

JAN 23

Broadcasting

The Newsweekly of Television and Radio

& Cable

Vol. 125 No. 4 64rd Year 1995 \$3.95 A Cahners Publication

Aaron Spelling Television's Prime Time Wizard

NATPE International: The Show's The Thing in Las Vegas

Broadcasting Outlook Bright for '95, Questions Cloud View for '96

PERIODICAL
LIBRARY USE ONLY

*****3-DIGIT 165

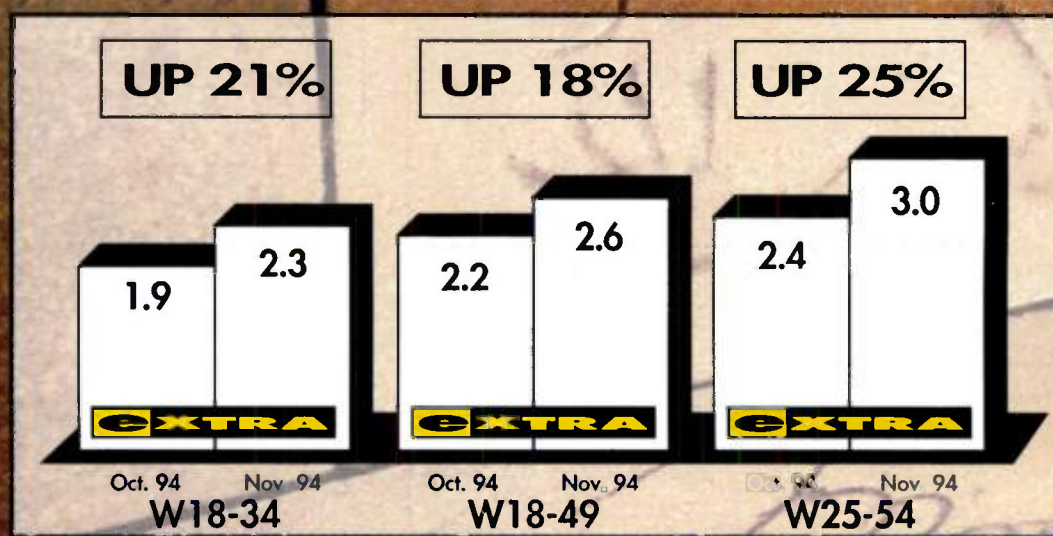
304 JAN96 REG262**CR75
THURST COLLEGE
HAMMILL LIBRARY
501 E 38TH ST.
ERIE, PA 16504-1652

Telemedia
Week

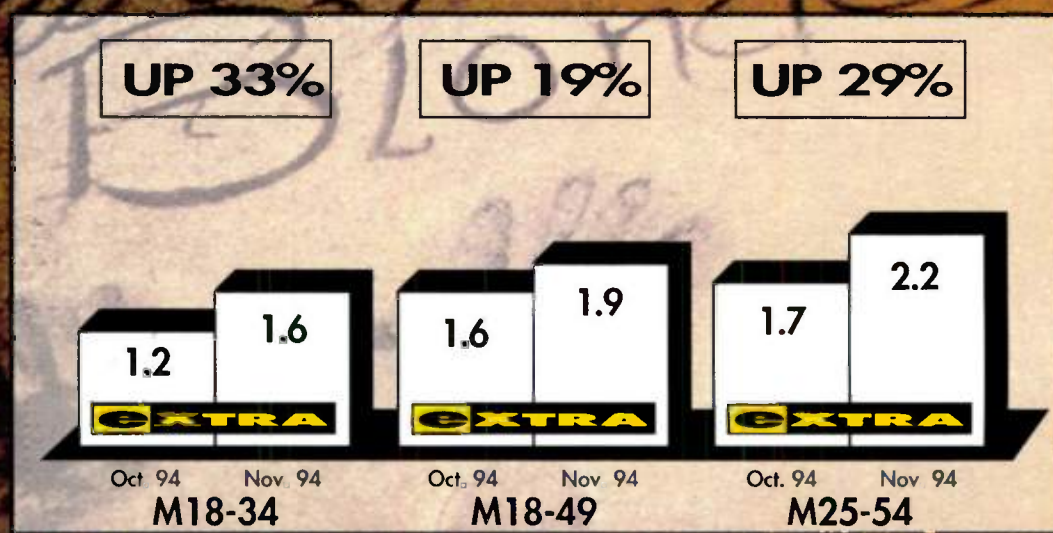
Page 157

CONCRETE

CONCRETE GROWTH IN WOMEN



CONCRETE GROWTH IN MEN



SOURCE: NSI/SNAP WTD RTG

GROWTH.

FOR MR. O...

HAPPINESS

Just...

no

T

EXTRA
THE ENTERTAINMENT MAGAZINE

JAN 24 1995

MERCYHURST COLLEGE
HAMMERMILL LIBRARY
ERIE, PA. 16548-0001

To Dad



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company
©1995 Warner Bros. All Rights Reserved.



UPN beats... everybody

Debuts at number one for its first night with new 'Star Trek' show; WB up slightly in second outing

By Steve Coe

Two new networks. Two launches. Two markedly different results.

It was unavoidable that comparisons would be made between the launches of the WB Network (Jan. 11) and the United Paramount Network (Jan. 16 and 17), but UPN's numbers extended those comparisons beyond WB to include the established networks as well.

UPN debuted last Monday night with the two-hour premiere of *Star Trek: Voyager*. The pilot boldly took the new network where no new net-

work (aside from the first) had gone before: to number one in its first night of programing.

In 29 metered markets, UPN averaged a 14.5 rating/20 share at 8-10 p.m., according to Nielsen overnight numbers supplied by UPN. In the overnight ratings, Fox finished second to UPN, followed by CBS, NBC and ABC. The two metered markets not reporting were Hartford, Conn., where UPN does not have an affiliate, and St. Louis, where the Fox station that carries UPN programing as a secondary affiliate does not air the programing until later in the week.

