg Pigs*, *Zazoo U.*, *Rimbis Island*, *Grunt and Punt*. Television movies—*Madonna: The Early Years*, *The O.J. Simpson Story*, *Alien Nation*, *The Counterfeit Contessa*, *Rise and Walk: The Dennis Byrd Story*, *Revenge of the Nerds 4: Nerds in Love*, *Born to Run*, *Based on an Untrue Story*, *Bonnie and Clyde*, *The Tower*, *Doing Time on Maple Drive*, *Bad Attitudes*, *Nerds III*. Specials and miniseries—*Mia Farrow: Child of Hollywood*, *The Billboard Music Awards*, *The Clio Awards*, *Royals: Dynasty or Disaster*, *Look of the Year*, *Marilyn: Something's Got to Give*, *Spring Break*, *Di: Prisoner in the Palace*. *TV Guide's 40th*

Anniversary, Rolling Stone: A Year in Review. Other—Peyton Place, Manimal, Julie, The Monroes, Nanny and the Professor.

Twentieth Television 9401
P.O. Box 900
Beverly Hills, CA 90213 or
10201 W. Pico Blvd.
Los Angeles, CA 90035

Staff: Greg Meidel, Peter Faiman, Chase Carey. Domestic television—Jim Martz, Robert Cesa, Gerry Farrell, Howard Green, Vance Van Patten, Paul Franklin, David Lafontaine, Steven Nalevansky, Peter Baca, Alan Baker, Chrei Vincent, Nadine Bell, Jodie Rea. Sales: Western region—Jerry Jameson, Ken Lawson; Southwestern region—Ken Doyle, Tannya Evans; Eastern region—Victoria Quoss, Jeff Stern, Bill Marcus; Central region—Steve Friedman, Eddie Seslowsky, Tara Carroll; Southeastern region—Michael Newsom, Dan Menzel. Advertiser sales—Robert Cesa, Jon Barovick, Dave Barrington, Elizabeth Herbst. Programs: First-run series—*A Current Affair*, *A Current Affair Extra*, *America's Most Wanted: Final Justice*, *The Gordon Elliott Show*, *Kathleen Sullivan*, *NFL Specials*, *Not Just the News IV*, *Sherman Oaks*, *This Is the NFL*, *Trauma Center*. Off-network half-hours—*The Simpsons*, *Cops*, *Doogie Howser, M.D.*, *M*A*S*H*, *Mr. Belvedere*, *Small Wonder*. Hours—*Fall Guy*, 9 to 5. Other—*The Ann Sothern Show*, *Expedition Danger*. Movie packages—Century 13 (five features), Century 14 (11 features), Century 16 (26 features), Fox 7 (25 features), Fox Hollywood Theatre II (34 features), Mark 2 (15 features), Mark 3 (24 features), MPC 20 (17 features), Premiere 3 (11 features), Premium Plus (20 features).

2M Productions 8450 L
3518 Cahuenga Blvd., Suite 202
Los Angeles, CA 91345

Staff: Denise McGahee, Michael McGahee. Programs: *Concept 10* (cosmetics), *Picasso* (collectible art), *Thunderbolt* (sporting goods), *Wash Wizard Plus* (housewares), *Teenage Mutant Ninja Turtles Animation Cels* (animation art), *Global Romance* (introduction services), *Goddard Rarities* (collectible coins), *Music Power Package* (music business/opportunities), *Blubber Buster 500* (weight loss), *Mustard Seed* (novelty).

Two Oceans Entertainment Co. 7900 U1
4222 W. Burbank Blvd.
Burbank, CA 91505

U

U.S. Army Reserve 7650
1815 N. Fort Myer, #203
Arlington, VA 22209

U.S. Telephone Association 5500 A3
1401 H St., NW, Suite 600
Washington, DC 20005
Staff: Christopher Collins, Pamela Blumberg.

Unapix International 9400
4515 Van Nuys Blvd., Suite 301
Sherman Oaks, CA 91403

Staff: David Fox, Scott Hanock, Lisa Romanoff, Julie DesRoberts, Debbie Slavkin, Paul Davis-Miller, Herbert Pearlman, David Lawi. Programs: *Lillehammer '94: 16 Days of Glory*, *Barcelona '92: 16 Days of Glory*, *Air*

& *Space*, *Smithsonian Magazine Presents Dreams of Flight*, *The New Explorers* (international only), *The Shark Files*, *Shredding H2O*, *Video Pen Pals*, *Education Catalog* (over 300 hours), *Wild About Wheels*, *Above and Below*, *Stephen King's This Is Horror*, *Shadow Theatre*, *The Real West*, *Confession of Crime*, *For the Love of Dolphins*, *The Eagles Nest*, *Feature Films* (34 titles), *Classic Films* (375 titles).

Universal Studios Hollywood & Florida 8901
100 Universal City Plaza
Bldg. SC-79
Universal City, CA 91608

Staff: Molly Miles. Services: Professional production services, production coordination, camera-ready backlot, locations, audience venues, seasoned talent pool and crews.

USPA 8051
64 rue des Mathurins
Paris, France 75008

V

Valentino Inc. 1681
P.O. Box 534, 500 Executive Blvd.
Elmsford, NY 10523

Staff: F.T. Valentino, M.A. Valentino. Programs: Production music and sound effects libraries.

Vanguard Media 7900 G
175 S. Main St., 16th Floor
Salt Lake City, UT 84111

Staff: Lucinda Kindred, John Kindred. Programs: *Check Your Health**, *Think Ability**, *Zinj-TV**, *Child with a Gun: Call 911**, *Baby Your Baby*.

Variety 8941

Venevision International 6600
550 Biltmore Way, 9th Floor
Miami, FL 33134

Staff: Carlos Bardasano, Benjamin Perez, Cesar Diaz, Manuel Grijalba, Soledad Leiva, Rodolfo Rodriguez, Rafael Vazquez. Programs: *Novelas—La Mujer Prohibida (The Forbidden Woman)*, *Bellisima (Beautiful)*, *Mundo de Fieras (World of Fury)*, *Ines Duarte, Secretaria (Ines Duarte, Secretary)*, *Pasionaria (Passionate)*, *Macarena, Por Amarte Tanto (All for Love)*, *Rosangelica, Amor de Papel (Paper Love)*, *Morena Clara, La Revancha (The Revenge)*, *Nina Bonita (Pretty Girl)*, *Cara Sucia (Dirty Face)*, *Peligrosa, Maria Celeste*. Documentaries—*The Flight of the Angel, Yanomami: Extinction de una Cultura (The Extinction of Culture)*, *Odisea, America, Death and Resurrection in Paradise*, *Heredad*. Musicals/variety—*Paloma San Basilio in Concert*, *Rocio Durcal in Concert*, *Sabado Sensacional (Sensational Saturday)*, *Latin Salsa Especial (Latin Salsa Specials)*, *The Big Star Show*. Specials—*Miss Venezuela Beauty Pageant*. Children—*Muneca (Dolly)*, *El Circo Complice (Zany Circus)*, *Pais de Caramelo (Candy World)*, *El Club de Los Tigritos*. Comedies—*Bienvido (Funny Jest)*, *Cheverisimo (Laughter House)*, *Que Chicas (What Girls)*, *El Enviado (The Sent)*, *Adda*.

Video Communications 5500 P
P.O. Box 215
Feeding Hills, MA 01030-0215

Staff: Martha Freeman, Mary A. Tinker. Services: TV/Cable Traffic systems software.

Videomaker Inc. 7900 F1
920 Main St.
Chico, CA 95928

Visicom Corp. 7302
1100 Glendon Ave., Suite 1235
Los Angeles, CA 90024

Vista International 8651
240 San Lorenzo
Coral Gables, FL 33146

Vista Street Entertainment 7900 M
9911 W. Pico Blvd., PH-P
Los Angeles, CA 90035

Staff: Gerald Feifer, Michael Feifer, Richard Feifer, Boby Mellin. Programs: *Divorce Law**, *Q.U.A.C.S.**, *Witchcraft**: The Feature—6 features, Vista 25*—25 feature films.

W

Wall Street Journal Television 7301
200 Liberty St.
New York, NY 10281

Staff: Peggy Belden, Scott Goodfellow, Steve Blechman, Margaret Agsteribbe, Ken Witty, Consuelo Mack. Programs: *Wall Street Journal Report*, *Prospering in the '90s*, *Daily Live Business Report**.

Walt Disney World 9300
P.O. Box 10000
Lake Buena Vista, FL 32830-1000

Walter K. Gilbride & Associates 2575

30A Watertown St.
Lexington, MA 02173

Staff: Walt Gilbride, Gene Goldenberg, Jim Popham, Sarah Stanley, Bob Klein, Chris Bushnell, Kelly Campbell, Ritchie Wikin. Programs: *Kiplinger's Personal Finance Report*, *Education Plus*, *Corinthian Media Inc. media buying service*.

Warner Bros. Domestic Television 9801
4000 Warner Blvd.
Burbank, CA 91522

Staff: Dick Robertson. Los Angeles—Scott Carlin, Dan Greenblatt, Jacqueline Hartley, Vince Messina, Mark O'Brian, Jim Kramer. New York—Damian Riordan, Chris Smith, Eric Strong, Andrew Weir, Joel Lewin. Chicago—Mark Robbins, Bill Hague, Jeff Hufford, Dave Hedrick. Atlanta—Mary Voll. Media sales—Clark Morehouse, Julie Kantowitz, Diane Rinaldo, Jean Goldberg, Clifford Brown, Roseann Caciola, Paul T. Montoya. Chicago—Jean Medd. Administration—Leonard Bart, David Cooper, Dan McRae. Warner Bros. Corporate Marketing and Advertising Services—Jim Moloshok, Yelena Lazovich, Marty Iker, Claire Lee, Wendy Ehrlich. Warner Bros. Corporate Media Research—Bruce Rosenblum, Wayne Neiman, Robert Jennings, Liz Huszarik, Michael Kolinski, Kurt Bensmiller. Telepictures Productions—Jim Paratore, Hilary Estey, David Auerbach, Kevin Fortson, Lisa Hackner. Time Telepictures Television—Robert Miller, Jim Paratore, David Goldberg. Warner Bros. Pay-TV, Cable and Network Features—Edward Bleier, Eric Frankel, Jeffrey Calman. Programs: *Extra: The Entertainment Magazine* (30 minutes), *Extra: The Entertainment Magazine* (60 minutes), *Jenny Jones*, *Carnie*, *Pointman*, *Babylon 5*, *King Fu: The Legend Continues*, *The History of Rock 'N' Roll*, *Island City*, *Martin*, *Step by Step*, *Fresh Prince of Bel Air*, *Family*

Matters, *Full House*, *Murphy Brown*, *Volume 32* (28-film package).

Warner Bros. International Television Distribution 9801
4000 Warner Blvd.
Bldg. 118, 1st Floor
Burbank, CA 91522

Staff: Jeffrey R. Schlesinger, Catherine Malatesta, Kevin Byles, Malcolm Dudley-Smith, Michel LeCourt, Richard Milnes, Jorge Sanchez, Lisa Gregorian, Annette Bouso, Josh Berger, Donna Brett, David Guerrero, Tim Horan, Jennifer Morady. Warner Bros. International Channels—Bruce Gamache, Susan Kroll. Programs: One-hour series—*ER**, *Extra—The Entertainment Magazine**, *Pointman**, *Under Suspicion**. Half-hour series—*Friends**, *Hope & Gloria**, *On Our Own**, *The Parent Hood**, *Something Wilder**, *The Wayans Bros.* New half-hours—*Muscle*, *The Office*, *The History of Rock 'N' Roll*. Two-hour made-fors—*Because Mommy Works**, *Beyond Betrayal**, *Hoboken**, *How the West Was Fun**, *The Innocent**, *John-Boy's Wedding**, *Kiz in the Wood**, *Sherwoods' Travel*, *Someone She Knows**, *Where Are My Children?**, *Without Warning**. Two-hour movies—*Blind Justice*, *The Burning Season*, *Doomsday Gun**, *Fatherland*, *White Mile*. New HBO Entertainment specials—*HBO Comedy Half-Hour: D.L. Hughley*, *HBO Comedy Half-Hour: Simply Marvalous*, *Local Slam*. Other programming—*Live from the House of Blues**, *Woodstock Diary: Friday, Saturday and Sunday**. Animated—*Free Willy**, *Steven Spielberg Presents Animaniacs*, *Series—Babylon 5*, *Family Matters*, *The Fresh Prince of Bel Air*, *Full House*, *The George Carlin Show*, *Hangin' with Mr. Cooper*, *The John Larroquette Show*, *Kung Fu: The Legend Continues*. *Living Single*, *Lois & Clark: The New Adventures of Superman*, *Martin*, *Murphy Brown*, *Renegade*, *Sisters*, *Step by Step*.

Wavephore Inc. 7110
2601 W. Broadway
Tempe, AZ 85282

(Well) Dunn Family Productions 7900 H1
G2765 Flushing Rd., Suite 216
Flint, MI 48504

Staff: Marion Dunn, Celia Turner, Ben Veal. Programs: *The Young Roundtable*, *The Kids Talk Show*.

Weird TV 7900 E2
1818 W. Victory Blvd.
Glendale, CA 91201

Western International Syndication 9200
8544 Sunset Blvd.
Los Angeles, CA 90069

Staff: Chris Lancey, Dan Zifkin, Michael McHugh, Frances Kamino. Programs: *Variety/music—It's Showtime at the Apollo*. *Magazine/talk—Downey**. *Specials—60th Anniversary of Amateur Night at the Apollo; Expedition*. First-run series—*Apollo Kids*. Off-network series—*1st and Ten*. Series—*Knights and Warriors*. Sports—*Magic Johnson's All Star Slam 'n' Jam*.

Westinghouse Broadcasting International 4700
3801 Barham Blvd.
Los Angeles, CA 90068

Staff: Ray Donahue, Joseph G. Matesevac, Sanja Broda, Barbery Bocek, Teresa Real, Gina Kwon,

April Rushing.

Williams Television Time 8450 N
3130 Wilshire Blvd., 4th Floor
Santa Monica, CA 90403

Staff: Kathleen Williams, Mike Clark, Michelle Cardinal, Donna Rude. Services: Full-service direct response television advertising agency.

Wonder Whales Inc. 7900 S1
401 N. 3rd St., Suite 676
Minneapolis, MN 55401

Staff: Judith Ellis, Geoffrey Bush, Woody Browne. Programs: *Wonder Whales* animation characters and products.

World Screen News 9510
1123 Broadway, Suite 901
New York, NY 10010

World Wrestling Federation 9201
1241 E. Main St.
Stamford, CT 06902

Staff: Michael Ortman, Ausbert de Arce, Rex Lardner, Jim Rothschild, John Howard, Bill Datre, Joe Perkins. Programs: *World Wrestling Federation Superstars*, *World Wrestling Federation Challenge*, *World Wrestling Federation Spotlight*.

Worldvision Enterprises Inc. 2900
1700 Broadway
New York, NY 10019

Staff: John Ryan, Bert Cohen, Robert Raleigh, Gry Montanus, Karen Miller, Bill Baffi. Programs: *Detour*, *The Lucie Arnaz Show*, *Spelling Premiere Network—Heaven Help Us*, *Robin's Hoods*, *University Hospital*, *Beverly Hills, 90210*; *Worldvision 3—26 theatrical releases for first-run including "Basic Instinct," "Terminator 2: Judgment Day," "Chaplin," "L.A. Story," "Rambler Rose" and "Universal Soldier"; Little House on the Prairie*.

Worldwide Television News 2500
1995 Broadway
New York, NY 10023

Staff: Scott Michaeloff, Gerry O'Reilly, Terry O'Reilly, Luiz Carlos Sa, David SeEVERS, David Sheehan, Tim Trainor, Dolores Wilson. Programs: Serial and one-time-only finished programming covering entertainment, environment, news, sports, etc. Film and video library, production facilities and camera crews and corporate video services.

The Wyland Group 7900 S
P.O. Box 320
Newbury Park, CA 91319

Staff: Jim Wood, Jeff Wood, Dan Matthews, Chauncey Smith, Gerry Chudleigh, John McDougall, Becky Cheng, Edwin Nebblett, George Swanson, Lori Johnson. Programs: Talk shows—*Lifestyle Magazine*, *McDougall**.

Y

Yorkshire-Tyne Tees International 5500 A
15 Bloomsbury Square
London, England WC1A 2LJ

Z

Zedlar Transcription Co. 7900 I2
428 W. Stocker, Suite 1A
Glendale, CA 91202

Zing Systems 5500 A
8480 E. Orchard Rd., Suite 6600
Englewood, CO 80111

Friedman joins Savoy

By Steve McClellan

Former Today Show producer Steve Friedman has joined Savoy Pictures to develop and run a new television program production division. The unit will develop news and current affairs programs as well as reality-based shows and other entertainment programming, the company said.

Earlier this year, Savoy, the New York-based theatrical film producer, formed SF Broadcasting, a joint venture with Fox, to acquire broadcast properties. The legality of the venture has been challenged by NBC and is pending before the FCC.

"A lot of people believe the only way to be in this business in the '90s is to produce movies and television and have a place [stations] to run it all," says Friedman. He says Savoy was a good fit for him because of its "entrepreneurial" approach: "It's a great opportunity for me to build a business."

Friedman, whose first day at his new job was last Monday (Jan. 9), declined to talk about specific projects, but he did say that



Steve Friedman

Savoy does not have any built-in commitments with either Fox or the proposed SF venture. "We'll be talking to everybody we can about their program needs and how we might serve them. [Fox and SF] are two potential customers—no more, no less," he says.

Friedman left NBC News last August after 25 years with the company, including two stints as executive producer of *Today*, executive producer of the *NBC Nightly News* and executive-in-charge of *Dateline NBC*.

Although Friedman will be based in New York, program production locales will be determined on a project-by-project basis: "We intend to produce in a lot of places," including New York, Los Angeles and Canada.

In addition to reality series, documentaries and specials, Friedman says the company will produce fact-based made-for-TV movies. "The line between nonfiction and entertainment programming is blurring," he says, "and it's probably an artificial demarcation in today's world."

WB's 'Martin' sets sale in syndication

Warner Bros. Domestic Television Distribution has begun selling its off-Fox strip of *Martin* for a fall 1996 syndication launch.

The series, about an outspoken African-American radio host (comedian Martin Lawrence), will be offered on a cash-plus-barter basis for three and a half years or 10 runs per episode. The show is already cleared on all Paramount and Sinclair stations, WCCB-TV Charlotte, and WPWR(TV) Chicago. The deal is unusual because its barter (six minutes for Warner, 29 minutes for the stations) will run only in the first, second and fourth quarters, allowing stations to rest the show or run it barter-free in the third quarter. The syndicator also is allowing stations to run the show, targeted at 6-8 p.m. slots, barter-free on weekends.

The show sold for more than \$50,000 per episode in Chicago, where WPWR also picked up WBTD's off-net strip *Step by Step*, says one source. The show sold there for more than *Murphy Brown* and *Full House* but less than *Home Improvement*, *Seinfeld* and *The Simpsons*. "I think the show will sell strongly," says Lou Dennig, director of programming at station rep Blair Television. "The Fox numbers are impressive, particularly in urban centers with large ethnic populations."

—DT

Belo, partner form MaXaM Entertainment

TV group owner teams with former Columbia executive to form production, syndication company; Hallmark movies are first offering

By David Tobenkin

A.H. Belo Corp. and former Columbia TriStar syndication executive Ed Wilson's new production and distribution company, MaXaM Entertainment, will begin operations by offering 24 Hallmark Entertainment-produced, off-network movies-of-the-week at NATPE. MaXaM, a joint venture between the station group and Wilson, will focus on domestic and international distribution and production.

Wilson will serve as president of the company; Marvin Shirley, former executive vice president and COO for Albritton Communications, has been named MaXaM executive vice president, handling the company's day-to-day operations and finance; and William Kunkel, former Hearst Entertainment Distribution senior vice president and general manager, will serve as MaXaM executive vice president, handling worldwide sales.

Among the Hallmark titles MaXaM will sell are *Incident*

in Baltimore (Walter Matthau, Harry Morgan, Susan Blakely); *The Yearling* (Peter Strauss, Jean Smart); *Skylark* (Glenn Close, Christopher Walken); *Call of the Wild* (Rick Schroder, Mia Sara); and *Broken Vows* (Tommy Lee Jones, Annette O'Toole).

"We're very excited to be associated with [Hallmark Entertainment Chief Executive] Robert Halmi Jr. and Hallmark Entertainment because they represent a history of producing quality programming," says Wilson, senior vice president of syndication at Columbia TriStar Television Distribution until he left in September. "It's the right way to start off a new company."

The movies-of-the-week will be offered on a cash basis, with half the titles also having a barter window. Stations can begin to air the telefilms in October. MaXaM also will distribute Belo-produced shows such as FCC-friendly, teen magazine show *Scratch*, documen-

tary series *American Portraits* and several Texas-themed shows when current distribution contracts with syndicators expire.

MaXaM also may benefit from a partnership between Belo and print syndicator United Press Syndicate. The

50-50 joint venture. UP-Belo, and CTTD already have collaborated to produce FCC-friendly kids show *Beakman's World*, which was syndicated by CTTD and now appears on CBS and The Learning Channel. "[UPS] has comic-strip ideas they

may want to bring to series," says Wilson.

He says that the syndicator is considering partnering with other station groups to extend MaXaM's clearance reach. "You'd better believe it; it's the way of the future," Wilson says.

CBS targets 'Lonesome Dove' sequel

CBS will turn once again to Larry McMurtry, as his "Streets of Laredo," the follow-up to "Lonesome Dove," will be adapted into a miniseries. Starring James Garner and Sissy Spacek, the program is scheduled for a November sweeps airing. *Streets* marks the third McMurtry project to air on CBS, with his *Buffalo Girls* miniseries scheduled to air sometime this spring.

Peter Tortorici, president, CBS Entertainment, announced a slate of new projects last week during the CBS portion of the Television Critics Association press tour in Pasadena.

The network also is pairing Peter Falk and Woody Allen to star in a remake of "The Sunshine Boys." Neil Simon, who wrote the original screenplay, will script the updated television version. Gary David Goldberg, who most recently produced Brooklyn Bridges for the network, will write and produce a series about a girl's high school basketball team. The project is part of his recently signed overall deal with the Steven Spielberg, David Geffen, Jeffrey Katzenberg studio-in-the-making.

Other projects being developed include series from "Sleepless in Seattle" producer Nora Ephron; a drama from Eric Roth ("Forrest Gump") and Aaron Spelling; an hour-long series based on "The Client" from John Grisham; and a project to star Fox sportscaster and former Los Angeles Raider Howie Long.