Promoting the new nets: UPN showed its debut 'Star Trek: Voyager' in Times Square, while WB adorned the Warner water tower with the network's animated logo, Michigan J. Frog.

When asked about the difference in launch ratings, Jamie Kellner, head of WB, said that UPN "did a good job, but now it's the week-to-week execution" that counts.

On average, the maiden voyage of UPN improved on its affiliates' November 1994 numbers by 150%. Because many of UPN's affiliates are secondary affiliations and do not run their schedule in pattern, national numbers for the debut will not be available until later this week. When

Continued on page 10

Time Warner eyes 2.5 million subs for \$5 billion

By Rich Brown

How does a company with \$15 billion in debt go on a \$5 billion spending spree?

That is the puzzle Time Warner hopes to solve as it looks to buy the cable systems of Cablevision Industries Corp. and Houston Industries at a price of about \$2.5 billion per company.

Wall Street has been pondering the question since word got out earlier this month about Time Warner's interest in striking a deal with CVI. And the question became all the more puzzling last week with word that Time Warner also was eyeing the Houston Industries systems.

Some analysts say it could be just a matter of creative deal-making along the lines of the earlier-announced joint venture involving the cable systems of Time Warner and Newhouse. Time Warner expects to close on the deal with Newhouse (1.4 million subscribers) by midyear and could close even sooner on another deal with Summit Communications (160,000 subs).

"The easy answer is: 'That's why God created stock,'" says analyst Ray Katz of Bear Stearns. And if the seller is not interested in stock, J.P. Morgan Securities analyst Larry Petrella says banks still are likely to make loans to Time Warner based on the company's cash flow of more than \$3 billion.

The Time Warner cable system deals come during a period of intense consolidation in the cable system business. Larger MSOs are looking to acquire smaller MSOs that will enable them to "cluster" systems and better compete with the increasingly aggressive direct broadcast satellite, telephone and wireless cable companies. Virtually all of the top 20 MSOs in the past six months have made a deal or are considering one.

Time Warner, already the nation's second-largest MSO with its 7.3 million subscribers, is poised to equal the leader, Tele-Communications Inc. CVI would give Time Warner an additional 1.3 million subscribers and the Houston Industries deal would add another 1.2 million households.

For several months Houston Industries has been looking to sell its KBLCOM cable system subsidiary. Time Warner is a logical buyer because the media giant already co-owns large KBLCOM systems representing 1.16 million subs in New York City, Florida and California. On its own, KBLCOM owns systems representing 684,000 subs in California, Minnesota, Oregon and Texas. ■

Hundt's 'market' plan for kids TV

FCC would set quotas for markets rather than stations

By Kim McAvoy

FCC Chairman Reed Hundt has been talking to TV network executives and others about basing compliance with children's TV rules on the performance of an entire market rather than the individual stations, according to FCC and industry sources.

The FCC is expected to propose rules in February clarifying broadcasters' obligation to air educational children's programing under the 1991 Children's TV Act.

Among other things, Hundt has talked about establishing



Reed Hundt

Continued on page 9

Broadcasting 1995: Following a tough act

1994's performance is not likely to be repeated in '95, but the forecast is not so bad, either: some say growth could reach 7%

By Steve McClellan

Nineteen ninety-four was a banner year for the broadcasting business. But don't expect the same for 1995. Analysts and broadcasting executives expect growth rates this year of half—or less—than what they were in 1994.

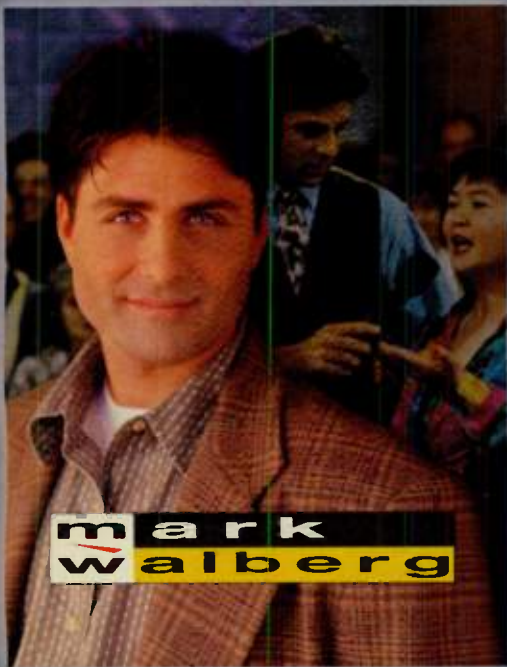
Estimates for growth this year range from 3% to 7%. The growth declines are attributed to several factors, including a slowing in the overall economic growth rate, from the 4% range to the 3% range. In addition, two extraordinary broadcasting events helped fuel last

year's growth—record-setting political advertising spending and the winter Olympics.

Those two big events will not be present in 1995, and some general concern is being voiced widely in the industry about rising interest rates and the impact they will have on the economy in 1995 and 1996. Another uncertainty, particularly for local rightsholders, is how the 1995 baseball season will shape up, if at all.

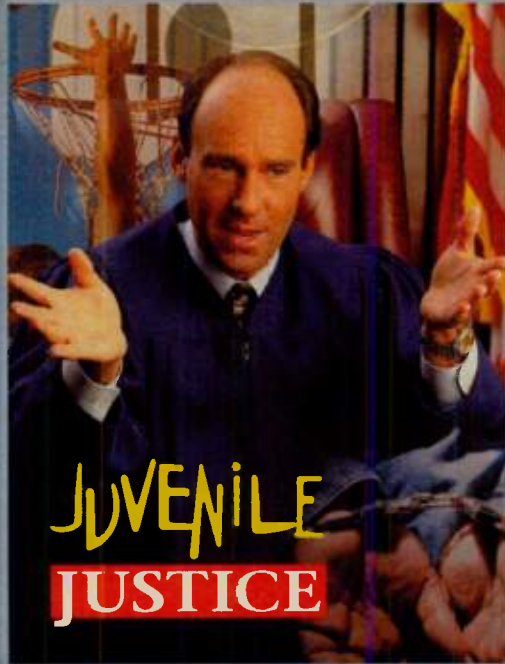
"My gut tells me not to get too excited about

Continues on page 6



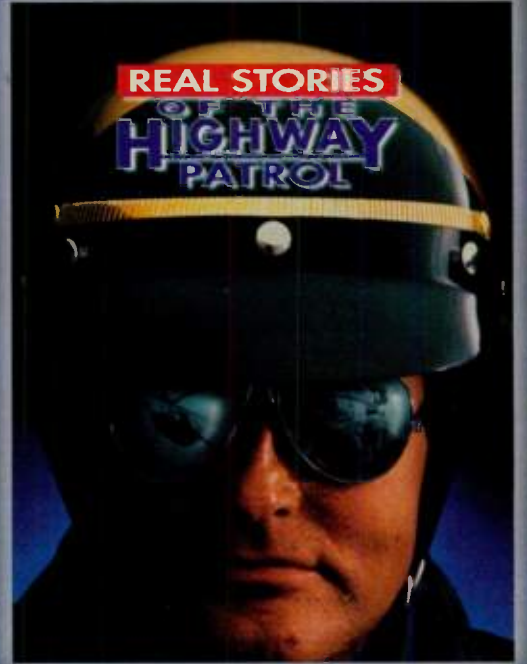
mark walberg

One hour strip debuts Fall '95



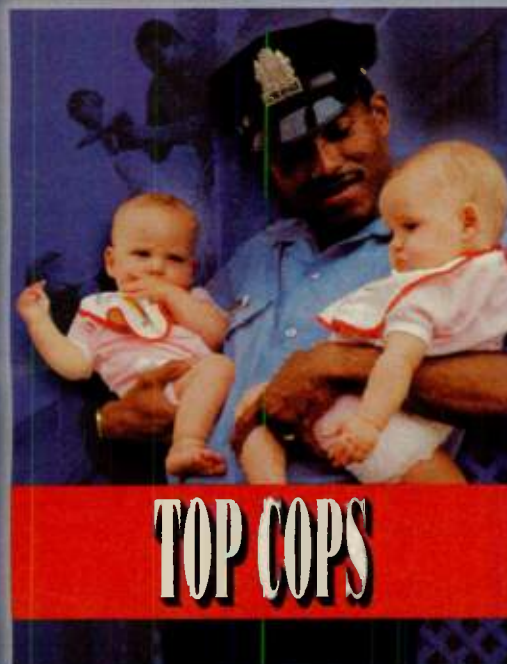
JUVENILE JUSTICE

Half hour strip available now!



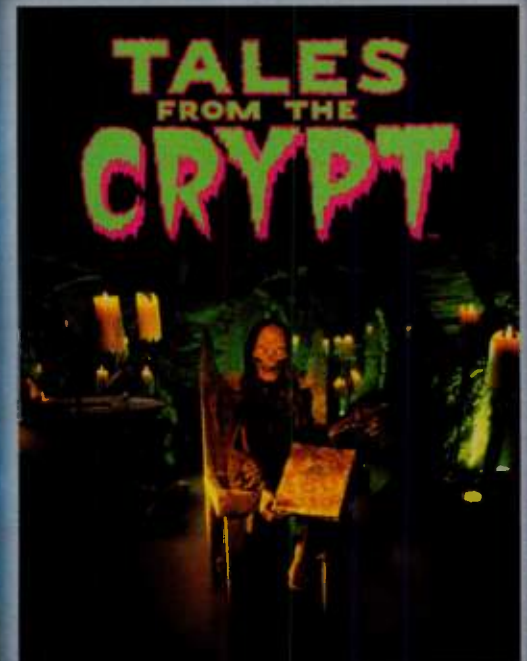
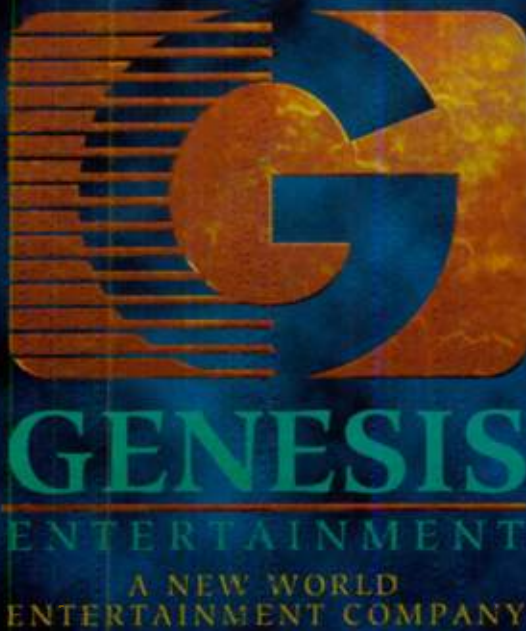
REAL STORIES OF THE HIGHWAY PATROL

Entering 4th successful season!



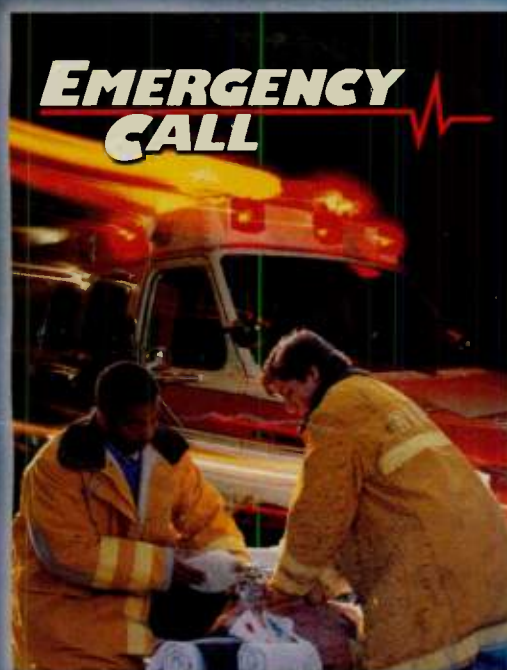
TOP COPS

Highest rated new late night strip!