—SC

Programer brings 'fresh set of eyes' to USA

Cable network will target young adult viewers with more distinctive shows

By Rich Brown

The new head of USA Networks Entertainment is taking an original look at programming on USA and the Sci-Fi Channel.

Rod Perth, who three months ago became president of USA Networks Entertainment and executive vice president of programming, already has a full plate of programming in development for virtually all dayparts on the networks.

"I come with an 'everything's possible' mentality," says Perth, who previously oversaw CBS's late-night and non-network programming. "Our mission is to build on two very successful networks and take them to the next level."



USA head Rod Perth

USA will keep popular off-net shows like *Murder, She Wrote* on its schedule, Perth says. But the network also plans to boost its original output, which now makes up roughly half of its prime time schedule. "You cannot continue to depend on the output of traditional over-the-air networks for your future," Perth says. "We have to become far more distinctive and known for our original programs as well."

USA is looking for more distinctive, against-the-grain shows like *Duckman*, the network's CableACE-nominated animated series. Perth says. He plans to attract top Hollywood writers and producers who may not have considered USA in the past.

A wealth of series is already in development, with new shows to be rolled out by the third or fourth quarter of this year. In the works are *Campus Cops*, an "Animal House"-like sitcom from film director John Landis; *The Mr. Lawrence Show*, featuring David Steinberg; a project based on the movie "Dazed and Confused," and *Dinner with the Folks*, a reality comedy series. Fifteen sitcoms, nine one-hour dramas and eight kids animation projects are in development, Perth says.

Perth also plans to revive and rebuild the 20-25 original movies USA produced each year. The network's "women-in-peril" movies have "gotten a bit stale," he says, and it is time to broaden and diversify with more high-brow movies and relationship-oriented titles.

USA's upcoming *My Antonia*, based on the Willa Cather book about immigrants to the U.S., is the type of movie he will be looking to produce. Movies in development include *The Mother's Prayer*, based on a true story about a mother who is dying of AIDS and is trying to find adoptive parents for her child. At the other end of the spectrum, USA

is developing *Grizzly*, a movie about a savage bear.

Perth says that in other dayparts USA will back off from an earlier strategy to produce original kids animation on weekday afternoons. He is considering replacing the daily 6-7 p.m. kids cartoon block altogether. The network has in development a young-skewing half-hour soap opera and a couple of talk show projects that would move into the late afternoon-early evening block and provide a more compatible audience flow into the off-net episodes of *Wings* at 7 p.m., he says.

The network also is planning to rebuild USA's daytime schedule by repackaging shows with live wrap-around hosts, much like the network's popular *Up All Night* late-night format. The weekday revamp, which would continue to target women ages 18-54, would include the fading out of USA's afternoon game show block.

The planned changes come as USA finishes 1994 as the highest-rated basic cable network in prime time for the fifth consecutive year. But like many other broadcast and cable networks, USA is looking to bring more young adult viewers aboard, Perth says.

Although he was less specific about plans for the Sci-Fi Channel, Perth wants eventually to boost the number of original movies and series that accompany the network's lineup of classic sci-fi and horror series and theatrical movies. ■

Golf Channel will have 12 million homes by year's end

By Rich Brown

Executives at The Golf Channel say the mini-pay service will be available to "several million" households when it tees off tomorrow (Jan. 17).

Joseph Gibbs, the network's president, CEO and vice-chairman, says the network will reach several million households through a combination of backyard dishes, cable systems and a newly signed

deal with direct broadcast satellite programmer DIRECTV. Four of the six MSOs that have taken an equity stake in the network—Cablevision Industries, Comcast, Continental Cablevision and Newhouse Broadcasting—have given their systems permission to add the network. The other two—Adelphia and Times Mirror—are expected to give their systems the go-ahead, says Gibbs. Whether the channel is added will be up to the individual systems, but Gibbs says the network likely will get carriage, considering that those MSOs are contributing \$60 million of the channel's \$80 million in start-up costs.

Gibbs estimates that 12 million homes will have access to The Golf Channel by the end of 1995, and he expects the network to be available to 85% of U.S. cable homes within five years. He says the network's research indicates that 6%-8% of homes passed would be willing to buy The Golf Channel at \$6.95 per month, which could enable it to break even on its investment within 18-36 months.

Most of the network's costs are tied to rights fees and coverage of live tournaments such as the PGA Tour, Nike Tour, LPGA and PGA European Tour, says Gibbs. The network will cover up to 70 live events in its first year alone, he says. Other programming will include instruction, golf news and talk, shopping, and video tours of great courses throughout the world.

Gibbs is eyeing the possibility of picking up additional overseas rights on some of the network's programming to allow for international expansion. ■

'Star Search' canceled

After a 12-year syndication run, Rysher Entertainment has pulled the plug on Ed McMahon's *Star Search*. The company is talking to cable networks about picking up the show. E! Entertainment airs *Star Search* reruns on its daytime schedule, but the company was pitched and passed on the first-run version. The company also is scouting international markets in search of formatting opportunities. According to Rysher President Keith Samples, the relatively high cost of the weekly show, coupled with steadily declining ratings, forced cancellation in first-run. "The show still works where it has a good time period and station, but it's more and more difficult to get the good lineup," Samples told B&C last week. —SM

Bogus Bill

The board of directors of the International Radio & Television Society Foundation in New York had an unexpected visitor as a man appearing to be President Bill Clinton crashed the meeting to salute outgoing foundation president Peter Lund, president of the CBS Television Network, and welcome incoming chairman Stephen Weiswasser, senior VP and president, Multimedia Group, Capcities/ABC. The President (who turned out to be comedian and Clinton look-alike Tim Watters) offered Lund (above) use of the presidential helicopter for "all future golf outings."



Top cable shows

Following are the top 15 basic cable programs for the week of Jan. 2-8, 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 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>Hall of Fame Bowl</i>	ESPN	Mon 11:00a	2,378	3.7 2.5
2. <i>Doug</i>	NICK	Thu 7:00p	2,172	3.6 2.3
3. <i>TekWar</i>	USA	Sat 7:00p	2,137	3.4 2.2
4. <i>Rugrats</i>	NICK	Sun 10:00a	2,038	3.3 2.1
5. <i>Rugrats</i>	NICK	Sat 7:30p	2,012	3.3 2.1
6. <i>Murder, She Wrote</i>	USA	Tue 8:00p	1,944	3.1 2.0
7. <i>Doug</i>	NICK	Tue 7:00p	1,929	3.2 2.0
8. <i>NFL Prime Time</i>	ESPN	Sun 7:30p	1,918	3.0 2.0
9. <i>Murder, She Wrote</i>	USA	Thu 8:00p	1,908	3.0 2.0
10. <i>Rugrats</i>	NICK	Tue 6:30p	1,903	3.1 2.0
11. <i>Silk Stalkings</i>	USA	Sun 11:00p	1,885	3.0 2.0
12. <i>Doug</i>	NICK	Wed 7:00p	1,877	3.1 2.0
12. <i>The Ren & Stimpy Show</i>	NICK	Sun 11:30a	1,877	3.1 2.0
14. <i>Aaahh!!! Real Monsters</i>	NICK	Sat 7:00p	1,864	3.1 2.0
15. <i>Rugrats</i>	NICK	Fri 6:30p	1,862	3.1 2.0

Following are the top five pay cable programs for the period of Jan. 2-8, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. <i>Movie: 'Grumpy Old Men'</i>	HBO	Sat 8:00p	4,151	19.5 4.4
2. <i>Boxing: Kelley-Gonzales</i>	HBO	Sat 10:00p	2,136	10.0 2.2
3. <i>Movie: 'Against the Wall'</i>	HBO	Wed 8:00p	1,993	9.4 2.1
4. <i>Movie: 'A Perfect World'</i>	HBO	Tue 8:00p	1,942	9.1 2.0
5. <i>Movie: 'Passenger 57'</i>	HBO	Sat 12:16a	1,940	9.1 2.0

Canadian cable channels moving south to U.S.

Two more would-be cable networks are headed this way from The Great White North.

North American Television Inc., a joint venture of the Canadian Broadcasting Corp. and Power Broadcasting Inc., is looking to distribute two new services on U.S. cable systems: Newsworld International, an international news channel with studios at the CBC; and TRIO, a family-oriented channel featuring Canadian programming. Both are now available in the U.S. only through direct broadcast satellite service DIRECTV.

The two networks are the latest Canadian-backed services to seek carriage on U.S. cable systems, joining a growing list that includes The Popcorn Channel, MuchMusic and The Parents Channel. It is an ironic twist, considering that U.S. programmers have become increasingly frustrated trying to jump the high regulatory hurdles necessary to get their U.S. networks onto Canadian systems.

"We're also in the same position of trying to get distribution in Canada," says Sandy McGovern, president/COO of Bethesda, Md.-based North American Television and a former senior vice president at Discovery Communications. She says the plan is to distribute both of the 24-hour services worldwide.

Newsworld International faces a real competitive battle in distributing the international news channel in the U.S.

The BBC just began shopping its BBC World Channel to American cable systems, and Turner Broadcasting two weeks ago launched CNN International to more than 2 million U.S. subscribers (655,000 cable subs and 1.4 million backyard dish owners). Several other all-news networks are already up and running, including CNN, CNN Headline News, All News Channel and two newly launched Hispanic services, Eco and TeleNoticias.

"Our two parent companies have very deep pockets and are in this for the long term," says McGovern. "They're looking for a long-term break-even point, if necessary."

McGovern says the services will be offered free for two years to charter affiliates that agree to certain tiering strategies. Multiple system cable operators also will have the opportunity to buy equity stakes in the fledgling networks, she says. The networks plan eventually to build revenue through advertising as well.

Newsworld International has its own dedicated staff, but shares newsgathering resources and some of its anchors with the 59-year-old CBC news operation.

The CBC also is supplying more than half of the family-oriented programming in TRIO's library. TRIO has 18 original series in production, says McGovern. —RB

PolyGram buys ITC Entertainment with feature film exploitation in mind

Pays \$156 million for company, which boasts 10,000-hour library

By Meredith Amdur

After seven months of negotiation and due diligence, PolyGram Filmed Entertainment (PFE) has acquired ITC Entertainment for \$156 million. On the market for a year and a half, ITC's prized 10,000-hour film and series catalogue gives PolyGram cash flow to finance its ambitious drive into the Hollywood production mainstream. PFE acquired the assets from Montagu Private Equity, which has owned ITC since 1987.

Founded in Britain by TV luminary Lord Lew Grade in 1954, ITC holds one of the world's largest collections of English-language TV product, including cult classics *The Saint*, *The Prisoner* and *Thunderbirds* as well as *Space 1999*, *The Muppet Show* and miniseries *Jesus of Nazareth*. The

library also includes 350 feature films, such as "The Last Seduction," "Without a Clue" and "Royce," along with TV rights to films including "Sex, Lies and Videotape" and "The Big Easy."

With a global distribution infrastructure, PolyGram is expected to provide the resources to exploit the catalogue in a manner that ITC was unable to do. The deal comprises all rights in all media where available, including sequel and remake rights. PFE President Michael Kuhn told a press conference last week that a big-budget feature film version of *The Prisoner* was at the top of the company's agenda. Kuhn also says that film remakes of *The Persuaders*, *Joe 90* and *Thunderbirds* will be a part of the Dutch company's upcoming film-production slate.

The deal has obvious synergies for PolyGram, and consolidation and restructuring will begin immediately, says Kuhn.

International TV sales, which account for more than half of ITC syndication revenue, will be the primary earner for the library. Enhancing the inherent value of the TV rights, PolyGram will package its feature films (which include the 1994 blockbuster "Four Weddings and a Funeral") with ITC's syndicated staples. PolyGram parent company Philips, which manufactures the CD-i interactive disk player, also will benefit from the extensive catalogue.

Since the 1987 management buy-out, ITC moved its headquarters to Los Angeles, maintaining regional sales offices in London and New



ITC's 'Thunderbirds'

York. ITC President/CEO Jules Haimovitz, who was brought aboard in 1993 essentially to position the company for sale, remains in his position with a long-term contract with PolyGram. Lord Grade becomes chairman. One of the best-known British TV industry figures, Grade is charged with securing relationships with the original creators of many of the ITC classics in order to produce feature film remakes.

H E A D L I N E S

On board at the academy

The National Cable Television Association's National Academy of Cable Programming has five new members, elected by the membership at large: CTAM President Char Beales; Cablevision Industries Programming VP Michael Egan; Lucky Duck Productions President Linda Ellerbee; Nostalgia Channel President Jack Heim, and TCI TV General Manager Lenny Melamedas.

TNT and Turner Classic Movies President Brad Siegel was elected by mail vote last fall, and two more executives—FX President Anne Sweeney and Time Warner Cable Senior VP Fred Dressler—have accepted invitations to join the board.

Food Network with Child

The TV Food Network is licensing the rights to the television works of veteran chef Julia Child,

including episodes of *The French Chef*, *Julia Child & Company* and *Julia Child & More Company*. The shows join TVFN's schedule this month as part of its *Cooking Classics* series.

Good launch for 'TekWar'

The Jan. 7 debut of William Shatner's *TekWar* on USA Network scored a 3.4 rating (2,137,000 homes), representing the most-watched premiere episode in basic cable history, according to A.C. Nielsen Co. data supplied by the network. The futuristic series airs Monday at 10 p.m. ET/PT, with a rebroadcast on Sunday at 9 p.m.

Helping hand

Stamford, Conn.-based cable programming distributor Cable Ready is organizing the second annual NATPE Food Project next week at the NATPE convention in Las Vegas. The project collects leftovers from parties and buffets in the area for distrib-

ution through Community Food Bank, a nonprofit organization that feeds 40,000 people each week.

Nickelodeon has 'All That'

Nickelodeon on Jan. 21 at 8:30 p.m. ET/PT debuts *All That*, an all-sketch, weekly half-hour comedy series hosted by seven kids and featuring performances by top rhythm & blues and hip-hop artists. The series, created by former *Head of the Class* star Brian Robbins and partner Michael Tollin, is produced by Dan Schneider.

New 'toons

The Cartoon Network will debut the first of 48 original cartoon shorts on Feb. 20 at 8 p.m. ET with a simulcast on Turner Broadcasting's WTBS(TV) Atlanta and TNT networks. The network has commissioned the shorts from Turner animation arm Hanna-Barbera. —RB

Zaleski eyes C-W slot

The Carsey-Werner Co. is in the final stage of negotiations to hire Joe Zaleski, former president of Viacom Domestic Distribution and one of two consultants to the company on syndication, as president of the newly formed Carsey-Werner Distribution syndication wing. It also is hiring former VDD head of sales Frank Flanagan to an equivalent post at C-W Distribution. Contract negotiations continue with some important issues outstanding, said a source. The new unit recently obtained rights to off-net shows *Roseanne*, *The Cosby Show* and *A Different World* and also will handle the off-net debut of *Grace Under Fire* in fall 1997.

'Perez' to launch in March

Tribune Entertainment Co. will launch its *Charles Perez* talk show—now testing on eight Tribune stations—in national syndication in March. Since debuting in early December, the youth-targeted, hour show has grown from a 1.4 rating its first week to a 2.6 by its fourth on six of eight stations (stations in Boston and non-metered New Orleans were omitted). It has received a 52-week commitment and will be sold on a cash-plus-barter basis.

'LAPD,' 'Outer Limits' declared go's

MGM Worldwide Television Group's new first-run syndication projects—half-hour action/reality strip *LAPD* and science fiction weekly series *The Outer Limits*—have been declared firm go's for fall 1995 launches, with coverage for both shows topping 68% of the country. *LAPD* has been cleared in 73 markets representing 68% of the country, including all of the top 10 and 22 of the top 25 markets. Station groups include Chris Craft/United, Paramount and Lin. A total 195 half hours—39 weeks of originals and 13 weeks of repeats—will be produced for the first season. *The Outer Limits* has been cleared in 94 markets representing 77% of the country, including all top 25 markets. Station groups include Fox, Group W and Lin. A total 22 hours of the series are being offered. In related news, MGM has signed *Adam 12* star Kent McCord to host *LAPD*. McCord played an LAPD patrol officer on *Adam 12* and frequently has portrayed police officers in other television shows and movies.

Summit believes in 'Magic'

Summit Media Group Inc. will syndicate a new half-hour, animated kids series, *Magic Knight Rayearth*, targeted at girls 2-11, in fall 1995. A total 13 episodes will be offered to stations on a barter basis, with an even 2.5 minute national/local split.

'Troopers' on march

Saban Entertainment's new *VR Troopers* ranked first among syndicated kids strips in Nielsen's November Cassandra ranking report.

The show had an 8.2 kids 2-11 rating, topping Buena Vista Television's *Aladdin*, which was in second place with a 6.8 rating. Ranked third, fourth and fifth were *Garfield & Friends* (4.1), *Bonkers* (3.9), and *Superhuman Samurai Syber-Squad* (3.7).

'Shnookums' launch

Buena Vista Television's weekly *Shnookums & Meat Funny Cartoon Show* earned a 2.3 Nielsen metered-market household rating and a 6 share in its second week airing in syndication on Monday, Jan. 9. That matched the performance of its lead-

in (2.2/6) and year-earlier predecessor in the time period (2.3/6).

'Rescue' renewals

MTM Television Distribution's off-network half-hour strip *Rescue 911* has been renewed in syndication for a third season beginning fall 1995 in 40 markets representing 30% of the country.

'Space Precinct' improvements

GTV syndicated science fiction action-hour *Space Precinct* has received upgrades in four top-20

markets (New York, Los Angeles, Atlanta and Tampa) and clearances in four other large markets.

Senior show

Publisher Kendall Communications plans to produce a weekly, half-hour first-run syndicated senior citizen magazine show, based on its Southern California senior citizen magazine *Senior World Newsmagazine*, for possible launch in fall 1995. *Hawaii Five-O* co-star James MacArthur would host. The company is in negotiations with San Diego, Calif.-based commercial production company Four Star to produce the show.

Ratings: Week 16, according to Nielsen, Jan. 2-8

	abc ABC	CBS	NBC	FOX
MONDAY	17.0/25	14.9/22	12.1/18	8.2/11
8:00	(nr) <i>Rose Bowl</i> 19.6/29	14. <i>The Nanny</i> 15.9/23	91. <i>Fresh Prince</i> 6.3/9	62. <i>Melrose Place</i> 9.9/14
8:30		15. <i>Dave's World</i> 15.8/23	86. <i>Mommies</i> 7.2/10	
9:00		18. <i>Murphy Brown</i> 15.3/22		90. <i>Models Inc.</i> 6.4/9
9:30	20. <i>Sugar Bowl—Florida vs. Florida State</i> 14.9/24	19. <i>Cybill*</i> 15.2/22	22. <i>NBC Monday Night Movies—E.R.</i> 14.7/22	
10:00		25. <i>Chicago Hope</i> 13.5/21		
10:30				
TUESDAY	16.4/25	11.9/18	12.6/19	5.4/8
8:00	28. <i>Full House</i> 13.0/20	39. <i>Rescue: 911</i> 11.9/18	23. <i>Wings</i> 14.4/22	92. <i>Fox Tuesday Night Movie—Fast Times at Ridgmont High</i> 5.4/8
8:30	31. <i>Me & the Boys</i> 12.9/19		28. <i>Smthing Wilder</i> 13.0/19	
9:00	4. <i>Home Improvmt</i> 19.6/28	39. <i>CBS Tuesday Movie—Dangerous Intentions</i> 11.9/18	13. <i>Frasier</i> 16.3/23	
9:30	3. <i>Grace Under Fire</i> 20.0/30		46. <i>Friends</i> 11.3/17	
10:00	12. <i>NYPD Blue</i> 16.5/27		56. <i>Dateline NBC</i> 10.4/17	
10:30				
WEDNESDAY	14.3/22	9.8/15	11.6/18	9.3/13
8:00	50. <i>Roseanne</i> 11.1/17	41. <i>Women of the House*</i> 11.8/18	63. <i>Cosby Mysteries</i> 9.8/15	42. <i>Beverly Hills, 90210</i> 11.5/17
8:30	34. <i>Grace Under Fire</i> 12.2/18			
9:00	7. <i>Roseanne</i> 17.2/25	71. <i>Double Rush*</i> 8.6/13	31. <i>Dateline NBC</i> 12.9/19	87. <i>Party of Five</i> 7.1/10
9:30	17. <i>Ellen</i> 15.6/23	85. <i>Love & War</i> 7.3/11		
10:00	20. <i>Primetime Live</i> 14.9/25	64. <i>Northern Exposure</i> 9.7/16	36. <i>Law and Order</i> 12.1/20	
10:30				
THURSDAY	9.4/15	10.4/16	19.7/30	7.9/12
8:00	87. <i>My So-Called Life</i> 7.1/11	46. <i>Due South</i> 11.3/17	7. <i>Mad About You</i> 17.2/27	79. <i>Martin</i> 7.9/12
8:30			5. <i>Friends</i> 17.6/27	74. <i>Living Single</i> 8.5/13
9:00	54. <i>Matlock</i> 10.8/16	52. <i>Eye to Eye with Connie Chung</i> 10.9/16	1. <i>Seinfeld</i> 23.2/33	82. <i>New York Undercover</i> 7.5/11
9:30			5. <i>Madman/Peop</i> 17.6/26	
10:00	56. <i>Day One</i> 10.4/17	68. <i>48 Hours</i> 8.9/14	2. <i>E.R.</i> 21.2/34	
10:30				
FRIDAY	13.9/23	10.1/17	10.3/17	7.7/13
8:00	24. <i>Family Matters</i> 13.6/23	48. <i>Diagnosis Murder</i> 11.2/18	58. <i>Unsolved Mysteries</i> 10.3/17	93. <i>M.A.N.T.I.S.</i> 5.2/9
8:30	27. <i>Boy Meets Wld</i> 13.2/21			
9:00	28. <i>Step By Step</i> 13.0/21	71. <i>Under Suspicion</i> 8.6/14	42. <i>Dateline NBC</i> 11.5/18	60. <i>The X-Files</i> 10.2/16
9:30	36. <i>Hangin w/Mr. C</i> 12.1/19			
10:00	16. <i>20/20</i> 15.7/26	55. <i>Picket Fences</i> 10.6/18	67. <i>Homicide: Life on the Street</i> 9.1/15	
10:30				
SATURDAY	8.1/14	9.9/17	8.3/14	8.3/14
8:00	84. <i>ABC Saturday Family Movie—Fudge-A-Mania</i> 7.4/13	60. <i>Dr. Quinn Medicine Woman</i> 10.2/17	82. <i>Empty Nest</i> 7.5/13	76. <i>Cops</i> 8.2/14
8:30		70. <i>Boys Are Back</i> 8.7/15	79. <i>Mommies*</i> 7.9/13	71. <i>Cops</i> 8.6/15
9:00		74. <i>Five Mrs. Buch</i> 8.5/14	81. <i>Sweet Justice</i> 7.6/13	76. <i>America's Most Wanted</i> 8.2/14
9:30		52. <i>Walker, Texas Ranger</i> 10.9/19	65. <i>Sisters</i> 9.6/17	
10:00	66. <i>The Commish</i> 9.5/17			
10:30				
SUNDAY	13.9/21	14.0/21	14.0/21	9.0/13
7:00	68. <i>Am Fun Hm Vid</i> 8.9/13	7. <i>60 Minutes</i> 17.2/26	(nr) <i>NFL Playoffs</i> 30.3/46	94. <i>Simpsons</i> 5.1/8
7:30	25. <i>Am Fun Hm Vid</i> 13.5/20			89. <i>Get Smart*</i> 6.9/10
8:00	48. <i>Lois & Clark</i> 11.2/16	10. <i>Murder, She Wrote</i> 16.9/25	42. <i>Earth 2</i> 11.5/17	38. <i>Simpsons</i> 12.0/18
8:30				58. <i>House/Buggin'*</i> 10.3/15
9:00	11. <i>ABC Sunday Night Movie—A Dangerous Affair</i> 16.6/26	51. <i>CBS Sunday Movie—Season of Hope</i> 11.0/17	34. <i>seaQuest DSV</i> 12.2/18	42. <i>Married w/Chld</i> 11.5/17
9:30				78. <i>Dream On*</i> 8.0/12
10:00			33. <i>NBC Sunday Night Movie—Ricochet</i> 12.4/20	
10:30				
WEEK'S AVGS	13.3/21	11.7/17	12.7/20	8.0/12
SSN. TO DATE	12.1/20	11.6/19	11.4/19	7.6/12

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES

Radio

Radio's top-billing stations for 1994

Full-service/news/talk WGN(AM) Chicago was the nation's top-billing radio station for 1994, with revenue estimated at \$37.5 million, according to BIA Publications' latest "Investing in Radio 1995" report.

Owned by Tribune Broadcasting Co., WGN revenue topped estimated revenue at nine other major-market stations, which are ranked below according to BIA research.

- WFAN(AM) New York, \$33 million. Owned by Infinity Broadcasting.
- KABC(AM) Los Angeles, \$31 million. Owned by Capital Cities/ABC Broadcast Group.
- WINS(AM) New York, \$30 million. Owned by Westinghouse (Group W) Broadcasting.
- WXRK(FM) New York, \$30 million. Owned by Infinity Broadcasting.
- KOST(FM) Los Angeles, \$29.8 million. Owned by Cox Broadcasting.
- WLTW(FM) New York, \$29.8 million. Owned by Viacom Broadcasting.
- KGO(AM) San Francisco, \$29 million. Owned by Capital Cities/ABC Broadcast Group.
- KRTH(FM) Los Angeles, \$27.2 million. Owned by Infinity Broadcasting.
- WCBS-FM New York, \$27 million. Owned by CBS/Broadcast Group.

Ad revenues break \$10 billion

By Donna Petrozzello

Combined local, national and network radio advertising revenue topped \$10 billion for stations across the U.S. in 1994, according to industry analyst Jim Duncan Jr.'s latest *American Radio* revenue guide.

Overall revenue growth among markets nationwide averaged an 11% increase for 1994 over last year, Duncan reports. But with an inflation rate near 3.5% for the year factored in, Duncan estimates the "real growth" for 1994 at 7.5%.

Duncan calls the \$10 billion level a "first" for the industry. "In my 20 years of observing the U.S. radio industry, there has never been a year that compares to 1994," Duncan says. "We have seen years with greater percentage increases, but those increases were largely fueled by inflation."

Duncan notes the strongest growth in revenue over 1993 among stations in western mountain states (New Mexico, Colorado and Utah, among others), which reported an almost 15% increase in revenue. Stations in New England reported 14% revenue growth.

Individual markets with the most significant revenue gains were Tucson, reporting a 27% increase; Albuquerque, a 22% increase, and Boise, a 21% increase, according to the guide.

Those markets with the most modest revenue gains for 1994 were Kalamazoo, reporting only a 1% gain, and Santa Rosa, Calif., with a 2.3% gain, according to Duncan.

Meanwhile, the Radio Advertising Bureau reports average revenue gains of 12% for combined local and national ad sales across the country from January to November 1994 over the same period in 1993.

According to RAB's radio revenue index survey of 100 markets, stations reported an average 11% increase in revenue from local ad sales and an average 14% increase from national ad sales for January through November 1994 over the same period last year.

Strictly for November 1994, the RAB reports an average 16% increase in revenue totals for combined local and national ad sales over November 1993.

National ad revenue was up an average 23% in November 1994 over November 1993. Regions showing the largest gains in national revenue include the Southwest, with a 35% increase, and the West, showing a 26% increase, RAB reports.

Local ad revenue averaged a 14% increase for November 1994 over November 1993. Markets showing the greatest gains were in the Midwest (15%), and in the Southeast (14%), the RAB concludes.

EZ's all-or-nothing deal in Kansas City

Radio group owner negotiates unusual deal that ultimately will give it either three stations in market—or none

By Donna Petrozzello

In an unconventional arrangement, EZ Communications reached an agreement to purchase KFKF-FM Kansas City, Kan., from Sconnix Broadcasting, but only if the station turns a bigger profit by year's end.

EZ Communications President/CEO Alan Box says the company negotiated a one-year option to purchase KFKF-FM for an estimated \$28 million if the station's broadcast cash flow jumps from \$2.5 million to \$4 million. The deal also ties in EZ's pending purchase of Noble Broadcasting's KBEQ-AM-FM Kansas City, Mo., for \$7.7 million.

Under the agreement, EZ will purchase KBEQ by March 1, giving it entry into the Kansas City market. If, within a year after the purchase, KFKF-FM builds its broadcast cash flow to \$4 million, EZ will buy KFKF-FM as well. If, however, it fails to improve, EZ can back out of the deal, leaving Sconnix with KFKF-FM as well as KBEQ.

EZ will allow Sconnix to manage KBEQ under a local marketing agreement after the purchase deal goes through, says EZ Chief Financial Officer Ron Peele.

"By constructing this as an option, we don't have to close on the deal until we see \$4 million in cash flow," Box says. "We have the option to exit the deal and leave [KFKF-FM] to Sconnix. We can also leave KBEQ to Sconnix and not enter Kansas City at all."

Although the deal may seem sweet for EZ and sour for Sconnix, Sconnix general partner Randy Odeneal says it is a "win-win" scenario for Sconnix as well.

Sconnix had proposed buying KBEQ from Noble last year, but the two "were unable to strike a deal," Odeneal says. Under EZ's deal, Sconnix could own KBEQ if KFKF-FM does not perform well and would retain ownership of KFKF-FM, giving Sconnix a lock on the country market in Kansas City. Sconnix also leases country KKCF(FM) serving Kansas City, Odeneal says.

But if KFKF-FM performs up to par and is purchased by EZ, Sconnix would reap a great profit from its sale. Odeneal says Sconnix purchased KFKF-FM for \$3 million in 1985.

Peele says EZ may cut staff and consolidate operations under one location for KBEQ-

FM and KFKF-FM if the purchases go through. The deal could give EZ control of two stations that are battling for basically the same listeners—KFKF-FM is a leader in the contemporary country format, and KBEQ-FM features young country.

In another deal, EZ has reached an agreement to purchase WRNO-FM New Orleans for \$7.5 million and change

its format from rock to 1970s oldies. "We saw a hole in the New Orleans market for a seventies station and we wanted to take advantage of that," Box says. "New Orleans was our last market where we didn't have an FM duopoly."

EZ already owns contemporary hits WEZB(FM) New Orleans. The company also recently purchased WBYU

(AM) New Orleans for \$1.1 million, Box says.

EZ plans to move the *Howard Stern Show* to the morning-drive slot at WEZB from WRNO-FM, to replace former WEZB team John Walton and Rick Rumble. Box says moving Stern to WEZB will boost the station's national ad sales revenue, giving the company capital to invest in launching a new format at WRNO-FM.

R I D I N G G A I N

Oldies, Spanish formats winners in NY, LA

Arbitron ratings for fall 1994 show oldies WCBS-FM New York and Spanish KLAX(FM) Los Angeles first in their respective markets among persons 12+, Monday through Sunday, 6 a.m. to midnight.

In New York, WCBS-FM edged out urban WQHT(FM), which earned a 4.8, as well as talk WABC(AM), which earned a 4.7. In Los Angeles, KLAX outranked contemporary hits KPWR(FM), which earned a 5.5, and talk KFI(AM), with a 4.6.

CBS Radio Reps break from Interep

CBS Radio Representatives, which represents national ad sales for 65 stations nationwide, will break away from the Interep Radio Store and will begin representing national ad sales for stations in

unwired radio networks independently beginning Feb. 5. The new venture will be known as "CBS Radio Unwired."

CBS had worked with Interep to clear unwired network sales since 1990 before deciding to break off from the larger sales rep firm.

Errata

The estimated weekly cume listening audience for children's format Radio AAHS reported in the Dec. 12 issue, page 75, represented cume listenership at WWTC(AM) Minneapolis, not national cume listenership, as stated in the article.

ABC News correspondent Gary Nunn, co-anchor of ABC Radio's *Business Week Business Reports*, will broadcast his weekday, morning-drive news updates from ABC News Radio studios in New York, not at *Business Week* magazine's editorial offices as stated on page 49 of the Dec. 5 issue.

Telemedia

Week

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Online Services

Richmond TV station, newspaper plan online service

WWBT and 'Times-Dispatch' will offer regional news over Prodigy

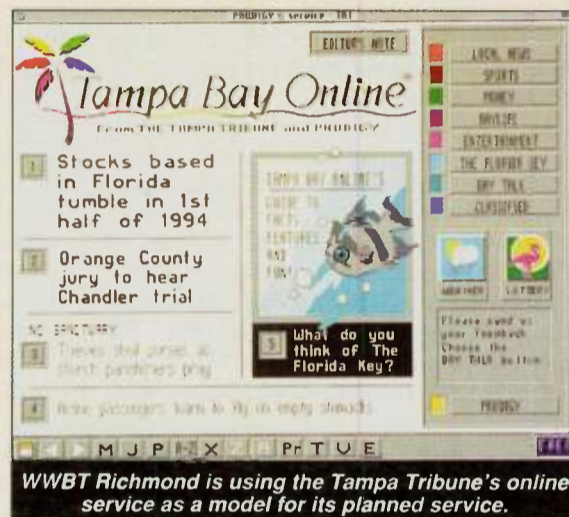
By Mark Berniker

WWBT(TV), the NBC affiliate in Richmond, Va., will join with a newspaper and Prodigy to create a regional online information service.

Gateway Virginia is expected to be available by summer. It will include news and other content from the TV station, the *Richmond Times-Dispatch* and possibly other information sources from throughout the state.

"We want to achieve the depth of the newspaper and the immediacy of television and put them together on one delivery system," says Mike Steele, director of electronic publishing for The Richmond Newspaper Co., which publishes the *Times-Dispatch* and is owned by Media General Inc. Steele is heading the development of Gateway Virginia.

WWBT will have its own area on the service and will contribute a variety of information, from weather to sports,



generated by the station's staff.

"We're an information refinery, and we need to think about new ways of delivering our video, images, sound and data," says Harvey Powers, the sta-

tion's assistant vice president of news.

Steele says Prodigy subscribers will be charged \$4.95 per month to access Gateway Virginia in addition to their monthly subscription fees to the service. Mike Darcy, a Prodigy spokesman, says the service is in development, and that the interface for Gateway Virginia is not available for publication.

WWBT, owned by Jefferson Pilot Communications Co. of Virginia, initially plans to offer news-brief items and computer-generated radar weather graphics for Gateway Virginia. Powers says his station's Doppler radar will allow the online service to provide up-to-the-minute weather reports. "We will make a little money out of this, but initially it's a

research and development project that could lead to new business down the road," Powers says.

Gateway Virginia, says Powers, is using as a model Tampa Bay Online, a project Prodigy started last year that brings together Media General's *Tampa Tribune* and its WFLA-TV there for a local online service.

Television stations and newspapers traditionally have operated in their own media domains, but with the rapid growth of online services they are realizing that they eventually may be able to work together.

Powers says television stations cannot afford to forget they are in the information acquisition, processing and delivery business, and must be aware of emerging markets. He cites WWBT's media projects—producing a radio news show and publishing a daily fax newsletter—and says that the station is examining other ways it may be able to make money from

Interactive

Sun, Thomson create Open TV interactive television system

Prototype working, but venture has no partners or trials planned

By Mark Berniker

The competition between computer and consumer electronics companies bidding on huge contracts from telephone, cable and satellite networks is heating up.

Open TV is the new digital interactive television "operating environment" jointly developed by the six-month-old strategic alliance of Sun Microsystems and Thomson Consumer Electronics.

"We're concentrating on the headend and the consumer," says Elliot Broadwin, vice president of marketing and sales for Thomson Consumer Electronics, who is leading the Open TV Sun/Thomson alliance.

Sun and Thomson say that Open TV is a "platform-inde-

pendent solution," which will work with a variety of delivery systems, whether over current cable, telecommunications, satellite or broadcast networks, or with ATM switched networks being developed by the telephone industry and some cable operators.

Broadwin says the far-reaching ambitions of the alliance to manufacture not only video servers and set-top boxes but also the computers that will process the different types of transactions available over the system.

However, he is vague about software and service partners and says only that Open TV will provide "open interfaces" based on industry standards and protocols.

Services being considered

for operation over Open TV are expected to include an area to order tickets to musical events, interactive advertising to request information about a product, or video-on-demand access by scrolling through a number of movie offerings.

On the service side of the interactive television puzzle, Broadwin says there is "a lot of education that needs to happen before people understand what's possible." He says the venture used content from Viacom, Warner Bros. and several advertising agencies to develop a suite of sample interactive applications.

Broadwin says Open TV will "support a set of authoring tool solutions," and he expects that the alliance will announce involvement in "deployments and large-scale tri-



als" later this year.

He says the code for the operating system was completed late last year, and the venture will begin shipping authoring tools to service developers later this year. He admits that "we need some serious software partners."

Thomson's digital compression technology is being deployed in direct broadcast satellite systems. Handicapping Open TV interests in telephone, cable and satellite network operators, Broadwin says satellite is "up and running,"

cable has "the best wired plant," and the telephone companies have the "largest pool of investment." He says the venture will be bidding as a vendor for all of them.

He says that for interactive television to become a viable mass-market service it must be "simple, yet engaging, and not overwhelming." There are many hurdles to overcome, such as the establishment of the MPEG-2 standard, but Broadwin says that "cross-platform interoperability is probably the biggest remaining issue." ■

the information that flows through its newsroom.

As a result of recent retransmission agreements struck with cable operators in the Richmond area, the station will have an additional cable channel on which to transmit programming. Powers adds, WWBT will begin programming it during the first quarter with a weather and news service on Continental Cable and Comcast cable systems.

Steele, who says Gateway Virginia is in the initial stages of trying to attract other media organizations and information providers to the service, hopes the online service will give its subscribers "much more depth" than that provided by either the newspaper or the TV station. ■

Telcos

AT&T device connecting phone network to TV sets

Telco giant pushes messaging applications, info services to the TV

By Mark Berniker

AT&T has created a device—sort of an answering machine on steroids—that connects any standard television set to the telephone network, opening up households to messaging and information services.

"Everybody's home is wired for this device today, and they don't have to wait for the infrastructure, which is coming slowly and in many different forms," says Eric Sumner, vice

president of product development for intelligent devices, AT&T Consumer Products.

Sumner says AT&T's TV Information Center "looks like a set-top box" and is "a form of interactive television."

But although AT&T is gung ho about its proprietary solution for consumer access to interactive information services through the device and a remote control, the price tag is a weighty \$329. You then have to add the cost of the services, which Sumner estimates will be "around \$10 per month," adding that it will depend on the number of services and how much time consumers spend on the new network.

The units will begin to appear on AT&T store shelves this spring, and Shawmut Bank will be the first bank to provide the transaction processing for all electronic banking and bill-paying services. Sumner says the system will be available first in New England during the second quarter of this year.

AT&T is negotiating with a number of regional and national banks and has plans for a national rollout by the end of this year.

Sumner says the main issue is providing "a compelling set of services," but he refuses to disclose where the content for its suite of interactive TV services is coming from. The company also is in negotiations with potential service providers and will make several announcements during the next 18 months.

There is an ongoing debate over whether consumers will demand interactive services through their television sets or personal computers, or if they will pick up the phone and dial an 800 number.

Sumner says AT&T's consumer research lab conducted extensive testing that revealed users were most interested in home banking and the flexibility of sending and receiving voice, e-mail and fax messages through the device displayed on the home television set.

AT&T's strategic focus is on pushing messaging applications, which generate billing time over networks and position the company as the leading national and global conduit for consumer communications.

Sumner says the "design paradigm" for the development of this consumer product

was based on inventing something easy to use and accessible through a basic interface and a remote control.

Services expected to be available through the AT&T TV Information Center will include weather reports, traffic alerts, news headlines, stock quotes, sports updates, bill paying and merchandise purchasing, not to mention utilizing rudimentary smart agency technology to sift through an array of different types of messages.

AT&T will operate a network of local, regional, national and global service bureaus to provide what amounts to an information-services gateway. Sumner says the company has developed a simple "object-oriented visual authoring environment" that will give information service providers a means for connecting to the phone-television network.

"A personal computer and a television offer different advantages to the consumer," Sumner says, adding that AT&T's long-term strategy is for its information gateway interface "to be embedded within the televisions and set-top boxes." ■

Information Services

United Video buys CBD Direct info service

Company distributes 'Commerce Business Daily' government contracts data by satellite

By Chris McConnell

United Video Satellite Group is buying content to put on the information highway.

The Tulsa, Okla.-based company last week announced the purchase of CBD Direct from Alden Electronics of Westborough, Mass. The five-year-old service provides users with an electronic version of the U.S. government's *Commerce Business Daily* publication.

"We were looking to get into the information-provider role," CBD Direct Manager Lisa Holmes says of the acquisition, which was made for an undisclosed amount. United Video, which already was providing transponder capacity for the satellite-delivered service, plans to offer other information services as well, Holmes says.

Alden, which developed CBD Direct, says it is selling the service to concentrate on its core businesses of distributing weather information and software.

The current CBD Direct service provides customers in an array of businesses with the latest updates on government procurement contracts. *Commerce Business Daily*, which is published every business day, lists procurement contracts over \$25,000. Subscribers to CBD Direct get the information a day before the printed version appears.

The system originates at the United Video teleport in Chi-

cago, which accepts the procurement data in electronic form from the government and uplinks the information to a satellite. Users receive the data over Ku-band reception antennas, which deliver the information over a signal cable to the customer's computer. United Video's SpaceCom Systems subsidiary developed a proprietary satellite transmission technology that the service uses to deliver the information.

To receive the service, users must be in a building that permits the installation of the Ku-band antenna on the roof and also must have a computer able to accept the cable hookup. Holmes says that her service provides the antenna and receiving equipment as part of the approximately \$5-a-day fee. There is also a onetime activation fee of \$250.

Since Alden Electronics launched the service, CBD has attracted about 50 subscribers, Holmes says. Although users cover a wide range of businesses, she adds, most are in the engineering and construction industries. Discussing the new service, Holmes says her company foresees a service focusing on procurement contracts in the environmental services industry.

She says the company also is planning upgrades for the current service, including features to streamline the task of highlighting and printing portions of the file. ■

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Interactive Age
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Paxson building infomercial net

HSN co-founder purchasing UHF fringe stations, seeking affiliates at NATPE

By Julie A. Zier

Lowell "Bud" Paxson is buying struggling independent TV stations, extending their reach by demanding must carry on cable systems, and creating a television infomercial network.

Sound familiar? Aside from the programming, it's the same strategy that Paxson used in 1982 when he and partner Roy Speers founded the Home Shopping Network.

Paxson confirms the latest plan, adding that he will be looking to sign up affiliates at the NATPE convention, which begins next Monday.

Paxson Communications owns WTLK-TV Rome, Ga., which programs infomercials in the Atlanta ADI. Over the past two months, Paxson has contracted to buy five UHF stations on the fringes of top-30 markets. The total purchase price for the stations—WTGI-TV Wilmington, Del.; KZKI-TV San Bernardino, Calif.; WYVN-TV Martinsburg, W.Va. (contract has not yet been signed); WTWS-TV New London, Conn.; and KLXV-TV San Jose, Calif.—is in excess of \$37 million. With the help of must-carry rules, which require cable systems to carry local broadcast signals, the stations could reach large parts of Philadelphia; Los Angeles; Washington; Hartford,

Conn.; and San Francisco.

In addition, Paxson Communications owns WPBF-TV Tequesta, Fla., an ABC affiliate serving West Palm Beach, and has local marketing agreements with WTBG-TV Tampa-St. Petersburg, WIRB-TV Orlando and WCTD-TV Miami, all Florida. It also owns nine AM and eight FM radio stations, most in the Southeast.

However, Paxson may have trouble convincing channel-strapped cable systems to carry his infomercial-programmed stations. "This type of programming is not what must carry was designed for," says Tele-Communications Inc. spokesman Bob Thomson. "[Paxson's plan] will only strengthen the cable industry's case in court."

Dean Goodman, president of Paxson Communications' newly created television division, is careful to draw a distinction between infomercials, which he says relate to direct response advertising, and long-form advertising. The latter, which Paxson stations will sell in half-hour and longer blocks, is more "information, versus buying," Goodman says. The company already has a long list of corporate infomercial customers, including Apple Computer, Toyota, Fidelity Investments, Estee Lauder and Time-Life.

As for serving the public interest, one

of the requirements for must carry, Goodman says WTLK-TV carries six to seven hours a day of children's programming, local public affairs, news and event programming. Much of the station's advertising comes from local merchants and professionals, he adds.

To date, Paxson's only problem with cable operators was one he inherited from a former station owner. TV 14 Inc., owner of WTLK until its sale to Paxson in May 1994, refused to provide copyright indemnification to two cable operators. Summit and Wometco, in return, refused them carriage. Paxson bought the station and negotiated a settlement of carriage for indemnification.

Last fall, Congress amended the copyright law to exempt cable systems from copyright liability for carriage of any station within their ADI. Previously, only systems within 35 miles of a cable headend were exempt.

Goodman says the new copyright rules "were never a consideration in these purchases," but agrees that FCC regulations "are in our favor right now and need to be monitored."