TALES FROM THE CRYPT

Weekly hour available Fall '95



EMERGENCY CALL

Weekly half hour 5th season!



MARVEL ACTION UNIVERSE

Expanded 90 minute weekly!



REALITY CHECK

Weekly half hour for Fall '95

*Source: NSS ranking report Season through '11.27.94.

Turner says TBS-NBC talks are off

But money-saving strategic alliance may prove too attractive to avoid

By Rich Brown

The deal is off between NBC and the Turner Broadcasting System—at least for now.

The long-standing merger talks between the companies came to an end last week, Ted Turner said at a news conference in Los Angeles.

"The talks have been terminated—very amicably, I might add," Turner said. As he described the situation, NBC parent company General Electric had killed the deal by refusing to relinquish control of the broadcast network.

Indeed, GE quickly issued a statement maintaining that it

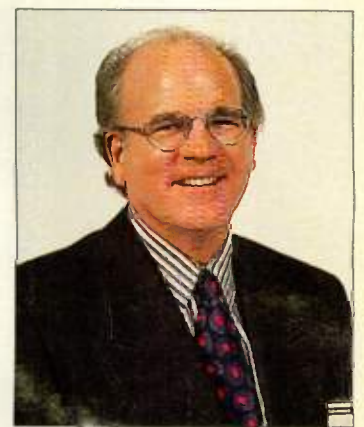
had no plans to give up majority control of NBC. GE's offer to Turner would have left GE with a 51% share of a company that, they believe, is worth about \$6 billion.

But negotiations might not be over yet. NBC President Robert Wright told the *Wall Street Journal* late last week that he wouldn't rule out a resumption of talks or a less expansive combination of some operations. Wright could not be reached for comment.

Media companies such as NBC and Turner are eager to develop strategic alliances that will help them compete against increasingly powerful

media conglomerates. And the big just keep getting bigger: Top Hollywood producers Paramount and Warner Bros. each have debuted their own broadcast networks, while Capital Cities/ABC is forming a production studio with Hollywood heavyweights David Geffen, Jeffrey Katzenberg and Steven Spielberg.

Merrill Lynch analysts say that combining TBS with a broadcast network could help cut news costs by up to \$150 million per year; provide international opportunities in news, sports and other programming; allow for joint cable-network bids on sports properties; help



Ted Turner and NBC's Bob Wright can't agree on control.

in launching new networks; provide cross-promotional opportunities; and enable the Turner networks to be used as an outlet for production.

Turner's \$2.4 billion debt and its 1994 estimated operating cash flow of \$427 million mean the company likely will have to offer equity when it makes a play for a network. Merrill Lynch analysts say. Turner also might be forced to give up something to Time Warner, a 20% owner in Turn-

er that reportedly has attempted to prevent such an acquisition, the analysts say.

As the NBC-Turner talks apparently subsided, there was increased industry speculation that Turner once again might make some kind of play for CBS. Turner Broadcasting issued the following statement in response: "As in the past, the company will continue to pursue strategic opportunities as they arise in order to maximize shareholder value." ■

BROADCASTING 1995 continued from page 6

what we saw in '94 and so far in the first quarter '95," says Michael Finkelstein, president, Renaissance Communications, a Greenwich, Conn.-based group owner of seven television stations. "I think one should be cautious about looking into the future," he says. "There will be some growth, but it will be slower than we've seen."

The Television Bureau of Advertising is projecting growth in spot and local advertising for 1995 of 5%-7%, says the organization's research vice president, Harold Simpson. "That strikes some of the people on our board as pretty bullish, but there are some indications that we might attain that in 1995," Simpson says.

Indication number one: The current first-quarter sales pace is in the 15% range, impressive considering that a year ago was the middle of the winter Olympics scatter market. Another positive indicator, says Simpson is that last fall, ad sales increases of 20%-30% were registered in October and November, and only about half of those gains were attributable to political spending.

Simpson is confident the first quarter will end up where it's now pacing—in the 15% range. "There is a pretty healthy base of advertisers now, unlike the previous three years when the auto category was the driving force that kept us from being in the red," he said. "Other categories that were holding back are starting to open up." Computers, phone companies, clothing and insurance are all strong categories, he says.

In 1991, during the depths of the recession, broadcasting industry pundits predicted there would never again be a year of double-digit growth. Last year, the industry proved the pundits wrong—national spot spending on over-the-air stations grew a dramatic 14%, according to the TVB. Local TV spending came in at around 11%, says the TVB. And, according to Arthur Gruen of Wilkofsky Gruen Associates, the network business grew about 8%.

Gruen is predicting 3%-5% growth for both the network business and stations for 1995. "The fed is sort of the wild card here" because it's hard to know

how it will manipulate interest rates this year, says Gruen. But most believe those rates will be adjusted upward once again to further brake economic growth.

Finkelstein also sees a 3%-5% gain for the TV station business this year. "I'd say that's about right, and but for what's going on with the interest rates, it might be a little higher."

Most analysts and executives contacted for this story think that although the economy will continue

year's growth. That is due to several factors, including poor fourth-quarter ratings, that required the network to offer make-good inventory. Also, the affiliation changes have forced CBS onto weak UHF stations in some markets, and it will take the network time to build audience.

Harold Vogel, managing director and senior media analyst at Cowen & Co., says ABC is best positioned among the four networks to grow in 1995. The network, he says, should show an earnings per share (EPS) gain of around \$5, or 10%-12% for the year.

CBS, says Vogel, will be flat or up slightly, probably showing an EPS of about \$3.50. In growth, he expects NBC and Fox to come in somewhere in-between.