Paxson also has an eye on TV ownership limits, which the FCC is considering raising or eliminating. Paxson would like to expand to the "greatest extent of FCC rules" in television's top



HSN co-founder Bud Paxson is looking to create a new TV empire.

50 markets, Goodman says.

Paxson is looking to acquire network affiliates in addition to independent UHFs. But these stations would remain network affiliates, Goodman says.

Last month, Paxson Communications declared a 50% stock dividend that resulted in a \$33 million increase in equity, which it will use for station purchases. The company went public last April with its \$2.5 million purchase of 68% of the American Network Group, a southeastern radio network.

By the time Paxson left HSN in late 1990, the network owned 12 TV stations, reached more than 20 million cable homes and generated \$262 million in revenue in the fourth quarter of that year. Now, Paxson could be on the brink of a repeat performance—if cable operators don't stand in his way. ■

Changing Hands

This week's tabulation of station and system sales

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FMs □ \$790,000 □ 1

Combos □ \$8,150,000 □ 2

TVs □ \$1,000,000 □ 1

Total □ \$8,940,000 □ 3

So far in 1995:

AMs □ \$4,997,000 □ 9

FMs □ \$19,950,000 □ 15

Combos □ \$17,325,000 □ 6

TVs □ \$284,000,000 □ 5

Total □ \$326,272,000 □ 35

WTVZ-TV Norfolk, Va. □

License and non-license assets purchased by Sinclair Broadcast Group (David Smith) from Max Television Co. (Dick Lamb, Larry Saunders, John Trinder, Gene Loving, Commonwealth Investors LP and Quad-C Inc., principals) for \$48 million. WTVZ is Fox affiliate on ch. 33 with 5,000 kw visual, 500 kw aural and antenna 909 ft.

KBEQ-AM-FM Kansas City, Mo. □

Purchased by EZ Communications (Alan Box, president/CEO) from Noble Broadcasting (John Lynch, chairman) for \$7.65 million. Buyer will own 21 stations, including duopolies in Philadelphia; Seattle; St. Louis; Pittsburgh; New Orleans; Kansas City; Sacramento, Calif., and Charlotte, N.C. Seller owns KBCO-AM-FM/KHOU-AM-FM Denver; KYOK(AM)-KMJQ(FM) Houston; XTRA-AM-FM Tijuana, Mexico (San Diego); KATZ(AM)/KNTZ(FM)/KMJQ(FM) St. Louis, and WVKF(FM) Toledo, Ohio. Concurrent with this application, EZ signed an option and asset purchase agreement to buy KFKF-FM Kansas City, Kan., from Sconnix Broadcasting for \$28 million. Option expires one year from date of KBEQ closing. KBEQ-FM and KFKF-FM are country music rivals. KBEQ(AM) has talk format on 1030 khz with 1 kw daytime, 500 w night.

KBEQ-FM has "Young Country" format on 104.3 mhz with 100 kw and antenna 987 ft.

WIHN(FM) Normal (Bloomington), Ill. □

Purchased by David Golwitzer from Bell-Mason Communications (Gerald Mason and Stanley Bell) for \$790,000. Buyer and seller have no other broadcast interests. WIHN has oldies format on

96.7 mhz with 6 kw and antenna 410 ft. Broker: Media Venture Partners.

KKBJ-AM-FM Bemidji, Minn. □

Purchased by RP Broadcasting Inc. (Roger Paskvan, president, 100% shareholder) from CD Broadcasting Corp. of Bemidji for \$500,000. Buyer owns WBJI(FM) Blackduck, Minn. Seller is wholly owned subsidiary of Com-

munity Airwaves Corp. (Christopher Dahl, 55% stockholder, Russell Cowles, 30% stockholder), licensee of KJJQ(AM)-KKQQ-FM Volga and KBHB(AM)-KRCS-FM Sturgis, both South Dakota; KNUI-AM-FM Kahului, Hawaii; KQHT-FM Crookston and KLGR-AM-FM Redwood Falls, both Minnesota; and KRRZ(AM)-KZPR(FM) Minot, N.D. Principals also have identical shareholdings in DCP Broadcasting Corp., owner of KKA(AM)-KQAA(FM) Aberdeen, S.D.; KIZZ(FM) Minot, N.D.; is CP holder for an FM in Bismarck, N.D., and is proposed assignee of KNUQ-FM Paauilo, Hi., and KSCJ(AM)-KSUX(FM) Sioux City, Iowa. KKBJ(AM) has country/talk format on 1360 khz with 5 kw day, 2.5 kw night. KKBJ-FM has contemporary hits format on 103.7 mhz with 100 kw and antenna 460 ft. Filed Dec. 12 (BAL941212EC; FM: BALH-941212ED).

The sale of three Northstar TV Group stations to Argyle Television Holding II closed Jan. 4. Signing the deal (from left) are Harry T. Hawks, chief financial officer/partner, Argyle; broker Hugh Ben La Rue, president, H.B. La Rue Media Brokers; and Richard F. Appleton, president, Northstar TV Group. Sold for \$108 million were WZZM Grand Rapids, Mich.; WNAZ Providence, R.I.; and WAPT Jackson, Miss.



More, not less, time needed for HDTV switch

That's broadcaster reaction to Hundt question on shortening transition time from NTSC

By Chris McConnell

Those 15 years will be up in no time, broadcasters say of the time allotted to complete a switch to high-definition television.

Discussing the FCC transition plan for the new service, broadcasters object to the idea of speeding up the transition period, maintaining that any changes should lengthen, not shorten, the allotted time. The comments followed a Jan. 6 Reed Hundt speech in which the FCC chairman asked whether a 15-year transition period is necessary to complete a switch to the new service (BROADCASTING & CABLE, Jan. 9).

"After all, the quicker broadcasters move from one place in the spectrum to another, the faster we could recover the valuable public property of the airwaves," Hundt said, adding that the government could then auction the spectrum for other applications.

The current plan, approved by the FCC in 1992, would give broadcasters six years to implement an HDTV service once the FCC approves a standard and allots channels. The plan calls for an end to NTSC-simulcasting after 15 years.

Speeding up the end of NTSC service will leave broadcasters without an audience, group owners and engineers said in response to the Hundt speech. Consumers will vote with their feet," says Edward Reilly, president of McGraw-Hill Broadcasting Group. Reilly and other station group heads insist

the installed base of NTSC receivers is not going anywhere and will far outnumber the installed base of HDTV receivers for a long time.

"I'm sure some people still have record players," says Reilly, who thinks the FCC should tie its transition plan to market acceptance of the new broadcasting system.

"I would be very careful about changing anything at this point and shortening the time period," adds Cox Broadcasting President Nicholas Trigony.

LIN Broadcasting Corp. Television Group President Gary Chapman says that the expected high cost of the digital receivers in maintaining a 15-year schedule assumes an optimistic adoption of the new service. "We've always been worried that 15 years wasn't enough," says Michael Sherlock, NBC's executive vice president of technology.

John Abel, National Association of Broadcasters executive vice president of operations, says shortening the transition period will keep the price of new sets—and transmission equipment—artificially high. He maintains that the time limit on NTSC broadcasting will create a windfall for manufacturers by forcing consumers to buy the new HDTV sets in order to receive television. "Our goal would be to have very inexpensive receivers," Abel says.

Current estimates put the cost of HDTV sets at about \$1,000 above the price of their large-screen, NTSC counterparts. Zenith Electronics Corp., for

instance, predicts a price tag between \$2,500 and \$5,000 for a 70-inch television.

Thomson Consumer Electronics' Bruce Allan agrees with the \$1,000 figure, but disagrees that a shortened transition period would keep prices higher. "Competition and volume are going to drive prices down," says Allan, vice president of technology and business development for the set manufacturer.

But set costs aren't the only worry among broadcasters, who also cite concerns about meeting the six-year deadline for implementing an HDTV service. Trigony says Cox Broadcasting's stations already are budgeting for the investment, while NBC's Sherlock agrees that stations will need all the allotted time to put a digital signal on the air.

Sherlock and others are particularly concerned about smaller stations. Small-market engineers echo the worry, voicing hopes that last week's two-month delay in the HDTV system construction will be extended indefinitely.

"HDTV will bankrupt stations," says Chris Zell, chief engineer at WETM-TV Elmira, N.Y. "Small stations will be wiped out."

Zell's counterparts at other small-market stations agree—pointing to expected investments of at least \$1 million to pass through an HDTV signal from a network. "We probably couldn't afford it," says Donald Rohr, engineering director of WWCY-TV Watertown, N.Y.

Cutting Edge

By Chris McConnell

Digital Equipment Corp. last week announced a \$9 million deal with Adlink to design and install a digital video ad insertion system for distributing advertising to Southern California cable TV subscribers. Adlink, a cable advertising distribution service, plans to use a pilot system to connect video ad insertion equipment in cable headends with a "Digital Media Studio" at the Adlink headquarters. Once the pilot system is implemented this spring, Adlink plans to deploy 53 of the Digital Equipment systems to its affiliated cable companies in the Los Angeles area. Announcing the deal, Adlink voiced hopes that the digital

system will bring new advertisers to cable by reducing the time needed to transmit new commercials.

The Advisory Committee on Advanced Television Service (ACATS) last week dispatched a six-man inspection team to a Grand Alliance lab to investigate the seven-company consortium's progress on its HDTV system. The visit follows word from the Alliance earlier this month that it will need an additional two months to complete its prototype HDTV system. Alliance participants attributed the delay to the general complexity of the task, and ACATS Chairman Richard Wiley has said he will not set a

new schedule for testing the system until he receives a report on the construction progress.

Avid Technology said last week that its Media Composer nonlinear editor was used by Los Angeles-based George Schlatter Productions as an online editing tool for a series of prime time network programs. Avid said the productions mark the first use of its nonlinear system as an online tool for prime time programs, said Schlatter used the Media Composer in editing *Frank Sinatra: Duets*, *The Comedy Hall of Fame*, *The American Comedy Awards* and *She TV*. The company also said it has won the Scientific and Engineering Achievement Award from the Academy of Motion Picture Arts and Sciences for its Film Composer digital nonlinear system.

Test Center ponders NTSC-to-HDTV move

While they wait for the Grand Alliance system, HDTV testers are taking a look at how to ease the upcoming switch to HDTV.

The Alexandria, Va.-based Advanced Television Test Center (ATTC), which will examine the proposed HDTV transmission system once a prototype is built, is studying methods to ease broadcasters into the new technology when it's available.

"We're doing a lot of systems thinking about how broadcasters make the transition," says ATTC President Peter Fannon, citing work the test center has done in examining methods for managing both HDTV and NTSC signals within a broadcast plant. Fannon says that the center also is studying techniques to avoid co-channel interference between NTSC signals that also could be used to avoid interference between ATV signals once they take to the air. "It's cleaning up the signal at the edge of the signal area," Fannon says of the technique, adding that the test center will publish its findings once it completes the research.

The HDTV transition work is one of several projects Fannon says the test center is conducting or planning while it waits to begin testing the Grand Alliance system. Although the system builders this month said they likely will be two months late in delivering the system to Alexandria, Fannon says his lab has plenty to keep it busy while it waits.

The lab last month wrapped up testing proposals for sending digital data within NTSC signals (Broadcasting & Cable, Dec. 19, 1994). Fannon foresees more long-term digital TV research projects once the lab has a clearer picture of the HDTV system test schedule: "There may be



The Advanced Television Test Center last month completed tests of digital datacasting proposals.

Leaders pledge speedy reform

Republicans see passage of telecommunications bill by July 4

By Kim McAvoy

Congressional Republicans have staked their claim to the information superhighway. The Republican leaders last Monday said they intend to pass a telecommunications reform bill in the House by Easter, and in the Senate by July 4.

"We want to move quickly," Senate Majority Leader Bob Dole (R-Kan.) told members of the Senate Commerce Committee during a hearing. "From start to finish, telecommunications legislation will demonstrate that the new Congress is not busi-

ness as usual."

Dole and House Republican policymakers were star witnesses at the first Senate Commerce Committee hearing convened by its new chairman, Larry Pressler (R-S.D.). Pressler likewise is eager to move a bill. "I don't envision lengthy hearings. I am hopeful we can bring this to a vote by July 4th," Pressler said, adding it would be "an all-American bill."

Meanwhile, administration officials were trying to grab headlines with a telecommunications summit convened last Monday by Vice President Al Gore (see story

below). However, some observers thought the Republicans stole the show.

"We'll do everything we can" to pass legislation, Tom Bliley (R-Va.), chairman of the House Commerce Committee, told the Senate committee. And House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), who also testified, said he will schedule hearings by early next month. "We can go to the floor before Easter," Fields said.

Fields said the Republicans will produce a bill that is "more deregulatory and pro-competitive" than the measure



Republicans join forces for quick infohighway action: (r-l) Sen. Bob Dole and Reps. Jack Fields and Tom Bliley.

the House adopted last year.

Hill leaders also said they don't want the legislation to be bogged down by interindustry battles. "In the past, Congress has taken sides and the results have been disastrous," Dole said.

But Fields and Senate Communications Subcommittee Chairman Bob Packwood (R-Ore.) said they would not wait forever for industry groups to settle their disputes over the legislation.

Expected to be controversial again this year is the issue of when and how the regional Bell operating companies will be permitted to enter the long-distance telephone business. Bliley and Fields said the industries would work to try to reach agreement.

However, Fields said, Congress would "not wait an inordinate length of time. We'll pass a bill with or without a resolution on this

issue."

Packwood agreed. If agreement can't be reached, Congress will "move ahead."

Packwood also took issue with remarks made earlier in the day by Gore. The vice president said the administration thinks "the game should not begin on some arbitrary date without rules at all, on the mistaken assumption that a calendar can replace a rule book. Too many people and businesses have too much at stake to be subject to the vagaries of trying to play now and figure out the rules later."

Packwood, who last year sponsored legislation that would deregulate the local telephone and cable markets by a specific date, asked Bliley and Fields how they stood on the issue, but they hesitated to be specific. Bliley said he did not want to favor one industry over the other. "They're all big boys," he said. ■

Gore accuses cable of using FCC to delay competition from telcos

By Christopher Stern

Vice President Al Gore is as eager as some members of Congress to see telecommunications reform pass this year. However, the Clinton administration is concerned about the rush to deregulate.

"Monopoly power can just as readily snuff out competition as unwise regulation [can]," Gore told telecommunications regulators in Washington last Monday. But, Gore said, regulation can work. He praised the 1992 Cable Act for trimming \$3 billion from the nation's cable bills. He also attributed the birth of the direct broadcast satellite industry to the act's program access provision.

His statements came the same day that Senate Republicans said they would take a far less regulatory approach than was taken in last year's failed telecommunications legislation (see story above).

As Gore reminded his audience of the public good wrought by the Cable Act, he expressed some willingness to revisit its definition of "effective competition." That's good news for the cable industry, which faces regulation in any market that lacks such competition, as defined by the act.

"Some are suggesting that cable markets are changing faster than anticipated. If the arrival of direct broadcast satellite and video dialtone eliminates the need for rate regulation, so much the better," Gore said.

He made his statements at the one-day Federal-State-Local Telecommunications Summit. Gore had called for the summit shortly after Congress failed to pass telecommunications reform last year. Its purpose, in part, was to smooth relations with state and city regulators who opposed the attempted reform on the grounds it would have preempted too much local authority.

Republicans are pushing for a set date when regulatory barriers will be dropped. Gore says telcos first must prove that they won't abuse their market power: "The game should not begin on some arbitrary date without rules on



Al Gore is willing to revisit the 'effective competition' aspect of the Cable Act, suggesting that DBS and video dialtone may eliminate the need for regulation.

the mistaken assumption that a calendar can replace a rule book."

Gore criticized cable companies' attempts to stymie the FCC's approval of video dialtone applications. "They are using the regulatory process and legal challenges to delay local telephone company entry into the cable market. Some of them would like to bring the game to a halt before it even starts," he said.

FCC Chairman Reed Hundt later told the audience that his agency would resolve all pending VDT applications this month (see box, right).

Cable was not the only industry Gore targeted for criticism. He made similar statements about long-distance and local telephone companies. "Each industry is trying to enter new markets while keeping competitors out of its own market," Gore said, adding, "The motto seems to be: 'What's mine is mine—what's yours is negotiable.'" ■

Hundt vows VDT action

The FCC will issue decisions on all pending video dialtone applications by the end of the month, FCC Chairman Reed Hundt says.

"We have been granting them and getting them out," Hundt said last Monday during a speech to hundreds of state and local telecommunications regulators. "By the end of the month, we hope to resolve all of them."

The regulators had gathered in Washington for a one-day Federal-State-Local Telecommunications Summit convened by Vice President Al Gore. The purpose of the summit was to discuss telecommunications legislation.

Hundt's statements were made three days before the commission asked for comments on proposed rules that would govern telephone companies' programming on their video dialtone (VDT) networks (see story, "Top of the Week"). An FCC official last week said that all VDT applications will be subject to a final rulemaking on telephone company programming.

Last month the FCC granted five Ameritech VDT applications and one US West application. Four additional US West applications were dismissed for failure to provide enough information about the networks. So far, the FCC has issued decisions on 18 of the 38 VDT applications.

The applications have been a sore point for the FCC's Common Carrier Bureau, which is charged with examining them. Telco applicants claim that their plans to build interactive VDT platforms have been bogged down in red tape. Meanwhile, the cable industry has flooded the FCC with petitions to deny the applications, saying the FCC does not have enough information to make decisions.

—CSS

Continental, Cox say new-product policy is discriminatory

Cable companies want to create tiers anchored by popular services, despite FCC rules

By Harry A. Jessell

Continental Cablevision and Cox Cable Communications have asked the FCC to permit cable operators to move a small number of established programming services onto their unregulated new-product tiers.

The companies say FCC policies

discriminate against them, allowing only some operators to enhance the appeal of the unregulated new-product tiers with popular cable networks.

"The only way to make these new-product tiers work is to include some product [that] people know," says Sandy Wilson, Cox's director of public policy.

The FCC's going-forward rules ban operators from moving networks from basic to new-product tiers. However, over the last two months, the FCC has granted exceptions to several cable systems that began offering networks on an a la carte basis before the rules were finalized in November.

In revising its cable rate regulations

last fall to encourage new cable programming, the FCC said it would forbear from regulating tiers containing new services.

The "disequilibrium" puts Continental and other prohibited operators at a disadvantage in seeking financing and swapping systems with other operators, Continental says.

In its filing with the FCC, Continental cites Time Warner's FCC-approved a la carte tier in Milwaukee. Time Warner avoided losing any revenue when basic rate regulation kicked in in September 1993 by moving four services to an a la carte tier, Continental says. What Time Warner charged for the new tier offset the mandated reductions in the price of basic, Continental says. Across all Time Warner systems that introduced such a la carte tiers, the savings total up to \$50 million a year, Continental says.

Besides Time Warner, Continental says, the privileged operators include Cablevision Industries, Century Communications, Comcast Cable Communications, Falcon Cable TV, MultiVision, Paragon, Scripps Howard Cable, TKR Cable and US Cable.

Continental doesn't want the FCC to undo its approval of the other operators' deals. But, it says, it does want to be able to create new-product tiers anchored by a handful of popular services.

"The importance of having a foundation channel to increase traffic past a new channel is as important to programmers as the presence of a major department store is essential for the survival of a boutique shop in a mall," Continental says.

Public broadcasters fear dark days for stations

More than one-third of the nation's non-commercial television stations could go dark if Congress makes good on its threat to end the federal subsidy for public broadcasting, public broadcasting executives said last week.

"If we lose that money, public broadcasting as we have known it would no longer be," said Henry Cauthen, chairman of the board of the Corporation for Public Broadcasting, which distributes the federal money to local stations. He and other public broadcasters meeting last Tuesday in Washington used the opportunity to respond to the funding crisis.

"Unfortunately, we are discussing replacing Big Bird with the Power Rangers," said Steve Bates, general manager, WGBY-TV Springfield, Mass. Public broadcasting provides a refuge where parents can be assured that their children will not be targeted with violence-oriented programming such as *Mighty Morphin Power Rangers*, Bates said.

Citing budget constraints, House Speaker Newt Gingrich (R-Ga.) and Senate Commerce Committee Chairman Larry Pressler (R-S.D.) have proposed rescinding the \$285.6 million earmarked for the Cor-



CPB Board Chairman Henry Cauthen says even 'Sesame Street' revenues couldn't replace federal funding.

poration for Public Broadcasting (CPB) this year.

Federal funding accounts for just over 14% of CPB's budget, but its elimination would result almost immediately in 87 of the 240 public broadcasting stations going dark, broadcasters say. Some smaller stations depend on the subsidy for up to 50% of their budgets, Cauthen said.

"The irony is that [the program-providing Public Broadcasting Service] is keeping with the spirit of the [Republicans'] 'Contract with America' by promoting family values in its nonviolent, noncommercial programming," Bates said.

Pressler says PBS has made "multimillionaires" of the producers of kids shows like *Barney* and *Sesame Street*. PBS can make up for lost federal funds by getting revenue from the shows it has helped generate, he says.

Cauthen said PBS is renegotiating its deal with the producers of *Barney*. Children's Television Workshop, which produces *Sesame Street*, has a 25-year tradition of reinvesting all its revenue in the program, Cauthen said. "They couldn't come close to making up [for] the [loss of] federal funding," he added. —CSS



Paddy G. Link

where she was director of legislative affairs. From 1989 to 1992 Link had her own consulting business. She then went to work for the Republicans on the House Committee on Science, Space & Technology until she joined Pressler in 1994. Link's counterpart in the House, James E. Derderian, has been with House Commerce Committee Chairman Tom Bliley (R-Va.) since 1987. He had been Bliley's legislative director, responsible for telecommunications issues, among other things. Derderian, 31, was legislative assistant to Virginia's Senate Republican leader in 1986-87.

An aide to the House Commerce Committee's ranking Democrat, John Dingell of Michigan, was upset that BROADCASTING & CABLE misreported the number on the telecommunications bill that his boss introduced two weeks ago. It's not H.R. 4111, he says, it's H.R. 411. "Get it?... We went to a lot of trouble to get that number." Told of Dingell's play on numbers, a Washington wag who shares the consensus view that Dingell's bill doesn't have much of a future suggested another number for the measure: 911.

Billy Tauzin, a colorful Louisiana Democrat and favorite of broadcasters and telephone industry officials, will not be returning to the

House Telecommunications Subcommittee. Tauzin has opted to be the ranking Democrat on the Trade and Hazardous Materials Subcommittee. But his staff says he intends to remain active in telecommunications as a member of the Telecommunications Subcommittee's parent, the Commerce Committee. Bill Richardson (D-N.M.) also decided not to reclaim his seat, but hopes to

return in 1997. Even though the number of Democratic seats was cut from 15 to 12, the party has five newcomers on the subcommittee: Edolphus Towns of New York; Gerry Studds of Massachusetts; Bart Gordon of Tennessee; Bobby Rush of Illinois; and Anna Eshoo of California. Room was made for them by retirements, election results and the decisions of

Tauzin and Richardson. The Democratic returnees include former subcommittee chairman Ed Markey of Massachusetts; Ron Wyden of Oregon; Ralph Hall of Texas; Rick Boucher of Virginia; Thomas Manton of New York; and John Dingell of Michigan.

Washington Watch

Edited By Kim McAvoy

It's time for Ward White to get new license plates.

The chief lobbyist from the United States Telephone Association, who has "USTA" vanity plates is moving to BellSouth, where he will be vice president, federal relations, reporting to David Markey, vice president, governmental affairs. Before joining the telco trade association in 1985, White was a top staff member to the Senate Commerce Committee when it was chaired by Bob Packwood (R-Ore.) "Ward is one of the best-informed, best-known and effective professionals in



Ward White

Classifieds

See last page of classifieds for rates and other information

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Program Director/Announcer. Oldies 107.9 is looking for a real team leader to fill the position of Program Director. Please send a resume with references and an air check. All candidates for P.D. should have at least three years experience. In addition we are looking for a full time Announcer/Production person with at least three years experience. Send information to Webster James, General Manager, WNCT Radio, P.O. Box 7167, Greenville, North Carolina 27835. WNCT Radio is an equal opportunity employer.

Radio Sales Manager. Poplar Bluff, Missouri 100,000 watt adult rock n' roll has rare opening. Minimum three years radio sales experience required. Must carry list and direct five person staff. EOE employer. Female and minority applicants are encouraged. Resume and cover letter to Jim Borders, General Manager, P.O. Box 130, Poplar Bluff, MO 63902.

Radio Program Director. (State Title: Associate Director Radio/Television Station). Minimum qualifications: Master's degree in an appropriate area of specialization and four years of radio programming experience; or bachelor's degree in an appropriate area of specialization and six years of radio programming experience. Preferred experience includes: Demonstrated successful public radio programming experience and evidence of audience growth and demonstrated experience in working with teams of diverse people to achieve goals. Starting salary range: \$38,000 - \$40,000. To apply: Send resume and telescoped audition tape demonstrating production and announcing skills to Search Committee - Program Director, WUSF-FM, USF Public Broadcasting, WRB 219, 4202 Fowler Avenue, Tampa, FL 33620. Application Deadline: February 9, 1995. Preference for vacant positions will be given to eligible veterans and spouses of veterans. The University of South Florida is an AA/EO/EA institution. Applicants who need a reasonable accommodation in order to participate in the selection process must notify Karen Oberne at least five (5) working days in advance at the address listed above or at USF's Personnel Department, TDD #(813) 974-2218.

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If you love small market sales, and want to excel and advance your career in a professional environment; fax your resume to WDLF-FM, Marion, N.C., 704-652-7491, or telephone 704-659-2000 for information.

Account Executives. 3 experienced Account Executives/NY. Largest radio network/syndication programming company looking for 2 experienced salespeople to call on existing accounts and 1 salesperson cultivating new business. Positions report to Vice Presidents. Writing of proposals, presentations, schedules required. Work closely with research and traffic departments. PC skills required. Fax resume to: A. Diamond 212-247-0393.

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TELEVISION

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Chief Engineer - WYZZ-TV Bloomington, Illinois. Experienced in all areas of television engineering. To oversee/maintain all transmitter and studio equipment. FCC General License required. EOE. Submit resume to: David Wittkamp, Director of Operations, 2250 Seymour Avenue, Cincinnati, Ohio 45212 or Fax 513-631-2666.

Chief Engineer: Seeking hands-on Chief Engineer. Must be knowledgeable in maintenance and repair of Harris VHF Transmitters, beta, 1" and 3/4" formats. Experience in Micro-wave also required. Send resume to John Rogers, GM, WABG-TV, Box 1243, Greenville, MS 38701. Fax 601-335-7029. EOE.

Television Maintenance Engineer. Television station located in New York metro area seeks maintenance engineer for studio and transmitter. Experience with Sony Beta, LMS, UHF transmitters, microwave trucks, computers. 5 plus years experience required, degree a plus. EOE/AAE. Reply to: Chief Engineer, WXTV-Channel 41, 24 Meadowland Parkway, Secaucus, NY 07094.

ENG Engineer, SNG Engineer, and Engineering Technician. Experience required. Send application and resume to KSTW-TV, P.O. Box 11411, Tacoma, WA 98411. Telephone number 206-572-5789. EOE.

SNG/Maintenance Engineer. Minimum 2 years experience. FCC License, SBE Certified, CDL Class B Drivers License required. Send resume to: Personnel Director, P.O. Box 510, Palm Beach, Florida 33480. EOE employer.

Chief Engineer: NBC affiliate in Northern California has an immediate opening for an experienced RF Engineer with hands-on UHF and microwave experience. Must have FCC General License and minimum three years UHF experience. Great opportunity for someone who "loves local television" and wants to "take charge!" EOE. Mail or fax resume to: Personnel, KCPM-TV, 180 East 4th Street, Chico, CA 95928-5412, Fax: (916) 893-1033.

Transmitter Supervisor. KUSI-TV, San Diego's fastest growing station, is seeking an experienced RF Engineer that possesses both UHF transmitter and studio equipment maintenance abilities. Great opportunity for an experienced individual who is seeking new responsibilities. Send resume (no phone calls please) to: KUSI-TV, Personnel/Transmitter Supervisor, P.O. Box 719051, San Diego, CA 92171. EOE.

Director of Engineering and Operations. QED Communications, Pittsburgh, PA. Responsibility for two TV stations, a FM station and extensive production and postproduction facilities. Need high energy person to manage the team and lead a dynamic organization into its technical future. Ten years progressively responsible experience in television engineering, with substantial production, and management experience. BSEE degree or equivalent. Salary commensurate with qualifications and experience. Send resume and salary history to: David J. Baker, Director of Human Resources, QED Communications, 4802 Fifth Avenue, Pittsburgh, PA 15213. EOE.

Director of Engineering and Operations for WTHR, Indianapolis, IN. State of the art facility, state of the art news operation. Requires B.S. in Electrical Engineering or related field. Must have at least 5 years experience as Department Head. Equivalent combinations of education and experience will be considered. SBE Certification is preferred. This is the dream job you have been waiting for. EEOC. Qualified women and minorities are encouraged to apply. Please respond to Mr. Marvin C. Born, Dispatch Broadcast Group, 770 Twin Rivers Drive, Columbus, OH 43216. Phone (614) 460-3914. Fax (614) 460-2812. Phone calls and faxes are welcome.

Communications Systems Engineer. PBS. We are seeking an experienced engineer to participate in and manage ongoing engineering development projects and provide in-depth technical analyses. Other responsibilities include coordinating activities of outside consultants, monitoring industry standards committees, and evaluating new technologies for revenue generating potential for public television. Qualifications: BS degree in Electrical Engineering with 5-7 years experience in broadcast systems engineering satellite, and date communications. Experience in digital video/audio signal processing and digital transmission technologies strongly preferred. Must have technical writing and presentation skills and effective interpersonal skills. PBS offers a salary commensurate with experience and an excellent benefits package. This is an outstanding opportunity to work for a first-class organization. Please send letter of interest, resume, and salary requirements to: PBS, Attn: Carla J. Anderson, 1320 Braddock Place, Alexandria, VA 22314. PBS is an equal opportunity employer.

Chief Engineer for Cox CBS TV affiliate: WHIO TV, Dayton, OH's number one station is looking for the right engineering manager to complete our team. We want an excellent engineer to provide leadership and management for our department. Responsibilities will include designing, installing and maintaining all technical facilities. If you enjoy managing by example and servicing customer needs, if you're a team player with excellent skills to offer and you want to help build for the future you'll want to be considered for this opportunity with one of the industry's best broadcast groups. Send/fax resume to: David Lippoff, VP and GM, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420. Fax 513-259-2058. No phone calls please. EOE.

HELP WANTED NEWS

Does your competition want you to



Then think top ten. Think ten gallon hats. And, join our gang of ratings rustlers in Houston. You've got: superior writing talent. "Bang it out" topical ability in addition to high end concept and production skills. Off-line editing is required. On-line ability would be a major plus.

We've got: GVG 200/A-51 Edit Suite, Avid, Quantel Paintbox, Macintosh, DP Max, Infinits! and a ton of digital toys on the way.

Best of all: we're a Post-Newsweek station. That means you'll have the time, tools and management support to do your best work.

Most important: Please rush resume, and non-returnable tape to:

Larry Parker
Dir. of Advertising and Promotion
KPRC-TV
8181 SW Freeway
Houston, TX, 77074



No phone calls please.
An Equal Opportunity Employer

ASSIGNMENT EDITOR

We're looking for a hands-on manager to join our award-winning news team.

Must be well-organized, hard-working, and a total news junkie who has at least five years experience in the news business-TV, radio, or print.

If you thrive on deadlines and lead with grace under pressure, send your resume and a cover letter to:

PERSONNEL OFFICE
WLNE-TV
10 ORMS STREET
PROVIDENCE, RI 02904



WLNE is an Equal Opportunity Employer

ASSISTANT NEWS DIRECTOR

KABC-TV is seeking an individual who has demonstrated leadership in journalism and production. Administrative skills stressing planning and organization are essential. Send resume and/or video tape to: Cheryl Kunin Fair, News Director, KABC-TV, Dept. AND-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.



For all your Classified Needs
Call Antoinette Fasulo
Tel: 212.337.7073
Fax: 212.206.8327

Writer/Producer. WLWT-TV, the NBC affiliate in Cincinnati is looking for a writer/producer to join Marketing team. Must be able to create cut-through, innovative, well-written and effective promos. Candidate should have at least 2 years experience, excellent writing and production skills and a winning attitude. Familiarity with Quantel Paint Box and film production a plus. Great city. Terrific company. Killer department. Rush resume and demo reel to: Lori Shefa, Director of Marketing and Creative Services, WLWT-TV, 140 West 9th Street, Cincinnati, OH 45202. No phone calls please.

Executive Producer/United Television News Service. Chris Craft/United Television is looking for a seasoned news operations professional to organize and administrate the sharing of material between the UTV News Departments. The successful candidate will be responsible for coordinating a daily news feed for the Chris Craft UTV stations in LA, NY, San Antonio, Salt Lake City, Minneapolis, Portland and any future UTV news venture. The job will also include arranging generic and custom live shots of breaking news events as well as the sharing of enterprise, investigative and feature material. The Executive Producer will also be responsible for lining up special coverages of scheduled national events. The successful candidate will also work to create an on-line data sharing network to facilitate script, chyron and feed coordination details. This person must have strong, positive interpersonal skills to successfully work with a variety of news and production personnel. The successful candidate must demonstrate the ability to motivate others into action on UTV's behalf. This person must have good industry contacts, a detailed knowledge of the matrix of satellite and NR line transmission capabilities and a powerful sense of what makes news interesting. The job will be based on the West Coast. Send resumes to: Peter Mathes, General Manager, KTVX, 1760 Fremont Drive, Salt Lake City, Utah 84104.

Anchor - Emmy winning and Edward R. Murrow winning WCBD-TV continues its search for a main co-anchor. Our station in Charleston, SC, needs someone who has the desire to win. This is not a job for someone tied to a set. The right candidate will also produce investigative reports. This is not for beginners or previous applicants. We are very selective and won't stop until we find the right person. Please send 3/4" non returnable tape, resume and references to Anchor Search, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F. Drug screen required. No telephone calls.

Assignment Editor/Producer/Reporter. KREM-TV, CBS in Spokane, WA has an opening for a person who has skills on the assignment desk, producing and reporting. Although primary responsibilities will be to run the desk on weekends and 3 evenings per week, the successful candidate will also be able to produce and on occasion may be called on to report. Send resume and tape demonstrating producer and/or reporter skills to: Terry Coker, Director, Human Resources, KREM-TV, South 4103 Regal, Spokane, WA 99223.

Executive News Producer. Fox affiliate is looking for creative hands-on leader for Ten O'Clock and Midnight newscasts. Must have strong news judgement and ability to motivate high energy staff. 3 to 5 years management/producing experience preferred. Send tape and resume to: Karla Stanley, WXIX-TV, 10490 Taconic Terrace, Cincinnati, Ohio 45215. EOE.

Immediate opening small market CBS affiliate for a Weekend News Anchor to complement female anchor. Experience preferred. Call: Miles Resnick 304-232-7777. Be prepared to send non returnable VHS or 3/4 tape.

Meteorologist, preferred, for aggressive station that's shaking up the market and the market is responding! If you have a dynamic presentation that can hold viewers, let's talk. Full time weekend position open now. Send non returnable tape, (no more than 1 week old), resume, references and salary required to: Al Sandubrae, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE. M/F Minorities are encouraged to apply.

Meteorologist: Northeast network affiliate is looking for meteorologist/reporter. Degree is important; but more important is to be a great communicator who explains, not describes, the weather. Also desirable if you can do some reporting. Reply to Box 00252 EOE.

Newscast Producer: Dominant news station in Wichita, Kansas seeks experienced creative producer with strong writing skills. Tape and resume to: Eric Lerner, News Director, KWCH-TV, P.O. Box 12, Wichita, Kansas 67201. EOE.

News Director. Southern Minnesota's #1 Newschannel, located in America's most livable city, seeks energetic, aggressive leader to direct top-notch staff of seasoned veterans and bright young talent. Excellent group with great benefits. Send resume to Jerry Watson, VP-GM, KTTC-TV, 601 1st Avenue, SW, Rochester, MN 55902. EOE.

WICS-TV is looking for a morning Anchor/Reporter. In addition to co-anchoring hour-long newscast, candidate will also do weather and share interview segments of the show. Applicants must display on-camera energy and ability to handle "live" segments. Women and minorities encouraged to apply. Resume and non-returnable videotape to: News Director, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703.

News Director: Palm Springs ABC affiliate looking for a News Director who will embrace our concepts of Total Quality Management and take us to the next level of excellence. Don't let the market size fool you. KESQ-TV is an innovative and aggressive station with advanced technology, and a vision for the future. Previous News Management experience is preferred. Send cover letter, resume and statement of news philosophy to Bill Evans, VP and General Manager, KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211. Equal opportunity employer. Women and minorities encouraged to apply.

News Anchor/Producer opening for major newscasts by affiliate with growing news operation. Live unit, remote bureau, BASY newsroom with aggressive staff, experienced management and stable ownership. Great resort community to live in. Send non-returnable tape and salary requirements to Neil Bayne, ND, WMDT TV, 202 Downton Plaza, Salisbury, MD 21801. EOE. M/F.

News Photographers: The number one CBS affiliate in San Antonio is seeking experienced, hard working, talented news photographers. If you've got a creative eye for news photography, please send your resume and non-returnable tape to: Personnel Director, KENS-TV, P.O. Box TV-5, San Antonio, TX 78299. No phone calls please. We are an equal opportunity employer.

News Producer: Requires 3-5 years news experience, solid background in writing and news production, creativity under pressure. Send show tape, resume and cover letter to Tom Dolan, VP-News, KSAZ-TV, 511 West Adams, Phoenix, AZ 85003. EOE.

News Producer - Superb writing, creativity, great story-teller and solid news judgement a must. Must know how to put production values to good use. Good people skills required. Minimum of two years producing experience. Send non-returnable tape, writing, resume to: Steven D. Hammel, News Director, KMOV-TV, 1 Memorial Drive, St. Louis, MO 63102. No phone calls please. KMOV-TV is an equal opportunity employer.

Reporters: ICI/American University Journalism Awards for Excellence in Personal Finance Reporting seek TV stories for \$2,500 award. Entries must have aired in 1994 and arrive on VHS by March 15, 1995. For entry forms or information, write: Journalism Awards Program, Eagle Station, P.O. Box 79, The American University, 4400 Massachusetts Avenue, NW, Washington, DC 20016.

TV News Photographer: Requires minimum 3 years experience and skill with techniques in audio, lighting, remotes and editing. Provide tape demonstrating both technical proficiency and creative story-telling. Must have valid driver's license and be willing to accept helicopter assignments. Second language skills preferred. Send tape and resume to Richard McKee, Chief Photographer, KSAZ-TV, 511 West Adams, Phoenix, AZ 85003. EOE.

Television Reporter - We're looking for an excellent storyteller who is a creative self-starter and team player. Someone who has significant experience, strong writing, production and live skills. The ideal candidate will have a college degree and a minimum of three years experience with a commercial television news operation. No beginners! Send non-returnable tape and resume to Gary Stokes, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY-TV is an equal opportunity employer.

News Reporter. Enterprising reporter with live experience needed. Must be a strong writer with good story-telling ability. Shooting experience a plus, but not essential. Women and minorities encouraged to apply. Send resume and non-returnable tape to Personnel Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE, M/F/D.

Photojournalist: Dominant news station in Wichita, Kansas seeks upcoming photographer with strong basic skills wanting growth. Tape and resume to: Dennis Decker, Chief Photographer, KWCH-TV, P.O. Box 12, Wichita, Kansas 67201. EOE.

Reporter with two years of live, local, latebreaking television news experience. Live shots, strong writing, hard news abilities. No phone calls. VHS or 3/4 non-returnable tape and resume to Steve Schwaid, News Director, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. Women and minorities encouraged to apply. EOE.

Reporter/Anchor/Videographer, WABU-TV, Boston is seeking a journalist with strong writing, editing, and shooting skills for our local news and public affairs program. Three to five years experience required, salary range mid to low thirties. Applicant must be aggressive and possess strong interpersonal skills. Please send non-returnable resume tape to Box 00257. No phone calls please. We are an equal opportunity, affirmative action employer.

WVTM-TV, a NBC affiliate in Birmingham, Alabama has the following job opening. Reporter. General Assignment reporting, news stories and live shots on a daily basis. Some fill in Anchor work. Exceptional abilities needed in all aspects of news production. EOE. Send resume and a non-returnable tape to: WVTM-TV, c/o Kerry Oslund, P.O. Box 10502, Birmingham, Alabama 35202.

Weather Anchor. AMS/Meteorologist preferred for weeknight weather position at leading Gulf Coast station. Weather is news in this part of the country. Your presentation should be strong but viewer-oriented. Liveline 5 experience preferred. Non-returnable tapes and resume to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

Videographer/Editor. University of Florida News and Public Affairs needs a solid pro to shoot and edit news features and contract projects. All Beta. Salary mid-20's. Perfect for refugee from local news sausage grinder. Minimums: bachelor's degree and 2 years professional experience shooting and editing news. Beta or 3/4" tape and resume to: Greg Marwede, P.O. Box 115002, Gainesville, FL 32611-5002 by January 26, 1995. Refer to LP #83881G. If an accommodation is needed to apply for this position, please call (904) 392-4621 or TDD (904) 392-7734. AA/EA/EEO.

News Director and public affairs host. Supervise student-staffed daily news operation at WUFT-TV at the University of Florida, teach television reporting class and host public affairs program. Minimum requirements: Master's degree and 5 years experience. Significant reporting experience preferred. Newsroom computer experience a plus. Minimum salary \$34,000, excellent benefits package. Application deadline February 9. Send resume to News Director Search Committee, WUFT-TV, P.O. Box 118405, Gainesville, FL 32611-8405. WUFT is an EEO/AA employer and encourages applications from women and minority groups.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

10 On-Air Promo Producer

WPLG-The Number One station in America's hottest city is looking for a high-energy producer. Video & Graphic production and solid writing skills a must. 3 years experience in large market promotions desired.

Send tape & resume to:
Jim Hayek • Creative Services Dir.
WPLG-TV • 3900 Biscayne Blvd.
Miami, FL 33137

EQUAL OPPORTUNITY EMPLOYER

Art Director. Top 20 independent with news seeks talented Art Director. Paint system and Mac experience a must. Send resume to Box 00239 EOE.

Audio Mixer and Lighting Director - WABU-TV in Boston is seeking a qualified Audio Mixer as well as a Lighting Director with three plus years experience to work on live newscasts, public affairs program, talk shows, and remote productions in a major market. Audio Mixer must have experience with digital audio applications, professional audio consoles, microphone placement, foldback and patching techniques as well as post production. Both positions demand strong interpersonal skills and the ability to work well under pressure. Please send resume and salary history to Box 00258. We are an equal opportunity, affirmative action employer.

Commercial Production Editor: Affiliate with large volume of commercial production with all the latest toys has opening for 2nd editor/Assistant Production Manager with hands-on experience with time code editing, 2-channel DVE, Still Store and CG. Work at the beach with good salary and benefit package. Send tape, salary requirements to John Cannon, WMDT TV, 202 Downton Plaza, Salisbury, MD 21801. EOE. M-F.

Graphic Artist - WABC-TV, New York seeks a highly qualified full time computer graphic artist. Experience with Quantel Paintbox, Digital F/X and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is a must. Send resume and tape to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Lighting Director/Cameraperson. Quality-minded public television station with top-notch facilities seeks versatile, creative team player. Five years professional experience minimum; EFP, editing and studio supervision experience helpful. Located in a fast-growing sunbelt city, we produce a wide variety of local, regional and national programs. Send resume and non-returnable reel to Personnel, WTVI, 3242 Commonwealth Avenue, Charlotte, NC 28205. Closing date 1/26/95. EOE.

Producer/Director: Plan, design, coordinate all aspects of diverse video projects. Produce and market VNRs. Professional camera and lighting experience essential. Strong scriptwriting and A/B roll editing skills required. AVID experience helpful. Minimum 2 years in video. Bachelor's degree in Communications, TV/Film or related field. Salary low 20s. Excellent benefits. Send resume and references by February 15 to Cheryl Krueckeberg, Personnel Services, Purdue University, Freehafer Hall, West Lafayette, IN 47907-1126. Refer to job number 88830. Equal opportunity/affirmative action employer.

Production Manager. Market dominant station is seeking the very best of creative managers to oversee our Production Unit. Our 20+ staff help produce 5 daily newscasts (each the markets #1), and try to keep up with a motivated sales staff. If you have a standard of excellence that sets the pace, are a true leader of people, and are driven to head a team that excels, you might be right for our management team. You would be joining a station that only knows how to lead and win. Our market rank is in the 70's, but we want you to make our on air look better than any market size. Our team is a group of over-achievers. Can you keep up? We are serious in our encouragement to women and minority applicants. Show me how you excel, and you'll hear from us! Please send a tape, resume and compensation history to Box 00262 EOE.