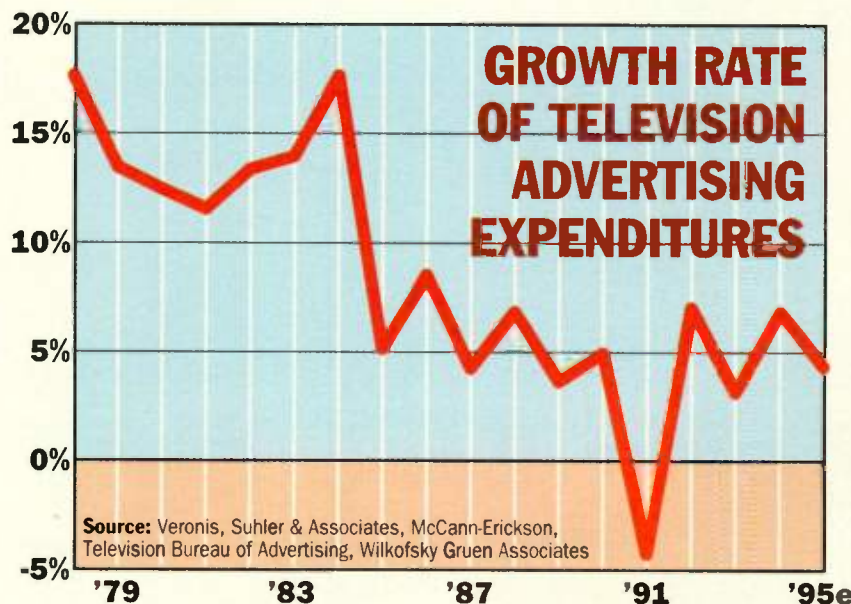
But overall, he says, "the broadcasting business comes into 1995 with very good momentum. Advertisers are quite optimistic. There's a little bit of a question concerning 1996 with the economy and interest rates, but it's really hard to say how that will turn out."

At Smith Barney, media analyst John Reidy thinks CBS's problems will cause its EPS average to drop almost 10%, to \$3.25, despite a revenue gain of around 5%. Capital Cities/ABC should realize an EPS gain of around 15%, to \$4.90, says Reidy.

Increased compensation costs also will come into play in 1995, putting downward pressure on network profits and, conversely,

contributing to station revenues. Reidy says that executives from Belo Corp. attending a recent Smith Barney conference acknowledged that new affiliation agreements will boost its compensation from 3% to 6% of its broadcast revenue base. "That may be an extreme, but suffice it to say many stations will get a compensation spike that may contribute another point or two to revenues," he says.

Although there is some concern about slowing economic growth in late 1995 and beyond, 1996 has two big events that should help broadcasters continue on a growth curve—the 1996 summer Olympics in Atlanta and the 1996 presidential election. Concludes Reidy: "Unless the government hammers the economy and advertisers throw in the towel, broadcasters could be going into a four-year string of good results." ■



to slow down, a recession is not in the cards for the foreseeable future. "Corporate profits are very strong, and that is a pretty good harbinger for broadcasting," says Gruen. "The advertising market should hold up as advertisers are looking to promote brands in a reasonably healthy marketplace."

Adds TVB's Simpson: "The economy doesn't have to be terrific" for broadcasters to prosper. "Just as long as there are no real surprises."

On Wall Street, the outlook also appears pretty bright for the broadcasting business. "I'm bullish," says Jay Nelson, broadcast and cable analyst with Brown Brothers Harriman. He is predicting 5%-6% growth for the business, discounting last year's Olympics and political money.

Among the four networks, Nelson says CBS "is not going to participate as fully as the others" in this

Redford, Showtime form movie channel

Sundance Film Channel to launch this year and feature independent films

By Rich Brown

Make way for another movie channel. Showtime Networks Inc. and actor/director Robert Redford have formed a 50-50 joint venture to launch The Sundance Film Channel, a 24-hour independent movie network that later this year will join the ever-growing list of

tems Corp. Most of the cable deals involve packaging IFC with other services as part of the FCC-defined "new-product tiers."

In addition to the competitive challenge from IFC, the Sundance Film Channel will be fighting for channel position against a growing list of movie services that includes multiplexed movie networks



In 1984 Robert Redford (l) used a Sony HDTV system for a project at his Sundance Institute film workshop in Idaho.

movie-based cable networks. SNI Chairman/CEO Tony Cox would not offer specifics on what it will cost to launch the network, but he implied that expenses could be kept down by scheduling movies already available through existing SNI license deals. Plans call for the Sundance channel to strike its own license agreements to supplement product from the SNI library.

Redford signed the deal with SNI last week after breaking off talks to become a partner with The Independent Film Channel, a competing independent movie network. IFC, which launched on Sept. 1, 1994, has deals in place for 3 million homes nationally.

IFC executives say that figure includes about 1 million TVRO homes; a Los Angeles-area cable system owned by Cablevision Industries, and a widespread cable subscriber commitment from IFC parent Cablevision Sys-

tem Corp. Most of the cable deals involve packaging IFC with other services as part of the FCC-defined "new-product tiers."

from established programmers such as HBO, Encore and Showtime, as well as new services like fXM: Movies from Fox and Turner Classic Movies. Nevertheless, SNI executives say they conducted a consumer poll and found that 22% of the respondents expressed "strong" interest and a willingness to pay for a network highlighting independent film. SNI hopes to boost sampling of the new network at launch by featuring Sundance programming on Showtime and The Movie Channel.

Programming on Sundance will include first-run independent features, foreign language films, documentaries, film shorts, animation, experimental films and selected classics. Plans also are in the works to televise seminars from Redford's Sundance Institute, an independent filmmakers' organization that oversees the annual Sundance Film Festival in Park City, Utah.