Videographer/Editor: Houston Public Television seeks imaginative and resourceful technician to shoot and edit footage for all station productions. Qualifications: Candidates should have a Bachelor's in Radio/TV or related field and 4 years equivalent experience in broadcast TV with heavy emphasis on EFP and post production situations. Thorough understanding of and practical experience with Sony based computer editing systems and Grass Valley production switchers preferable. Candidates must be conscientious, able to solve problems and make decisions under pressure, work well with others in a team atmosphere, and be available for evening and weekend assignments. Salary to \$30,000s/year. DOE. Resume w/ three references, equipment list and tape to: Flor Garcia, KUHT-TV, 4513 Cullen Boulevard, Houston, TX 77004. Application deadline 1/31/95. KUHT is licensed to the University of Houston and is an equal opportunity employer. Minorities and women are encouraged to apply.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Art Director

Boston's NBC Affiliate seeks high-energy, highly-creative Art Director with 5 years of broadcast experience. Must have strong paintbox skills, experience with Mac-based software including Photoshop and 3-D animation for air. Must have working knowledge of edit suites, strong communication skills and a willingness to meet tight deadlines.

Send resume and tape to: Human Resources, WHDH-TV, Inc., 7 Bulfinch Place, Boston, MA 02114. An EEO Employer, M/F/D/V.



HELP WANTED PROGRAMMING PROMOTION & OTHERS



The home of Prime Sports networks, is currently updating its files in the following areas:

- OPERATIONS ENGINEERS
- MAINTENANCE ENGINEERS
- TRAFFIC (LOGS & CONTINUITY)
- MASTER CONTROL DIRECTORS
- CMX EDITORS
- PROMOTION PRODUCERS
- NETWORK OPERATIONS
- GRAPHIC ARTISTS

Send resume & salary requirements to:

Personnel
 Liberty SportsCom
 5251 Gulfton
 Houston, Texas 77081
 FAX: 713.661.5601
 No phone calls please
 EOE

Director, Advertising and Promotion. WKYC-TV, Inc., a Multimedia Broadcasting Station, is seeking an aggressive, hands-on professional to manage and direct advertising and promotion. Responsibilities include implementation of all forms of advertising from creation to completion to placement; supervision and direction of department staff; create local public service announcements; oversee film production shoots; buy and schedule radio and other outside media. The successful candidate will have significant management experience in a television station advertising and promotion department, including but not limited to budget planning and administration, media planning and a working knowledge of current production techniques in television or related media. Excellent interpersonal and organizational skills are also required. Interviews will be by appointment only. Resume and non-returnable tape should be sent to: WKYC-TV, Inc., Dept. DAP, 1403 East Sixth Street, Cleveland, Ohio 44114. WKYC-TV, Inc. is an equal opportunity employer.

For all your Classified Needs Call Antoinette Fasulo

Tel: 212.337.7073 • Fax: 212.206.8327

Are you an up and coming promotion genius? If your spots make your competition sit up and take notice, rush a tape to: Pamela Gardner Advertising and Promotion Manager, WCPX-TV. P.O. Box 606000, Orlando, FL 32860. We have a state-of-the-art digital suite to turn your ideas into TV, and a sunny Florida lifestyle in America's Vacationland. Experienced writer/producers only. Equal opportunity employer.

Design Director. WFXT-TV, Fox 25, in Boston has an immediate opening for a talented and enthusiastic design director. Individual must have 5 years experience (min.) in a TV or video design facility and experience with Quantel Paintbox and Macintosh (Photoshop, Painter, Freehand, Quark Xpress). Must have a strong design background with excellent conceptual skills. Leadership and organizational skills are essential. Design department's major projects include graphics and animation for promotion and programming, kids club, sales, sports and news. Experience in post-production and print design required. Send resume and reel to Sandy Kelly, Director of Human Resources, WFXT-TV, 25 Fox Drive, Dedham, MA 02027-9125. EOE.

KPIX is building the best creative services department on San Francisco Bay! We are in search of wildly creative, motivated and organized Promotion Writer/Producer and Graphic Designers. Promo Producers require 2 years experience in television promotion, with a background in news topical and image marketing. Excellent writing, conceptualization and whiz-bang editing skills are a must. You will work with a creative team environment with some of the best equipment around. Radio station production and writing experience is a plus! Graphic Designers need at least 2 years experience in television design and production, with heavy emphasis in news and promotion. Practical experience with Quantel Paintbox, Hal or Harriet (we've got them all) is required. Ability in Mac-based design is essential, and if you know 3D and post, we'll give you a gold star! (Really!). We offer a great environment to live and work in, competitive benefits and room to grow. We also have windows with one of the best views around! If this fits your style, then you may fit ours...Rush your tape and resume to: KPIX, Human Resources, 855 Battery Street, San Francisco, CA 94111. EOE/M/F/V. No telephone calls, please!

Promotion Star. The #1 Station in beautiful Albuquerque is searching for a top-notch writer/producer. If you excel in News Promotion and have a reel of killer spots to prove it, we want to hear from you! We need an enthusiastic, highly creative pro with strong production skills and a get-it-done attitude. Good interpersonal skills and the ability to work well under tight deadlines are big pluses. 2 years experience and college degree preferred. Resume and tape ASAP!! to KOAT, Marketing Director, 3801 Carlisle Boulevard NE, Albuquerque, NM 87107. No phone calls! Equal opportunity employer.

Promotion Writer/Producer: NBC affiliate in Kansas City is looking for a creative writer and producer with a minimum of two years experience in TV and news promotion. Must be able to work weekends. Send resume, tape and salary requirements (no phone calls, please!) to: Sandy Martin, KSHB-TV, 4720 Oak Street, Kansas City, MO 64112

HELP WANTED RESEARCH

Research Director. WTSP-TV, the CBS affiliate in Tampa, Florida has an immediate opening for a Research Director. This position requires previous experience in television research and marketing. Individual must possess ability to analyze and interpret ratings and qualitative information. Experience with BMP and Scarborough preferred. Computer expertise with Lotus, Excel, Word and Harvard Graphics required. Excellent presentation and communication skills required. Send resume to Noreen O'Mara Parker, VP/GSM, P.O. Box 10,000, St. Petersburg, FL 33733. An equal opportunity employer. No phone calls, please.

Group Research Manager. Leading NYC Rep company seeks hands-on manager to generate sales and marketing support materials for a list of major market TV stations (sales promotion, audience analyses, etc.) and to supervise research analysts. The successful candidates should have excellent analytical, quantitative, communication and leadership skills. Must have knowledge of PC applications (Lotus, WP, SNAP) and experience working with Nielsen ratings. A minimum of 2-3 years experience required. TV research/rep industry background a plus. We offer a competitive salary and excellent benefits program. For consideration, please send your resume with salary requirements to: Petry, Inc., Human Resources Department, 5th Floor, 3 East 54th Street, New York, NY 10022. No phone calls please. EOE.

SITUATIONS WANTED MANAGEMENT

Upper level Executive with extensive worldwide contacts seeks challenging sales/management position. 20+ years in entertainment business with experience in sales, marketing, licensing, acquisitions, and operations. Interested parties call or send fax to 516-379-0795.

SITUATIONS WANTED SALES

West Coast Rep seeks additional ad sales opportunities. Results-oriented! Call 310-985-7115.

SITUATIONS WANTED TECHNICAL

29 years Broadcast Engineering. 19 years as hands-on Television Chief Engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Reply to Box 00264.

SITUATIONS WANTED NEWS

Meteorologist -Mature, polished, very personable and credible seeks top slot at progressive station. Major market experience, severe weather expertise including hurricanes, AMS qualified. Available immediately. 903-825-2095.

Weathercaster. Experienced minority looking for a home. Great personality, outstanding live shots, loves making personal appearances. Computer skills. Team player. Reply to Box 00216.

SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS

Program/Promotion Manager: Imagination included with award-winning medium and large market experience. Friendly, great references, great attitude. See you at NATPE! Reply to Box 00256.

SITUATIONS WANTED ANNOUNCER

Experienced major market talk show host needs a change of scenery. All markets are open and money is not the primary consideration...success and your profits are. Reply to Box 00259.

PROGRAMMING SERVICES

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

- * A new local SALES Opportunity!
 - * Short form stand alone insert updates!
 - * Full length Weathercast with Anchor toss!
 - * Completely customized for your market!
 - * Experienced AMS ON-AIR Meteorologist!
 - * Cash/Barter cost effectiveness!
- Call: Edward St. Pe' 601-352-6673

CABLE

HELP WANTED MANAGEMENT

TELECOMMUNICATIONS

Datapro Information Services Group, a Mc-Grav-Hill Company and the world's leading provider of objective and value added information on systems, software and communications, seeks:

MANAGING ANALYST
 Convergence Technologies

Responsible for leading the global research and production of an information product on convergence markets and technologies: Cable TV, telephony and computing. Specific responsibilities include:

- Researching and analyzing the merger of Cable TV and Telephone company (telco) technologies and market segments: network service providers and network equipment providers.
- Providing information on the network architectures, vendors strategies, network access, equipment and market outlook for the Cable TV/telco convergence.
- Managing staff of 3 analysts worldwide.
- Interacting and training sales staff and participating in prospective customer calls and formal presentations.
- P&I responsibility.

This position requires candidates with strong knowledge and experience in Cable Television and broadcast industries. Experience in broadband communications technologies or telecommunications service markets is also desirable. Superior interviewing, analytical and communication skills, strong project management skills and a degree are required.

Datapro offers a competitive salary, a full range of comprehensive benefits including a matched 401(k) savings plan and an opportunity to work with an industry leader. Qualified candidates should send resume complete with salary requirements to

DATAPRO, ATTN: PAULA LAZARICH, 600 DELRAN PARKWAY, DELRAN, NJ 08075. FAX (609)461-7563.

Candidate will work in our Delran office, conveniently located 15 miles north of Philadelphia. Equal Opportunity Employer. M/F.

DATAPRO

MEDIA RESEARCH ANALYST

USA Networks has a challenging opportunity for a qualified individual with strong communication and organizational skills and a background in Media Research.

The successful candidate will oversee processing and analysis of Nielsen ratings data for in-house departments and outside parties. You will prepare reports from secondary research sources, determine trend program audiences and assist in ad sales and affiliate relations support efforts of the department.

Requirements include a college degree, a working knowledge of Quattro/Lotus, word processing, and high mathematical aptitude. Familiarity with MRI or Simmons a plus.

We offer an attractive salary, comprehensive benefits and the chance to grow professionally in one of America's most forward-going cable networks. For confidential consideration, mail or fax your resume to:

Human Resources, Dept MRA
 USA Networks
 1230 Avenue of the Americas, NY, NY 10020.
 Fax 212-262-5343.

USA NETWORK

Equal Opportunity Employer

BLIND BOX RESPONSE

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QVC, the world's leading electronic retailer, is looking for a special individual for its exciting new service, Q2, the next generation of televised shopping.

With your creativity and market insight, you'll develop and implement the daily schedules that generate the most viewer-appeal and greatest volume of sales. Within this broad charter, you'll initiate programming schedules to highlight key events, evaluate/manage existing show schedules by analyzing sales, viewership and broadcast performance, develop new shows and promotional events based on marketing opportunities and trends, and review sales against forecasted expectations.

To make an impact, you'll need 2+ years of related marketing, merchandising or programming experience, along with a Bachelor's degree in a related field. In addition, you'll need superior management, organizational and analytical skills, all made more effective by a strong awareness of trends in the markets.

In return, we offer a competitive salary, excellent benefits including a 401(k) plan, and all the opportunity a revolutionary, expanding organization can offer. To apply, please forward your resume to: **Q2, Human Resources, Dept DP-BC, Silvercup Studios, 42-22 22nd Street, Long Island City, NY 11101.** We are an equal opportunity employer.



Resource Television

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WE NEED A PRO WITH IDEAS AS AGGRESSIVE AS OUR EXPANSION.

Time Warner Cable of New York City, a major communications company, has an excellent, key opportunity for a creative thinker. We are focused upon finding one who can efficiently handle multiple priorities without losing sight of the bigger picture; one who has the rare combination of innovative ideas and the bottom line skills to implement them.

The ideal candidate must have the ability to develop long-term strategic marketing plans to reinforce the continued growth of our rapidly growing company. A successful track record in aggressive marketing tactics is required, including database marketing and analysis as they relate to advertising and consumer promotions. Experience in developing and implementing market research-supported new product launches is required. The candidate will also be

responsible for budget development and administration.

To qualify, you must have a minimum of 5 years' marketing management experience in an urban market. An undergraduate degree in Marketing and/or Business is expected, as are top-notch communication, interpersonal and PC skills. The ability to thrive in a pressurized, team-oriented environment is essential. Telephony experience is especially desirable.

We offer a competitive salary, comprehensive benefits and a challenging environment. Please forward your confidential resume, with salary history and requirements, to: **Human Resources Department DM-BC, Time Warner Cable of New York City, 120 East 23rd Street, New York, NY 10010.** Equal Opportunity Employer M/F/D/V.



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HELP WANTED MANAGEMENT

Regional Sales Managers

Newly launched, internationally distributed music television channel seeks Regional Sales Manager positions with a minimum of 3-4 years of sales and marketing experience in the cable industry.

Responsibilities will include sales, marketing and promotional activities with U.S. regional/MSO accounts and various other distributors, as well as the development, implementation and analysis of strategic business plans. Must have proven sales ability, strong organizational, interpersonal and communication skills; and the ability to work independently and creatively. BA or BS required; experience and/or interest in music industry preferred. Frequent travel. Excellent benefits package. Send resume with earnings requirements to: P.O. Box 999-RSM, Woodbury, NY 11797. We are an equal opportunity employer.



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QVC, the world's leading electronic retailer, is looking for the following broadcast professionals for its exciting new service, Q2, the next generation of televised shopping.

Promo Writer/Producer

This integral position requires 1-3 years' experience in on-air promotion. Candidate must have the ability to take a project from concept to completion, including the supervision of shooting, editing and graphics creation. Strong writing skills are a must.

Copywriter

The candidate we seek will be able to write polished copy with a fresh approach that is uniquely Q2. You must have 1-3 years' copywriting experience. Retail knowledge is a plus.

Videographer

We're seeking a videographer with at least 2 years' experience in field production and a creative eye for lighting and shot composition to meet the challenge of a fast-paced production environment.

Editor

Requirements include 1-3 years' experience with Sony Editing Systems and Grass Valley Switchers, along with knowledge of DVE. ABEKAS A-51 knowledge is a plus. Promotion editing experience preferred. The right candidate will be creative, able to shift gears fast, and have an instinctive feel for what works.

If you've got the talent to turn our vision into reality, please forward your resume, indicating position of interest, to: **Q2, Human Resources, Dept BC0116, Silvercup Studios, 42-22 22nd Street, Long Island City, NY 11101.** We are an equal opportunity employer.



Resource Television

ALLIED FIELDS

HELP WANTED INSTRUCTION

Faculty Position - Tenure Track Position, Electronic Media Management, Starting Fall 1995. Assistant/Associate Professor to teach electronic media management. Extensive industry experience in electronic mass media, broadcasting, or cable television required; Ph.D. desirable. Specialties might include media management practices or managerial finances, with additional expertise in audience research and/or telecommunications policy. Salary for nine-month academic year: competitive. Send letter, CV, names and phone numbers of three references to: Dr. Charles Clift, Chair, Search Committee, School of Telecommunications, RTVC 254, Ohio University, Athens, OH 45701. Review of applications will begin February 16, 1995. Women and minority candidates encouraged to apply. Ohio University is an affirmative action/equal opportunity employer.

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Florida Keys, attractive combo and FM. Small combos Central Florida, North Georgia. FM's New Jersey, North Florida. Beckerman Associates, 813-971-2061.

For Sale 50kw AM and Class C FM in fast growing Southwestern Top 50 market city. Serious buyers only. Call 808-845-1111. P.O. Box 25670, Honolulu, HI 96825.

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Manchester, New Hampshire 5kw-U, WKBR. \$290k, plus optional 46 acre site. 617-449-5618 in daytime. Covers Manchester, Nashua and more.

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Broadcast management veteran seeking AM/ FM or FM only. Owner/operator situation. Approximately \$1 million or under. Bob Holtan, 3619 Greendale Court, Eau Claire, WI 54701. Phone: 715-831-8110.

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PUBLIC NOTICE

The Board of Directors of Public Broadcasting Service will meet at 9:00 am on January 28 and 29, 1995 at the Beaufort County Library in Beaufort, South Carolina. The tentative agenda includes FY 1996 PBS budget, reports from PBS officers, Board committees and task forces on programming, program pricing and membership policies, and reports on PBS' operating departments and equal employment opportunity, and other business.

The Public Broadcasting Service Subcommittee on Budget, Finance and Audit will meet in executive session at 1:00 pm on January 27, 1995, at Sea Island Inn in Beaufort, South Carolina. The tentative agenda includes FY 1996 budget, stations on deferred payment plans, reports from task forces and officers, and other business.

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WSYA(AM) Montgomery, AL (BTC940919GJ)—Action Dec. 8.
WLWI-FM Montgomery, AL (BTCH940919GL)—Action Dec. 8.
WMX(FM) Montgomery, AL (BTCH940919GM)—Action Dec. 8.
KTHV(TV) Little Rock, AR (BTCCT941005KH)—Action Nov. 30.
KLCR(FM) Nogales, AZ (BALH940927GK)—Action Nov. 25.
KOUA(FM) Mena, AR (BAPH-940602GF)—Action Nov. 21.
KSUR-FM Greenfield, CA (BAPLH940921GJ)—Action Nov. 16.
KHOT(AM)-KZFO(FM) Madera, CA (AM: BAL930514EG; FM: BALH930514EL)—Action Nov. 29.

KZYR(FM) Avon, CO (BAPLH-940921GE)—Action Nov. 30.
KSMT(FM) Breckenridge, CO (BALH940921GF)—Action Nov. 30.
WEDG(FM) Edgewater, FL (BALH941011GI)—Action Nov. 30.
WTVX(TV) Fort Pierce, FL (BTCCT941107LX)—Action Dec. 8.
WJBW(FM) Jupiter, FL (BAPH940715GE)—Action Nov. 30.
WBSF(TV) Melbourne, FL (BALCT941027KF)—Action Dec. 9.
WCVT(AM) Rossville, GA (BAL941115GQ)—Action Dec. 7.
WLMX-FM Rossville, GA (BALH941115GR)—Action Dec. 7.
WWOK(AM) Evansville, IN (BTC941104GH)—Action Nov. 25.
WIZF(FM) Erlanger, KY (BALH940524GF)—Action Nov. 30.
WIZF(FM) Erlanger, KY

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.

(BALH940524GF)—Action Nov. 30.
WGBF-FM Henderson, KY (BTCH941104GI)—Action Nov. 25.
WTHT(FM) Lewiston, ME (BALH941007GM)—Action Nov. 30.
WELG(FM) Rogers City, MI (BALH940825GI)—Action Nov. 25.
KEZO-AM-FM Omaha, NE (AM: BAL941005EA; FM:

BALH941005EB)—Action Nov. 29.
KPSA(AM) Alamogordo, NM (BTC931223GN)—Action Dec. 6.
KOKN(FM) Hobbs, NM (BTCH-931223GP)—Action Dec. 6.
KPSA-FM La Luz, NM (BTCH-931223GO)—Action Dec. 6.
WIQT(AM)-WQIX(FM) Horseheads, NY (AM: BTC940727-GJ; FM: BTCH940727GF)—Action Nov. 23.
WTKF(FM) Atlantic, NC (BALH940919GF)—Action Nov. 30.
WJOS(AM)-WIFM-FM Elkin, NC (AM: BAL941014GF; FM: BALH941014GG)—Action Nov. 30.
WKFD(AM) Wickford, RI (BAL940921EF)—Action Nov. 29.
WTMA(AM) Charleston, SC (BAL941115GN)—Action Dec. 7.
WSSX-FM Charleston, SC (BALH941115GO)—Action Dec. 7.
WTMZ(AM) Dorchester, SC

(BAL941115GM)—Action Dec. 7.
WSUY(FM) Summerville, SC (BALH940831GE)—Action Dec. 7.
WWGM(FM) Alamo, TN (BTCH941118GE)—Action Dec. 1.
WUSY(FM) Cleveland, TN (BTCH940919GN)—Action Dec. 8.
KYYI(FM) Burkburnett, TX (BAPLH941003GH)—Action Nov. 23.
KDSQ(FM) Denison-Sherman, TX (BALH940928GE)—Action Nov. 29.
KMJQ(FM) Houston, TX (BALH941011GH)—Action Nov. 23.
KHYS(FM) Port Arthur, TX (BALH941011GK)—Action Nov. 23.
WYYD(FM) Amherst, VA (BALH940817GE)—Action Nov. 29.
Dismissed
WWWZ(FM) Summerville, SC (BALH940831GE)—Action Dec. 7.

THIS WEEK

Jan. 19—Federal Communications Bar Association luncheon featuring FCC Commissioner Rachele Chong. ANA Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
Jan. 19—“Producing the Big Game: ABC Sports Presents the Super Bowl,” seminar presented by the **Museum of Television and Radio**. Museum of Television and Radio, New York City. Contact: Dana Rogers, (212) 621-6705.
Jan. 20—The New York Festivals 1994 International Television Program Awards presentation. Sheraton New York Hotel & Towers, New York City. Contact: Anne White, (914) 238-4481.
Jan. 22-23—22nd annual Association of Independent Television Stations convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 887-1970.
Jan. 23—Nebraska Broadcasters Association 1995 state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.
Jan. 23-26—32nd annual National Association of Television Programming Executives (NATPE) program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

JANUARY

Jan. 24-25—South Carolina Cable Television Association annual winter meeting. Adams Mark Hotel, Columbia, S.C. Contact: Nancy Horne, (404) 252-2454.
Jan. 25—“Television and the Courts,” seminar presented by the **Museum of Television and Radio** and **TV Guide**. Museum of Television and Radio, New York City. Contact: Dana Rogers, (212) 621-6705.
Jan. 26-27—Alfred I. duPont-Columbia University Forum/Alfred I. duPont Awards, Columbia University, New York. Contact: (212) 854-5047.
Jan. 30-31—Third annual Midwest Broadcasters Conference and Broadcast Electronics Trade Show, sponsored by the **Minnesota Broadcasters Association**. St. Paul Radisson Hotel, St. Paul, Minn. Contact: (612) 926-8123.
Jan. 31-Feb. 1—1995 A.N.A. Television Advertising Forum sponsored by the **Association of National Advertisers**. The Waldorf-Astoria, New York City. Contact: Pat Hanlon, (212) 697-5950.

FEBRUARY

Feb. 6-8—“Sorting Through the Information Super Puzzle,” conference presented by the **Cable Television Administration & Marketing Society (CTAM)**. Hyatt Regency Scottsdale

Gainey Ranch Resort, Scottsdale, Ariz. Contact: Grace Ascolese, (703) 549-4200.