Back to normal

This is the second of two tabloid-size issues of BROADCASTING & CABLE designed around the NATPE conference. The magazine will return to its standard size and format with next week's issue (Jan. 30). The tabloid format was necessitated by the volume of program advertising generated by the NATPE show.

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 23, 1995

COVER STORY

Aaron Spelling: TV's overachiever

Since he wrote his first script for *Zane Grey Theater* in 1956, Aaron Spelling has produced more than 3,000 hours of television programming. That's landed him in the *Guinness Book of World Records* as TV's most prolific producer. In an interview, NATPE International's Lifetime Achievement Award winner talks about old friends, new networks and the rewards of following your dreams. **Cover photo by Tim Rue/Black Star / 11**



Prolific producer Spelling is NATPE winner.

SPECIAL REPORT: NATPE '95

Talkers think young

Syndicators are charging ahead with 11 new talk shows for fall, many of which attempt to skew to the same youth-targeted, fast-paced formula so successfully embraced by *Ricki Lake*. And stations are buying the shows at a rapid clip. / 48

A new reality

The number of new reality offerings is up to 15 as syndicators turn to the format to counter a glut of talk. Only seven new shows were offered last year. / 58

Action shakes out

While the past season took its toll on a slew of syndicated action series, general managers have tapped *Baywatch Nights* and *The Outer Limits* as the two weekly action hours they are eyeing most closely this year. / 50

Competition fierce for small-fry

It may be one of the stiffest markets ever—fall shows for kids and teens—as the new WB and United Paramount networks take off. However, there is plenty to choose from: At least nine new strips and 14 new weeklies will be offered for 1995-96. / 64

Off-net offers alternatives

This year's crop of off-network shows has been doubled by the addition of reruns from cable and first-run syndication. / 76

What's new

Here's a complete listing of major new

first-run and off-net syndicated shows for 1995-96. / 88

NATPE at a glance

Where to go, what to see at this week's NATPE convention in Las Vegas. / 122

NATPE INTERNATIONAL

TV's international flavor

Television companies increasingly are multinational, operating through well-placed branches or subsidiaries—even separate companies—around the world to capitalize on opportunities. / 90

Format fever

Good shows never die; they just go to format heaven. Distributors take a successful show that may not be salable to foreign countries because of language differences and sell the format to foreign producers. / 94

PROGRAMMING

Katz urges caution

Katz Television's programming department wants its station clients to be more selective than usual in choosing shows. It recommends just three of the nine new syndicated talk shows, and none of the new magazine or game shows being pitched this season. / 150

HBO tops CableACE Awards

HBO once again walked off with the lion's share—23—of the trophies at this year's CableACE Awards. / 150

RADIO

Talk still going strong

News/talk, adult contemporary and Spanish formats took the highest ratings among stations in the top 10 markets, according to Arbitron's latest nationwide listener survey for fall 1994. / 162

WASHINGTON

Viacom tax deal spotlighted

Viacom's plans to take advantage of a minority tax certificate worth hundreds of millions of dollars have run afoul of new House Ways and Means Committee Chairman Bill Archer, who says he wants to consider repealing the program. / 163

Software Telemedia action expected

The competition among interactive-TV software vendors is heating up with BellSouth's plan to replace Oracle's software with that of Sybase for the telco's planned interactive TV trial outside Atlanta. / 157

GTE can expand to TV

GTE has won a major court battle that opens the way for the largest independent telephone company to sell video services to the same customers to whom it offers phone service. / 158

Classified	166	Fates & Fortunes.....	175
Closed Circuit.....	177	Fifth Estater	176
Datebook.....	174	For the Record	172
Editorials.....	178	In Brief	177

KOVR Sacramento gets a jump on prime time

By Steve Coe

Following the success of KPIX(TV) San Francisco, which switched to an early prime time schedule KOVR(TV) Sacramento, Calif., announced last week that it will move its lineup back an hour to a 7 p.m. start.

Beginning March 6, the station will move its nighttime edition of *KOVR 13 News* to 10, with *The Late Show with David Letterman* following at 11. The station also is in the midst of an affiliation switch and on that same day will change to CBS from ABC.

"Research shows most people would prefer a full-service newscast at 10," says Jeff Suss, KOVR's research director. "By moving our late-night edition to 10 p.m., [we are] moving our highest-rated newscast where more people

can watch."

According to a station official, CBS was aware of the station's interest in testing a 7-10 p.m. prime time when the network signed the station as an affiliate. CBS supports the move, according to Rick Blangiardi, group president, River City Broadcasting, which owns KOVR.

"We are very proud of our relationship with KOVR and of our new affiliation," says Tony Malara, president, CBS Affiliate Relations. "CBS is most supportive of KOVR in making this move."

KOVR is the second Sacramento station to test a 7-10 p.m. prime time. In September 1991, KCRA-TV adopted an early prime lineup and considered the test a success, but NBC reportedly pressured the station to return to its traditional 8-11 schedule.

Another advantage of the shift, according to Blangiardi, is the scheduling of *Letterman*. "Another benefit of early prime is our ability to program *Letterman* head-to-head with the newscasts on the other affiliate stations. In San Francisco, *Letterman* attracts as large a percentage of young adult viewers as the two 11 p.m. newscasts combined," he says.

KOVR's prime access will shrink from 90 minutes to 30 as a result of the shift. *The CBS Evening News* will air at 5:30, with broadcasts of the *KOVR 13 News* leading in and out of the network news. *Entertainment Tonight* will move to the 6:30-7 slot leading into the CBS entertainment programming. *A Current Affair* and *Hard Copy*, currently in access, now will air at 4-5 p.m. ■



Fox Chairman Rupert Murdoch accompanied by Fox attorney Peggy Binzel (above) was the big attraction last Thursday at a telecommunications summit hosted by House Commerce Committee Chairman Tom Bliley and Telecommunications Subcommittee Chairman Jack Fields (R-Tex.). Also among the 11 broadcast executives representing the networks and large TV and radio groups was Capcities/ABC Chairman Tom Murphy (below right). He was escorted by Capcities/ABC's Stephen Weiswasser (l) and Billy Pitts. Reporters and camera crews staked out the event, which was described as a "feel-good" meeting, at which lawmakers asked broadcasters what they could do to help them better compete.



Keep foreigners out, say broadcast execs

Group broadcasters meeting with key Republican lawmakers last week called for retention of the ban against foreign ownership of radio and TV stations, according to one broadcaster in attendance. They warned that lifting the prohibition would harm broadcast localism, the source said, declining to identify the broadcasters.

The meeting was one of several House Commerce Committee Chairman Tom Bliley (R-Va.) and House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) held last Thursday and Friday with top executives from the cable, local and long-distance telephone, satellite and computer industries. Many of the executives also attended a Thursday dinner hosted by House Speaker Newt Gingrich (R-Ga.).

The closed-door sessions came under sharp attack from Democrats who were not invited. "Neither the public nor media will participate so that the discussions can be 'honest and informative,'" complained John Dingell (D-Mich.), now the ranking Democrat on Commerce.

Dingell, in a letter to Bliley and Fields, said he hoped the meetings "do not signal a break with this tradition, and that key issues bearing on our competitiveness are not colored or debased by partisanship." —KM

'Flipper' cuts a deal

Getting a boost coming into NATPE, the Samuel Goldwyn Co. signed a group deal with Group W last week to clear Goldwyn's *Flipper*, *American Gladiators* and *Gladiators 2000* on some Group W stations. An announcement is expected today (Jan. 23).

As part of the deal, *Flipper* will be cleared in access on Group W's CBS affiliates in Philadelphia (KYW-TV) and Pittsburgh (KDKA-TV). Additionally, a deal is pending with Group W's KPIX San Francisco, also a CBS affiliate. These are the first announced clearances for *Flipper*. Overall, the first-run weekly has been cleared in 14 of the top 20 markets. Goldwyn will announce a station lineup at NATPE.

"These clearances represent a great first step for *Flipper*, and we look forward to continuing our excellent relationship with Group W, not only for *Flipper* but for other projects in development," says Dick Askin, president, television, Samuel Goldwyn Television.

Goldwyn's *American Gladiators* also was cleared on KYW-TV and KDKA-TV and was renewed by Group W's ABC affiliate in Baltimore, WJZ-TV. *Gladiators 2000*, a spin-off for children, was renewed by three Group W stations: KPIX, WJZ-TV and KDKA-TV.

In another facet of the deal, Group W will handle all barter advertising sales for *Flipper* as well as continuing to oversee ad sales for *American Gladiators* and Goldwyn's two barter movie packages, Samuel Goldwyn Premiere Showcase and Samuel Goldwyn Theater II. —SC



Viacom nixes TV deal

Viacom has backed out of a deal to sell four TVs to a minority-controlled coalition for around \$400 million.

The stations went into play last November when broadcaster Robert N. Smith and Hispanic Joseph Aragon made an unsolicited bid for the network affiliates (BROADCASTING & CABLE, Nov. 7, 1994). Because Aragon was the controlling party, Viacom would have been entitled to a tax certificate enabling it to defer millions of dollars in capital gains taxes. The certificates were created to increase minority ownership of broadcast properties.

But the parties never reached a definitive agreement. "In the end, they just decided not to sell," Smith says. Smith denies speculation that he was unable to put together the financing.

Viacom officials declined comment.

Industry sources suggest that there is another reason the stations came off the block. "They didn't want to give Congress any more ammunition on the tax certificate issue," one investment banker says. —JAZ

NAB board supports 30% TV ownership cap

At meeting in Florida, it also supports plans for duopoly rule for TV, relaxing one-to-a-market rule and dropping all radio ownership limits

By Kim McAvoy

T TV broadcasters want deregulation, but some want more than others.

Last week, the National Association of Broadcasters TV board struggled to reach a consensus on deregulation during the NAB's annual winter board meeting in Boca Raton, Fla.

For the time being, TV broadcasters are hanging together. The board passed a resolution reaffirming its commitment to seek deregulation on the Hill and at the FCC. But the association is going to "wait and see" what Congress proposes before it determines what NAB's overall deregulatory policy for television will be. "We'll take it one step at a time," said NAB President Eddie Fritts.

That first step came last week when the TV board decided to support a more modest relaxation of the FCC's national ownership cap than proposed by the commission last month. The FCC has suggested that the current national ownership cap of 25% be raised 5% every three years until it hits 50%. But NAB reaffirmed its support for a 30% cap, a number adopted by the board last year.

The board also expressed support for other deregulatory proposals pending at the FCC such as creating a duopoly rule for TV (which allows broadcasters to own two TV stations, relaxation of the one-to-a market rule as well as counting local marketing

agreements towards a station's ownership limits.

Now the board is waiting to see what Congress will do. A summary of a proposed Senate telecommunications reform bill calls for either eliminating or justifying all radio, TV and network regulations. House Republicans, however, have not indicated what they want to do, although they aren't likely to stray far from their counterparts in the Senate.

"We're all in agreement with the spirit of deregulation," said Gary Chapman, president of LIN Television and NAB's immediate past joint board chairman.

However, it was clear during the meeting that the four networks and Tribune Broadcasting would have preferred a higher percentage than 30.

But 30% was as high as the affiliate broadcasters wanted to go. Indeed, they felt that lifting the cap any higher would have merely been a "relief act for five companies."

"It's a balance of power between the networks and affiliates," said Nicholas Trigony, president, Cox Broadcasting. "We need each other, but we don't want the networks to weigh in with more power than us, nor do the networks want us to weigh in with more power," he added.

The networks appeared to be taking solace in the fact that the only real point of disagreement was the 30% cap. And they were pleased that there was no support for one director's suggestion that

NAB exclude network regulations from any discussion of a deregulatory agenda.

"In the big picture, the endorsement of deregulation and the fact that the board didn't take anything off the table, is a plus," said NBC's Rick Cotton.