Feb. 7—American Women in Radio and Television's Congressional Reception. The House Cannon Room, Washington, D.C. Contact: Tiffany Morrison, (202) 414-2095.
Feb. 7—“The High Tech Entrepreneur,” forum in telecommunications practice presented by **Polytechnic University Center for Advanced Technology in Telecommunications**. Metropolitan Life Bldg., New York City. Contact: Ameena Mustafa, (718) 260-3050.
Feb. 7-8—Cable Television Association of Georgia annual convention. Westin Peachtree Plaza Hotel, Atlanta, Ga. Contact: Nancy Horne, (404) 252-4371.
Feb. 8-9—North Carolina Cable Television Association winter meeting. Sheraton Imperial, Raleigh-Durham, N.C. Contact: Laura Ridgeway, (919) 821-4711.
Feb. 9-11—Society of Motion Picture and Television Engineers Advanced Television and Electronic Imaging Conference. St. Francis Hotel, San Francisco. Contact: John Izzo, (914) 761-1100.
Feb. 9-11—Louisiana Association of Broadcasters annual convention. Hotel Acadiana, Lafayette, La. Contact: Lou Loman, (504) 922-9150.
Feb. 10-15—35th Monte Carlo Television Festival. Loews Hotel, Monte Carlo. Contact: (33) 93-30-49-44.
Feb. 11-14—52nd annual National Religious Broadcasters convention and exposition. Opryland Hotel, Nashville, Tenn. Contact: (703) 330-7000.
Feb. 12-16—“The State of Media Studies,” seminar presented by the **Freedom Forum Media Studies Center**. Columbia University School of Journalism, New York. Contact: Shirley Gazsi, (212) 678-6600.
Feb. 15-17—Broadcast Cable Credit Association seminar. Scottsdale Hilton, Scottsdale, Ariz. Contact: Cathy Lynch, (708) 296-0200.
Feb. 16—Federal Communications Bar Association luncheon featuring FCC Chief of Staff Blair Levin. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
Feb. 18—“Safe Harbors and Stern Warnings: FCC Regulation of Indecent Broadcasting,” symposium presented by **Villanova Sports & Entertainment Law Forum**. Villanova University School of Law, Villanova, Pa. Contact: Joseph McMahon, (610) 519-7605.
Feb. 20-22—Great Lakes broadcasting conference and expo, presented by *The*

Datebook

Michigan Association of Broadcasters. Lansing Center, Lansing, Mich. Contact: Karole L. White, (517) 484-7444.
Feb. 23-24—Video on Demand conference, presented by **IBC Technical Services Ltd.** The Langham Hilton, London. Contact: Caroline Bishop, +44 71 637 4383.
Feb. 24-27—National Federation of Community Broadcasters annual meeting. Albuquerque Hilton, Albuquerque, N.M. Contact: David LePage, (202) 393-2355.

MARCH

March 1-17—The Museum of Television & Radio's 12th Television Festival. Directors Guild of America Bldg., Los Angeles. Contact: David Lewis, (212) 621-6685.
March 3—Entry deadline for The Radio-Mercury Awards. Contact: *The Radio Creative Fund*, (212) 387-2156.
March 5-7—NIMA International fourth annual midyear meeting. Waldorf-Astoria, New York City. Contact: David Savage, (202) 962-8342.
March 14—51st annual Radio & Television Correspondents Association dinner. Washington Hilton, Washington. Contact: Ivan Goldberg, (202) 955-1366.
March 14-17—MediaVisión '95, Latin American conference on programming and promotion, co-sponsored by **NATPE International**, **Promax International** and **NIMA International**. Hyatt Regency Santiago, Santiago, Chile. Contact: Christine LeFort, (310) 453-4440.
March 15—Federal Communications Bar Association luncheon featuring Court TV's Steven Brill. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
March 19-22—Cable Television Public Affairs Association annual forum. Stouffer's Resort, Orlando, Fla. Contact: Sally Flynn, (202) 667-0901.
March 20-23—Supercomm '95 global telecommunications conference and exhibition, co-sponsored by the **Telecommunications Industry Association** and the **United States Telephone Association**. Anaheim Convention Center, Anaheim, Calif. Contact: (202) 326-7300.
March 23—National Association of Black-Owned Broadcasters 11th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.
March 26-27—West Virginia Broadcasters Association annual spring conference. Rad-

isson Hotel, Huntington, W.Va. Contact: Marilyn Fletcher, (304) 744-2143.

APRIL

April 1—4th annual Associated Press Radio Television News Directors Association/Emerson College regional conference and awards ceremony. Marriott Long Wharf Hotel, Boston, Mass. Contact: Bob Salsberg, (800) 882-1407.
April 3-5—Cable & Satellite 95 conference and exhibition, sponsored by **Reed Exhibitions**. The Grand Hall at Olympia, London. Contact: 081 948 9800.
April 4—Wertheim Schroder Variety media conference on “The Business of Entertainment.” Pierre Hotel, New York City. Contact: (212) 492-6532.
April 7-12—MIP-TV international television marketplace, sponsored by **Reed Exhibitions**. Palais des Festivals, Cannes, France. Contact: (212) 689-4220.
April 9-13—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.
April 10-11—Television Bureau of Advertising (TVB) annual sales and marketing conference. Las Vegas Convention Center, Las Vegas. Contact: Robert Romano, (212) 486-1111.

JUNE

June 18-24—16th annual Banff Television Festival. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

SEPTEMBER

Sept. 6-9—Radio Show & World Media Expo, sponsored by **The National Association of Broadcasters**, **The Radio Television News Directors Association**, **The Society of Broadcast Engineers** and **The Society of Motion Picture and Television Engineers**. New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.
Sept. 18-21—NIMA International's sixth annual meeting and trade exhibition. The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.

OCTOBER

Oct. 24-25—North Carolina Association of Broadcasters annual convention and sales skills workshop. Holiday Inn Four Seasons, Greensboro, N.C. Contact: Laura Ridgeway, (919) 821-7300.
Oct. 25-28—Broadcast Cable & Satellite India '95 exhibition and conference. Pragati Maidan, New Delhi. Contact: +91-11-4622710.

• Major Meetings

—Compiled by Kenneth Ray

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BROADCAST TV

Applications

Kremmling, CO KRKM(FM) 106.3 mhz—Granby Broadcasting System Inc. seeks CP to make changes: ERP: 2.5 kw; ant. 313 m.; TL: San Toy Mtn., Kremmling, CO; class changed from C2 to C3.

East Lyme, CT WXZR(FM) 98.7 mhz—Group E Communications Corp. seeks mod. of CP to make changes: ERP: 5.8 kw; ant. 28 m.

Independence, IA KQMG(AM)

1220 khz—Midwest Broadcasting Inc. seeks CP to make changes in antenna system.

Fairfield, IL WFIW-FM 104.9 mhz—Wayne County Broadcasting Co. Inc. seeks CP to make changes: ERP: 4.9 kw; ant. 11 m.

Tawas City, MI WHST(FM) 107.3 mhz—Ives Broadcasting Inc. seeks one-step app. to change class from 291A to 291C3 (pursuant to MM docket 92-159).

Sauk Rapids, MN WHMH-FM 101.7 mhz—Tri-County Broad-

casting Inc. seeks mod. of CP to make changes: ERP: 38 kw; ant. 128.8 m.; change class to C2 (per MM docket 94-5).

Brandon, MS WRKN(AM) 970 khz—Radio Station WRKN Inc. seeks CP to correct coordinates.

St. Louis KSTL(AM) 690 khz—WMUZ Radio Inc. seeks CP to add nighttime service of 17.9 w.

Fayetteville, NC WFAI(AM) 1230 khz—WFAI Radio Inc. seeks CP to change TL to 0.1 km SE of intersection of Sewell and Neville Sts., Fayetteville,

NC, and make changes in antenna system.

Leland, NC WAAV-FM 94.1 mhz—Hara Broadcasting Inc. seeks mod. of CP for new station; change ERP: 5.5 kw.

Actions

Abbeville, AL WIZB(FM) 94.3 mhz—Granted app. of Abbeville Wireless Corp. CP to make changes: ERP: 3.15 kw; ant. 139.6 m.; TL: 1/4 of NW 1/4 of section 34, range 27 E, Township 6 N of Henry Co., AL. Action Nov. 30.

Ketchikan, AK KRBD(FM)

105.9 mhz—Granted app. of Rainbird Community Broadcasting Corp. for CP to make changes: ERP: 7.8 kw; change frequency to 89.7 mhz; install circular polarized antenna. Action Nov. 29.

Long Beach, CA KNAC(FM) 105.5 mhz—Granted app. of Keymarket of Los Angeles Inc. for CP to install auxiliary antenna system (for auxiliary purposes only). Action Dec. 1.

Turlock, CA KBDG(FM) 90.9 mhz—Granted app. of Assyrian American Civic Club for CP to make changes: ERP: 0.78 kw. Action Nov. 29.

Visalia, CA KMPH(TV) ch. 26—Granted app. of Pappas Stations Partnership for MP to change ERP (vis): 3,236 kw; ant. 2,599 ft./792 m.; Action Dec. 9.

Kremmling, CO KRKM(FM) 106.3 mhz—Granted app. of Granby Broadcasting System Inc. for CP to make changes: ERP: 2.5 kw; ant. 313 m.; TL: San Toy Mtn., Kremmling, CO; class changed from C2 to C3. Action Dec. 9.

Hilo, HI KPVS(FM) 95.9 mhz—Granted app. of Pacific View Broadcasting Co. for mod. of CP to make changes: ERP: 27 kw; ant. -110 m.; TL: 58 Manaolana Pl., Hilo, HI. Action Nov. 18.

Des Moines, IA KIOA-FM 93.3 mhz—Granted app. of Saga Communications of Iowa Inc. for CP to install auxiliary antenna system (for auxiliary purposes only). Action Nov. 23.

Rolla, MO KQMX(FM) 97.5 mhz—Granted app. of Progressive Broadcasting of Mo. Inc. for CP to make changes: ERP: 6 kw; ant. 89 m.; frequency: 106.3 mhz. Action Dec. 9.

Santa Fe, NM KZKA(FM) 94.7 mhz—Dismissed app. of John Strelitz for mod. of CP to make changes: ERP: 100 kw; ant. 299 m.; TL: 4.1 miles N of Chimayo, NM. Class: downgrade from C to C1. Action Nov. 30.

Charlotte, NC WTVI(TV) ch. 42—Granted app. of Charlotte Mecklenburg Public Broadcasting Authority for CP to change ERP (vis): 1375. Action Dec. 9.

Linville, NC WUNE-TV ch. 17—Granted app. of University of N.C. for CP to change ERP (vis): 1,537 kw horizontal; 307 kw vertical; ant. 546 m. Action Dec. 5.

Raleigh, NC WCPE(FM) 89.7 mhz—Granted app. of Educational Information Corp. for mod. of CP to make changes: antenna supporting-structure height. Action Nov. 29.

Millersburg, OH WKLM(FM) 95.3 mhz—Granted app. of WKLM Radio Inc. for CP to replace DA with a non-DA. Action Dec. 2.

Millersburg, OH WKLM(FM) 95.3 mhz—Granted app. of WKLM Radio Inc. for CP to replace DA with non-DA. Action Dec. 2.



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BROADCAST TV

Kathy Reilly, weekend anchor, WCNC-TV Charlotte, N.C., joins KNXV-TV Phoenix as primary anchor.

Appointments at WOIO(TV) Shaker Heights and WUAB(TV) Lorain, both Ohio: **Greg Caputo**, director, news, domestic operations, Malrite Communications Group, Cleveland, named news director, WOIO/WUAB; **David Moody**, LSM, WOIO, named interactive sales manager; **George Yarbrough**, news anchor/reporter, WGAR-FM Cleveland, joins as assignment editor; **Gretchen Carlson**, reporter, WCPO-TV Cincinnati, Ohio, joins as weekend anchor.



McGovern

Sandy McGovern, senior VP, international business development, Discovery Communications, Bethesda, Md., joins North American Television there as president/COO.

Kate Lurie, anchor, WHP-TV

Harrisburg, Pa., joins WKYC-TV Cleveland as co-anchor.

Appointments at KDVR(TV) Denver: **Jeff Putman**, production manager, named on-air promotions manager; **Rebecca Tyrrell**, senior writer/producer, named manager, creative services.

Joseph Campbell III, director, broadcast services, WGTE-TV and WGTE-FM Toledo, Ohio, joins KAET(TV) Phoenix, Ariz., as program manager.

Appointments at WPBF(TV) West Palm Beach, Fla.: **Peter Dobens**, night assignment editor, WTSP(TV) St. Petersburg, Fla., joins as assignment manager; **David Nethers**, anchor/reporter, WALB-TV Albany, Ga., joins as reporter; **Gregory Duncan**, bureau chief reporter, named chief photographer.

Jason Bishop, producer, WXIN(TV) Indianapolis, named executive producer.

Bill Connor, reporter/anchor, WCSH-TV Portland, Me., joins Hearst Broadcasting, Washington, as correspondent.

Kimmer Ringwald, producer/executive story editor, named supervising producer, *Baywatch Nights*, All American Television Productions, Los Angeles.

Joseph Plager, VP, television, The Steve Tisch Company, Los Angeles, joins Paragon Entertainment Corp. there as VP, movies and miniseries, U.S.

Appointments at KPHO-TV Phoenix: **Sharon Byers**, news producer, KCTV(TV) Kansas City, Mo., joins in same capacity; **Ron Meritt**, weekend weather anchor/assignment editor, named weather anchor, morning and midday newscasts.

Andy Lee, GM, KTVE(TV) El Dorado, Ariz., joins KNOE-TV Monroe, La., in same capacity.

Malcolm Wall, executive VP/COO, WMFE-TV-FM Orlando, Fla., joins Oklahoma Educational Television Authority, Oklahoma City, as associate executive director.

Ben Pringle, chief meteorologist, WITN-TV Washington, N.C., joins KAKE-TV Wichita, Kan., as news meteorologist.

Frank Browne, account executive, Northeast region, Worldvision, New York, named VP, Eastern division.



Rowe

Appointments at Warner Bros., Burbank, Calif.: **Scott Rowe**, manager, publicity, promotion and public relations, named director, television distribution publicity; **Marsha Armstrong**, VP, production, Turner

Network Television, Atlanta, joins WB International Channels as VP, on-air promotions.

Appointments at KCAU-TV Sioux City, Iowa/KCAN(TV) Albion, Neb.: **Gene Young**, executive producer, WAFF(TV)

Huntsville, Ala., joins as news director; **Kim Cleaver**, station manager, KCAU-TV, named VP/GM.

Rodney Evans, chief engineer, KARD-TV West Monroe, La., joins KLFY-TV Lafayette, La., in same capacity.

Leo MacCourtney Sr., VP, community affairs, WOWK-TV Huntington, W.Va., joins WTAJ-TV Altoona, Pa., as VP/GM.

Brian Fiori, director, research, KRON-TV San Francisco, joins United Paramount Network, Hollywood, as VP, research.

Rollin Wood, regional manager, Broadcast Management, Portland, Ore., joins WXTV(TV) Sacramento, Calif., as director, marketing development.

Candace Fisher, program director, WFXT(TV) Boston, joins MG/Perin, New York, as regional sales manager.

Scott Engles, chief editor, WTVT(TV) Tampa, Fla., named sports producer.

Joseph Tovares, producer/director, Blackside Productions, Boston, joins WGBH-TV there as series editor, *The American Experience*.

Deborah Johnson, promotion manager, KOMO-TV Seattle, joins KNXV-TV Phoenix in same capacity.

Appointments at CBS/Broadcast Group, New York: **Robert Winsor**, producer, *48 Hours*, named director/executive producer, broadcast publicity; **Karen Kelso**, manager, broadcast publicity, named manager/producer.

Michael Cutler, news director, KVBC(TV) Las Vegas, joins KXAN-TV Austin, Tex., in same capacity.

RADIO

Appointments at KRWM(FM) Bremerton, Wash.: **Marijane Milton**, LSM, named GSM; **Kurt Sandberg**, account executive, named NSM.

Appointments at Shamrock Broadcasting, Burbank, Calif.: **Sally Beamer**, GSM, WFOX(FM) Gainesville, Ga., named GM; **Clancy Woods**, GM, WFOX, named GM, WHTZ(FM) Newark, N.J.

Bill Lally, producer, WABC(AM) New York, joins CBS Radio Networks there as producer, *The Late Late Radio Show with Tom Snyder and Elliott Forrest*.

Appointments at WKQX(FM) Chicago: **Rey Mena**, LSM, named director, marketing; **Bob Mackay**, NSM, KPWR(FM) Los Angeles and WKQX, named LSM.

Appointments at the Interep Radio Store, Infinity Radio Sales: **Lisette Costa**, account executive, Banner Radio, Los Angeles, joins as director, sales, there; **Mark Ransdell**, account executive, KITS(FM) San Francisco, joins as director, sales, New York; **Arthur Katz**, account executive, WABU(TV) Boston, joins as director, sales.

CABLE

Appointments at VHI, New York: **Sandy Shapiro**, VP, program development and production, American Movie Classics, joins as VP, original programming and development; **Jack Sussman**, VP, production and original programming, named VP/news and studio production.

Randy Freeman, VP, business affairs

Turner International, Atlanta, named deputy managing director, international network sales.



Stoddard

Rob Stoddard, VP, communications, Cable Telecommunications Assn., Fairfax, Va., joins Continental Cablevision, Boston, as director, corporate communications.

Susan Storms, director, sales,

Time Warner CityCable, New York, named GSM.

Appointments at Showtime Networks, New York: **Julie Nunnari**, VP, programming, WPIX(TV) New York, joins as VP, program scheduling; **Peter Kellner**, director, public relations operations and photographic services, named VP.

Les McClelland, supervisor, on-air operations, Prevue Networks, Tulsa, Okla., named manager.



Ganot

Appointments at MTV Networks, New York: **Harvey Ganot**, executive VP, advertising and promotion sales, named president; **Bryan Knapp**, principal, CSC Index, New York, joins as senior VP,

human resources and administration.

Donna Young, VP, business development, KBLCOM Inc., Houston, joins InterMedia Partners, San Francisco, as director, marketing.

Stacie Colbeth, VP, sales, Eastern division, Cable Networks Inc., New York, named senior VP.

Barbara Venezia, manager, traffic, TV Food Network, New York, named VP.

Lucy Minutillo, director, accounting, USA Networks, New York, named assistant controller.

MULTIMEDIA



Donahue

Raymond Donahue, senior VP, worldwide distribution, Ultra-com, Los Angeles, joins Westinghouse Broadcasting International there as VP, international sales and marketing.

Michael Kassa, sales and marketing representative, Raycom, New York, named director, event sales, Charlotte, N.C.

Appointments at A.H. Belo Corp., Dallas: **Dunia Shive**, corporate controller, named VP/controller; **Marian Spitzberg**, assistant general counsel, named VP/assistant general counsel

Open Mike

Cash or credit

EDITOR: The headline of your article on the sale of Viacom cable systems to a partnership led by Frank Washington (BROADCASTING & CABLE, Jan. 9) suggested that he is inappropriately "cashing in" on an idea he helped develop. Instead, his tenacity should be applauded. If consummated, this transaction will enable Mr. Washington to control the nation's seventh-largest MSO. His company will become the largest minority-controlled venture in the United States—poised to deliver enormous benefits in the form of program service to the public and opportunities to other minorities for success in our business.

Frank Washington is not "cashing in" by putting himself at risk in an

increasingly competitive and dynamic video marketplace. The assumption of entrepreneurial risk is the essence of American enterprise. BROADCASTING & CABLE should be saluting Mr. Washington's willingness to assume the challenge when other, larger players are leaving the industry.—*Dorothy Brunson, president, Association of Black Owned Television Stations, and Monica Conley, W. Don Cornwell, James Haynes, Ragan A. Henry, David Honig, Eugene Jackson, Leonard Kennedy, Eduardo Peña, Percy Sutton, Robert Lewis Thompson and Herbert P. Wilkins Sr.*

Editor's Note: BROADCASTING & CABLE's headline accurately pointed out that Washington, a leader in developing tax certificate policy, was now taking advantage of that policy. There was no suggestion of impropriety.

ADVERTISING/MARKETING

Denise Feeney, marketing coordinator, Bohbot Media Worldwide, New York, named manager, public relations.

Appointments at Bates USA, New York: **Bill Whitehead**, executive VP/executive director, worldwide client services, named COO, Bates North America; **Mark Morris**, executive VP/director, account management, named managing director, Bates USA; **Arthur D'Angelo**, executive VP/CFO, named chief administrative officer, Bates North America.

Appointments at Bader Rutter & Assoc., Milwaukee, Wis.: **Alane Saphner**, assistant editor, Lintas Marketing Communications, Detroit, joins as senior writer, public relations group; **Matt Erdman**, writer, named senior writer.

ALLIED FIELDS

Peter Engler, managing director, Performance Communications, San Francisco, joins Interactive Network Inc., San Jose, Calif., as senior VP, marketing and communications.

Marc Schiller, film journalist/consultant, joins House of Blues Entertainment Inc. West Hollywood, as VP, New Media.

Marcy Engelman, Rogers & Cowan, New York, joins Dan Klores Associates there as VP.

Appointments at Tapestry International, New York: **Nancy Walzog**, co-founder, named president; **Melisse Lewis**, contract attorney, Cowan, Gold, DeBaets, Abrahams & Sheppard there, joins as director, business affairs; **Mary Lou Bradley**, director, domestic operations, D.L.

Taffner/Ltd. there, joins as director, operations.

Appointments at Audio Plus Video International, New York: **Leonard Schwartz**, VP/GM, Video Dub Inc. there, joins as VP; **Beth Simon**, VP, sales and marketing, named senior VP.

Housh Farhadi, architect/planner, John Portman & Associates, Atlanta, joins TBS Properties there as director, global planning and development.

DEATHS

Oliver H. "Ollie" Crawford, 83, former executive director of the Hollywood Radio & Television Society, died of pneumonia Jan. 4 in North Hollywood. The HRTS, sponsor of the International Broadcasting Awards for radio and TV commercials, honored Crawford at his retirement

by naming its trophy the "Ollie." He is survived by his wife, Agnes, daughter, Nancy, and two grandchildren.

Bob Koop, 47, anchorman, WIVB-TV Buffalo, N.Y., died Jan. 1 of leukemia. Koop had been with WIVB-TV for 13 years. He also reported and anchored at stations in Salt Lake City, Tampa, San Antonio and Charleston, S.C. Koop is survived by his mother and father.

Bruno M. Graziano, 56, broadcaster, died of a heart attack Dec. 17 at McKeesport Hospital in Pittsburgh. Graziano, former sales manager with WPXI(TV) Pittsburgh, was a senior sales consultant with Ryno Corporate Video Services. He is survived by his wife, Mary Kay; daughter, Jill; son Robert, two sisters and two brothers.

—Compiled by Denise Smith

Fifth Estater

Joshua Seth Grotstein

Josh Grotstein is emerging as CNBC's multimedia guru. And his focus on new markets is helping him move up the ladder of the leading cable television business information network.

Grotstein, recently promoted to vice president, new business development and strategic planning, is intimately involved with charting CNBC's future.

Several years ago, he had a hunch that cable programming and new media would experience explosive growth, and he wanted to be part of it. He was head of the arts and media club at Harvard Business School, and during a summer internship at the McKinsey consulting firm in Los Angeles was approached by a professor to conduct a marketing study on the value of the various cable networks.

After the summer was over, both McKinsey and CNBC offered him jobs. Grotstein decided to go east to the start-up cable business news channel. Since then he has moved up the ranks and now reports directly to CNBC President Roger Ailes and David Zaslav, senior vice president, affiliate marketing and sales, CNBC and America's Talking.

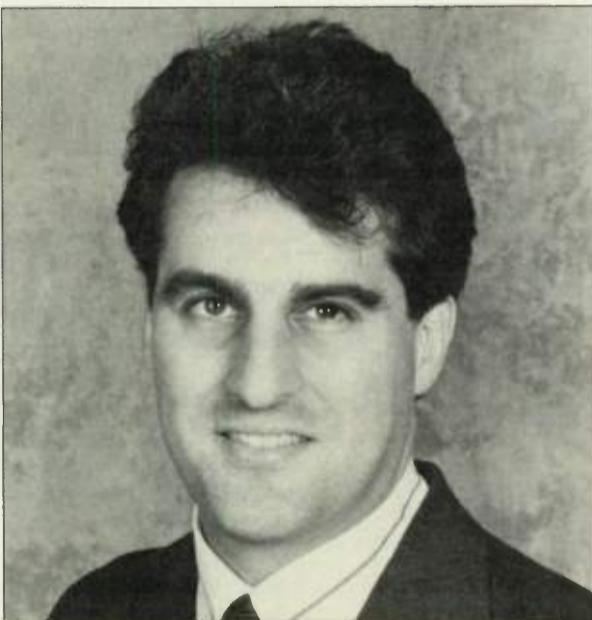
"Roger is very involved with everything," Grotstein says, adding that Ailes drives the vision of CNBC in an effort to boost ratings. The network is emerging as a market leader in both business news, through CNBC, and the growing talk market, through the America's Talking cable network.

One of Grotstein's new responsibilities is forming strategic alliances with companies that will complement CNBC's bid to become the pre-eminent business TV service on cable. Among the companies with which Grotstein has helped strike strategic alliances are PictureTel, Compton's NewMedia, Mammoth Micro Productions, Adaptec, Investment Seminars, United Airlines and Prodigy.

Grotstein is constantly in meetings trying to devise new products and services with his cohorts in Fort Lee, N.J., where CNBC and America's Talking are based. But recently he has been splitting his time between Fort Lee and NBC headquarters in Manhattan.

Grotstein is directly involved in the creation of NBC Digital Publishing. The new group publishes CD-ROMs based on NBC properties, including several CNBC and America's Talking shows.

Sales of CNBC's first CD-ROM title, "Your Port-



folio," a disk packed with information about mutual fund investing, have topped 65,000. Grotstein expects the project to reap up to \$400,000 in profit. A second version of the disk is planned, which should have even more robust sales, he says.

"We want to experiment with multimedia, but only to the extent that it is cost-effective," Grotstein says.

There are plans for five CD-ROM titles to be released this year, including "Alive and Wellness," based on the America's Talking program that explores homeopathic and preventive medicine; "Technical Analysis," a statistical market analysis

Vice president, new business development and strategic planning, CNBC, Fort Lee, N.J.; b. May 16, 1960, Los Angeles; BA, Brown University, Providence, R.I., 1982; MBA, Harvard Business School, Cambridge, Mass., 1991; J. Walter Thompson, L.A.: media planning supervisor, 1982-84; senior account executive, 1984-88; VP, account management, 1988-89; summer consultant, McKinsey Consulting Firm, L.A., 1990; CNBC: director, affiliate marketing, 1991-93; director, business development and strategic planning, 1993-94; current position since January.

disk based on CNBC's "Tech Talk" segments; and "The World of Investing," an introduction to global finance and investing.

While the base of installed CD-ROM drives still is relatively small, especially when compared with television viewing, Grotstein expects the number of multimedia personal computers with access to CD-ROM and online services to be close to 20 million by next year.

"Entry into the CD-ROM market is not just a revenue-producer. Our strategy for the long term is to build a library of titles for the interactive television and computer markets," Grotstein says. He foresees a series of CD-ROMs residing on video servers with consumers having on-demand access.

While CNBC is making a major push into CD-ROM, Grotstein also has been instrumental in the cable network's deal with Prodigy. The deal is exclusive through midyear; not a terribly good deal with the massive changes under way in the online services industry.

"We want to be in everyone's store, but the problem right now is there are too many infrastructures [that] are incompatible," he says. It doesn't make economic sense to be on multiple services, but Grotstein expects the situation to change down the road.

While CNBC is talking with Intel about testing online services over cable systems. But Grotstein thinks most of the interactivity in the home will reside on the PC, not the TV.

"A key for broadcasters and cablecasters is to transform their current market advantage into new programming that will be more relevant for the interactive environments of the 21st century," he says.

But although Grotstein is bullish—bordering on evangelical—about the growth potential of new media, he continues to be attracted to the power of television in this country and around the world.

"Ultimately, we're in the television business, and TV is not going away," he says. But instead of earning a few cents a month from subscriber fees and advertising revenue, Grotstein wants CNBC to tap the unexplored market of ancillary services—like personal finance—through a variety of new ventures.

—MB

In Brief

Turner Broadcasting System sources confirmed published reports that the company has **considered restructuring to sidestep regulations that hinder TBS from pursuing acquisition of a network.** "It's been discussed as one of many options," said a company executive. Under one scenario, TBS would create a separate subsidiary to acquire a network, with a separate board, in which TBS shareholders TCI and Time Warner would have less than the threshold 5% interest. TBS also has considered spinning off its cable network holdings into a separate subsidiary, sources confirm, to further separate cable and broadcast assets.

John Matoian, president, Fox Entertainment Group, announced a large slate of development deals and projects at the Television Critics Association press tour last Friday. Michael Moore, executive producer of *TV Nation* for NBC, will move that series to Fox later this year and will develop several other shows for Fox.

Among the half-hour projects: a Jay Tarses-produced show about life at a junior high school from a teacher's point of view, and a comedy featuring former *In Living Color* star David Alan Grier. Included in the drama slate: a project from Joshua Brand and John Falsey; an *X-Files* spin-off; *Divas*, an ensemble drama/comedy about a young female African American singing group; an Aaron Spelling project, *Kindred*, about vampires in San Francisco; *The Pastor's Wife*, an hour dramedy from David Kelley, and *White Dwarf*, an hour set in the distant future and produced by Robert Halmi Productions and Francis Ford Coppola's American Zoetrope.

The fate of King World's WIVB-TV Buffalo, N.Y., is still up in the air, despite an end-of-last-week story in *The Buffalo News* on the station's sale. GM Tony Kieran says CBS and King World are "in ongoing discussions," but no deal has been struck. He said that there are no other bidders for the station. A detail of the *News* story that Group W spokesman Gil Schwartz corrected: The buying party is not the Group W/CBS station-buying partnership.

DNN will, within the next five years, have a com-

petitor in the form of an NBC News offspring, according to Andy Lack, president, NBC News. Lack, speaking before the Television Critics Association press tour in Pasadena, Calif., last Tuesday, said the network hopes to launch a 24-hour, satellite-delivered news service before the turn of the century.

Three months after the announcement of the formation of their new studio, Steven Spielberg, Jeffrey Katzenberg and David Geffen have named the venture **DreamWorks SKG.** Rather than make the announcement at the Television Critics Association press tour, where Spielberg and Katzenberg appeared last Thursday (Geffen was reportedly stuck in Malibu due to the recent flooding), the trio made the announcement through ads in Hollywood trade papers last Friday.

Republican Mike Oxley

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 1. Numbers represent average audience/stations;% coverage.)

1. Wheel of Fortune	14.0/225/99
2. Jeopardy!	11.6/212/97
3. Oprah Winfrey Show	8.8/224/97
4. Entertainment Tonight	7.7/175/94
5. Wheel of Fortune-wknd	7.6/162/75
6. Roseanne	6.6/181/96
7. Inside Edition	6.4/163/91
8. Hard Copy	6.0/173/93
9. Baywatch	5.9/217/97
9. Ricki Lake	5.9/212/97
9. Star Trek: Deep Space Nine	5.9/228/98
12. Family Matters	5.8/190/94
12. Married...With Children	5.8/175/93
14. Cops	5.5/180/94
15. Fresh Prince of Bel-Air	5.4/129/83

(Ohio) introduced legislation last week to repeal all foreign ownership restrictions on telephone and broadcast companies. Oxley, who is vice chairman of the House Telecommunications Subcommittee, would like to see his bill attached to major telecommunications reform legislation, which the House is expected to pass this year. Democrat Rick Boucher of

Virginia and the subcommittee's chairman, Jack Fields (Texas), are co-sponsors.

Steve Goldman, president of Paramount Domestic Television, will become an executive VP of PDT's parent division, Paramount Television Group. He joins Richard Lindheim. The new title reflects expanded responsibilities for Goldman that include serving on the executive operating committee of the new United Paramount Network. Goldman has been overseeing the first-run and off-network syndication divisions of the Television Group, the Paramount Stations Group and Premier Advertiser Sales.

As expected, Senator **Bob Packwood (R-Ore.)** has been named chairman of the **Communications Subcommittee.** However, there is strong likelihood that Ernest Hollings (D-S.C.), the ranking Democrat on Com-

merce, will take the ranking spot on the subcommittee instead of Daniel Inouye (D-Hawaii), who had been chairman of the Communications Subcommittee.

Family Channel founder Pat Robertson and former employe Mark Barth have filed suits against each other in Virginia over alleged financial improprieties at United States Media Corp., a wholly owned subsidiary of Robertson's not-for-profit Christian Broadcasting Network. Barth, former U.S. Media president, alleges in court documents that company assets were taken without compensation by Family Channel parent company International Family Entertainment and that he was told by an IFE official to destroy relevant documents regarding the transaction. Robertson alleges that Barth knowingly prepared false and misleading financial information and tried to cover up the information from his employers.

Closed Circuit

HOLLYWOOD

What's in a name?

Kelly News & Entertainment has succeeded in licensing the trademark identification and promotional materials of its news-intensive KCRA-TV Sacramento to more than two dozen other stations in the U.S. Stations signing with Kelly under two-to-four-year contracts receive rights to identify their news with the tagline "Where the News Comes First" and a package of print, graphics, music and promotional materials.

Charles in charge

The Armstrong Williams Show, Cannell Distribution's half-hour late-night strip hosted by the conservative black columnist, will premiere with a topic and guest known for evoking opinions. For the debut episode, NBA

star Charles Barkley joined the host in a discussion about the spiraling salaries of professional athletes. Pat Kenney, president, Cannell Distribution Co., says the company will be shopping the show at NATPE with a pilot and presentation tape.

WASHINGTON

'Women' working

Allbritton Television is turning its once-local magazine *Working Women* into a nationally syndicated program. The show started on WJLA-TV Washington in 1991 and is now on 87 stations covering 68% of the country. Two years ago, when the show had only about half that coverage, Allbritton Television Productions head Jane Cohen persuaded national advertisers to buy the show based on its attractive niche audience. Allbritton expects the show to be in the black for the first time sometime this year.

Bliley-Fields field trip

First it was the White House, then the Senate; now House Republicans are holding a telecommunications summit. This week, more than 20 executives from the broadcast, satellite, computer, cable and long-distance and local telephone industries will be in Washington to meet with House Commerce Committee Republicans. The event is being sponsored by Committee Chairman Tom Bliley (R-Va.) and Jack Fields (R-Tex.), the chairman of the House Telecommunications Subcommittee. The executives will meet as individual industry groups with the lawmakers for two-hour sessions this Thursday and Friday. A Thursday night dinner with House Speaker Newt Gingrich (R-Ga.) is also planned. Among the heavyweights expected to attend: ABC-CapCities' Tom Murphy; NBC's Bob Wright; CBS's Howard Stringer; Fox's Rupert Murdoch; TBS's Ted Turner; TCI's John Malone; Discovery Channel's John Hendricks; Time-Warner's Gerald Levin, and Comcast's Brian Roberts. —KM

HOLLYWOOD

Bey watch

All American Television's new *Richard Bey* syndicated talk show has been cleared



Drawn for BROADCASTING & CABLE by Jack Schmidt
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Here comes tomorrow

FCC Chairman Reed Hundt has started the countdown on television's future. From virtually a standing start, he has launched the commission into its most critical debate on broadcast spectrum, and has said the decision will be made this year. So much for those who thought the chairman was moving too slowly on broadcast.

That's the good news. The bad news is that Hundt appears to be approaching the debate with a completely open mind, which means there's no telling how it may come out. There is no assurance that incumbent broadcasters will have a lock on the second channel they need to transition into a digital world, although it's probably still theirs to lose.

The chairman is in a Socratic mode. That is, he's asking the questions without offering the answers. It began at the Consumer Electronics Show in Las Vegas a week ago Friday, when he posed such puzzlers as:

■ **Hundt's Q: How can we make sure that broadcasters continue to reach their audiences' analog television sets during the digital conversion?**

Our A: This one's easy—by providing dual occupancy of NTSC and digital channels during the transition period.

■ **Hundt's Q: How long should we allow the transition to digital TV to take place?**

Our A: As long as it takes, which is a matter for the public to decide, not the professionals. There are more than 200 million NTSC sets out there, getting better every day. At best it likely will take 15 years, and it could take 20 to 30.

■ **Hundt's Q: Is there a good reason to set a national standard for digital broadcast transmission and reception?**

Our A: Yes, there's every reason to set a national standard. Our slogan on this one is: "Remember AM stereo." That was the last time the commission adopted a marketplace solution to spectrum management, and it was a disaster. Not only should there be a standard but it should aim high—essentially, to provide for HDTV at the top while allowing flexibility further down.

■ **Hundt's Q: Would the public interest be better served if broadcasters paid spectrum fees or had to compete for spectrum in an auction, especially if they used a digital signal for subscription services?**

Our A: Absolutely not. The nation has a vested interest in moving universal broadcasting service into the digital band, which eventually will take over the broadcast burden from analog. It's essentially an even trade, and if the broadcaster gets some extra benefit, so be it. Given the competition from DBS and cable, over-the-air broadcasting needs all the help it can get.

■ **Hundt's Q: Or would it be better to pay with commitments to the public, in terms of children's TV, national and local news and**

free time for political debate?

Our A: Absolutely not. There's no way to establish a quid pro quo in any of these areas without violating the First Amendment. Should broadcasters continue to serve "the public interest, convenience and necessity"? Probably, although that phrase is subject to some severe misinterpretation.

As we read the chairman, he's going to open up the process to every idea—and player—imaginable. He wants the marketplace, not the government, to mandate how the nation takes advantage of the new technology. We're for that. But at the same time, none must lose sight of the nation's interest in maintaining a system of free, over-the-air broadcasting capable of reaching every American home—whether in digital, analog or Tagalog. Digits are wonderful, but they're just digits. It's the system that counts.

A precedent is a mistake that has to be repeated to be justified

We feel like we're going through the looking glass. Again.

First there was Reed Hundt with his gag order on the Fox proceeding, breaking new and unhallowed Fifth Estate ground. Then there was Larry Pressler, the Republican from South Dakota, raising hell with Reed Hundt for, among other things, tromping all over the First Amendment with his gag order on Fox. And now, guess what? Larry Pressler has put out his own gag order on the Senate Commerce Committee's consideration of the superhighway legislation. It's getting to be more than we can take.

The word came to us by press release from Senator Pressler's Committee on Commerce, Science and Transportation (the unexpurgated title), advising that he had "barred majority staff of the committee from any conversations with lobbyists for companies or trade associations having an interest in Senator Pressler's legislation to modernize telecommunications law and open up markets in the communications industry, until the legislation's drafting is completed." Earlier that same day, Pressler put out another release saying: "I have directed that committee staff make no further comment to the press until this process is complete."

Let's see. What would Pressler say about such goings-on?

In a letter to Reed Hundt on Dec. 23, he said: "I am deeply disturbed by what appears to be unprecedented and questionable procedural maneuvering—most especially, the commission-imposed 'gag order'...an egregious limitation on free speech.... This action demonstrated to me a serious lack of forethought and sensitivity to First Amendment rights. Additionally, I view this episode as an almost paranoid level of concern over commission matters being examined and covered by the press and others." Need we go on?

Pressler's gag order will pass, just as Hundt's did. You can bet your life those lobbyists will get through, and so will our reporters. It just slows down the process and aggravates an already tough day.

Give us a break.

Lawrence B. Taishoff, chairman
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Editorial

Donald V. West, editor/senior vice president

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Chris McConnell, Christopher Stern,

Julie A. Zier, staff writers

Denise P. Smith, Kenneth R. Ray, production artists

Winslow Tuttle, Catharine Garber, proofreaders

□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

Stephen McClellan, bureau chief

Mark Berniker, senior editor (interactive TV)

Rich Brown, assistant editor (cable)

Donna Petrozello, staff writer

□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100; Fax 213-937-4240

Steve Coe, bureau chief

David Tobenkin, staff writer

□ London Europa House, 54 Great Marlborough St., W1V1DD;

44-71-437-0493; Fax 44-71-437-0495

Meredith Amdur, international editor

Circulation

Michael Borchetta, subscription promotion director

Leonard Weed, fulfillment director

Founder and Editor
Sol Taishoff (1904-1982)

**Broadcasting
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1705 DeSales Street, N.W.

Washington, DC 20036

Phone: 202-659-2340

Circulation: 800-554-5729

Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

Manufacturing/Distribution

Michael Arpino, director

Sharon Goodman, production services director

Louis Bradfield, distribution director

William Cunningham, distribution manager

Jose Medina, quality assurance manager

Jacqueline Panepinto, production assistant

Yvonne Yang, production assistant

Advertising Production

Jennifer Allen, production manager

212-463-6527; Fax 212-463-6655

Cahners Consumer/ Entertainment Publishing Division

John J. Beni, senior VP-general manager

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Advertising

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Randi T. Schatz, international sales director

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Gary Rubin, national marketing director,

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Advertising Representatives

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Fax (81) 6 956 5015

Max Montocchio, BCC (United Kingdom & Europe):

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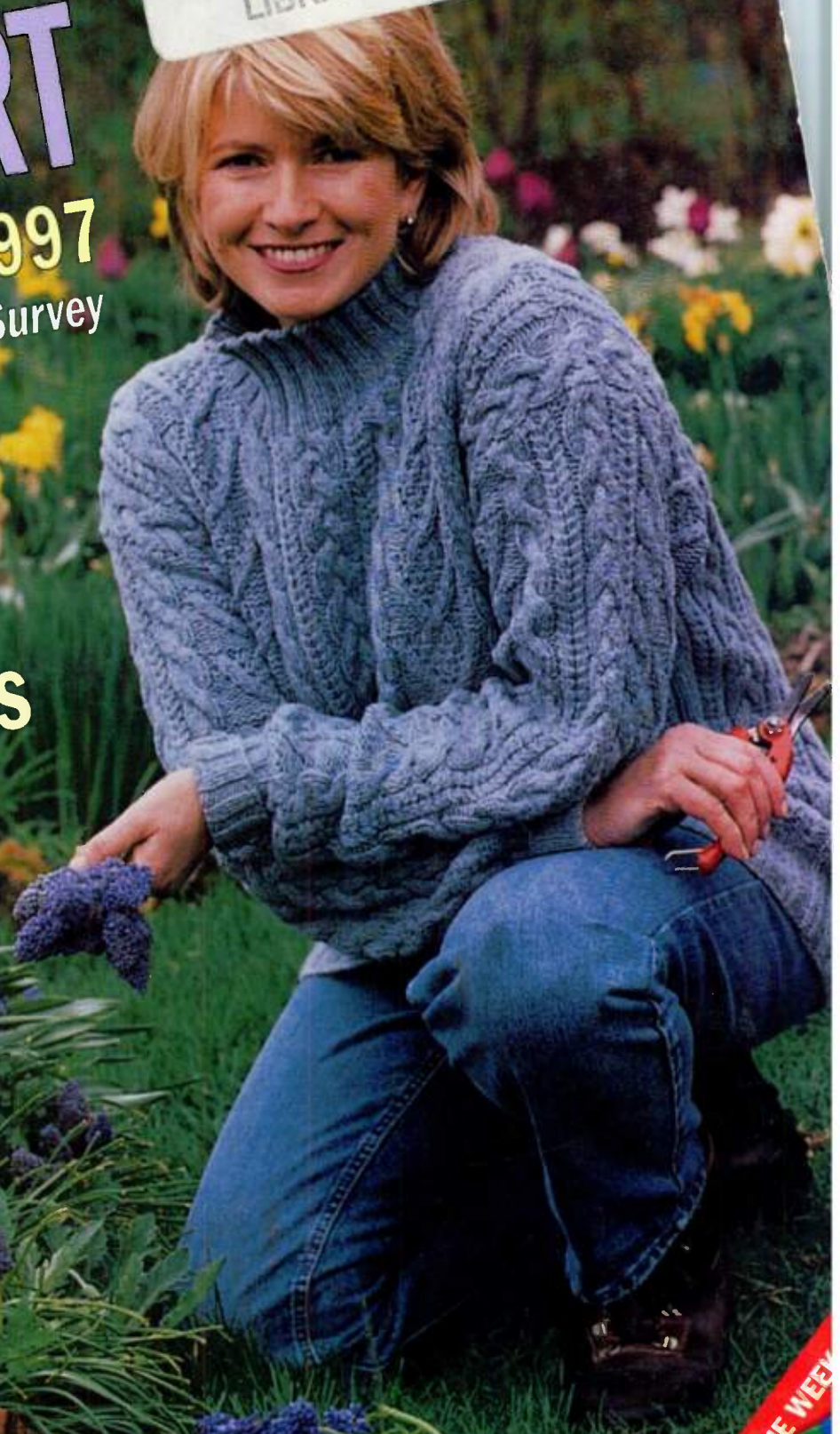
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SCOOP	3	.6	4	.3	3	.3	3	.3
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