"You can't look at the national cap independent of other rules," said Peter Desnoes of Burnham Broadcasting, and the ABC affiliates representative on the board.

NAB's radio board, NBC's was unanimous in its view that it would like to see all radio ownership rules relaxed or eliminated, said Fritts. He said the radio directors felt antitrust regulations should govern radio ownership. ■

TV violence no longer a front-burner issue in Washington

By Kim McAvoy

T V violence is still on the congressional radar. But Hill Republicans don't appear to be in a rush to regulate nor is the FCC.

"I applaud the industry for its self-regulation over the past year, FCC Chairman Reed Hundt told BROADCASTING & CABLE.

A year ago, Hundt warned the industry that it must clean up its act and address TV violence or the FCC might step in. But Hundt now says FCC intervention is unnecessary in light of the industry's effort to police itself.

Both broadcasters and cable are now voluntarily airing parental advisories warning viewers about the violent content of certain programs. Each industry is also using independent consultants to monitor their programming for violence. Cable will use the results to develop a ratings system. It has also endorsed V-chip technology, which would allow parents to block programs with violent content.

The most significant development is that the TV industry is no longer denying the connection between violent programming and aggressive behavior, Hundt says.

"We can't ban programs," says Hundt. But, he says, he expects broadcasters and cable to continue their voluntary efforts to curb the violence.

Although the new deregulatory-minded Republicans are reluctant to regulate, they are keeping their eye on the issue.

The Republicans recognize that the TV industry has made progress, says one Republican staffer. But they will continue to "expect a high standard of discipline from the industry," he says. TV violence was a hot topic in the last Con-

KIDS TV continued from page 4

quotas for educational children's programming, the sources say. But instead of setting a quota that each station would have to meet, the FCC would set a quota that all the stations in a market collectively would have to meet, they say. Unclear is whether the programming of noncommercial stations would count toward the market quota and how strict the quotas would be.

With the marketwide approach, Hundt believes, says a source, the FCC would be taking the same view of children's programming as a parent. "A parent doesn't care if the programming is on channel 2 or channel 5 as long as it's on," said the FCC source.

Hundt Chief of Staff Blair Levin acknowledged conversations with network executives, TV producers and public interest groups about rules that would "accomplish the purposes of the fact through maximizing the role of the marketplace and minimizing the role of the FCC." He declined further comment.

If the substantial amount of children's programming aired by noncommercial stations is allowed to count against the market quotas, commercial stations would have a stake in the continued viability of public TV, whose federal funding is now being threatened by Hill Republicans.

The idea of basing compliance on total programming in a market is "innovative and appealing," says NBC's Rick Cotton. However, he says, NBC is wary of "inflexible numerical" quotas of any kind. "It has to be judgmental."

Longtime children's TV advocate Peggy Charren calls the market proposal "illegal and irresponsible." "It lets broadcasters off the hook and undermines the public trustee concept." Like children's and consumer advocates, Charren has urged the FCC to require stations to air at least an hour a day of educational children's programming. ■



As part of the new Republican-controlled Congress's family celebration on opening day of the 104th Congress, the Mighty Morphin Power Rangers, criticized in the past for purported violent content, were invited to entertain.

gress. Several bills were introduced. Among them were proposals requiring the FCC to issue TV violence report cards or that would ban violent TV programs during times when children are likely to be watching.

Much of the action on TV violence in the last Congress occurred in the Senate, spurred on by the now-retired Paul Simon (D-Ill.) This year, it may be hard to predict what, if anything, the new chairman of the Senate Commerce Committee—Larry Pressler (R-S.D.)—will do on the issue.

Pressler says he has a lot of "trouble" with government regulation in this area. But, on the other hand, he's concerned about gratuitous violence.

Broadcasters anticipate some "jawboning" from Pressler and others. After all, says one industry executive, it was the Republicans "who gave us the indecency law." ■

NAB budget keeps growing

The National Association of Broadcasters plans to spend \$2.3 million more in its upcoming fiscal 1995 (beginning April 1) than in the current year, according to the budget adopted last week by the NAB board and obtained by BROADCASTING & CABLE.

But the increased expenditures should be more than offset by a \$2.8 million jump in revenues, the budget says.

The budget calls for total revenues of \$32.3 million, up 9.6% over fiscal 1994, and total expenditures of \$28.9 million, up 8.7%. —KM

Stand-alone VOD falls in Rochester

Rochester Telephone will not "deploy video on demand as a stand-alone service" after completion of a six-month market trial involving 52 homes in Brighton, N.Y., says Russ Shipley, project director for the trial. "Originally, we thought video on demand was going to be the killer application, but since then we've found video on demand is not sufficient as a stand-alone application," Shipley says. "Rather you need a full array of offerings." USA Video, the programmer handling the VOD service, charged 49 cents-\$3.99 for each VOD offering. Despite the termination of the trial, Rochester Tel has not given up on building broadband networks for video, says spokeswoman Linda Crociata.

Fuchs blasts cable support

In a case of biting the hand that feeds one, HBO Chairman Michael Fuchs blasted cable operators for not supporting cable programming services. Speaking last week before the Television Critics Association press tour in Pasadena, Calif., he said: "The current environment does not nurture new channels and does not allow for what happened in the early days of cable when, all of a sudden, an MTV was on the scene. We're involved with Comedy Central, and it's got 30 million homes. It would be a hell of a lot better channel if it had 60 million homes. And the fact that this industry does not see that it could be as exciting to their business as MTV was 10 years ago is a failing on their part."

Face-off expected over QVC deal

Tele-Communications Inc. and Comcast are heading for a showdown with the Federal Trade Commission over their \$1.4 billion deal to acquire QVC. TCI and Comcast have notified the FTC that they plan to close the deal on Feb. 6. The deal has been in limbo for several months while the FTC investigated potential antitrust problems. The FTC has threatened to scuttle the deal and even said it may require TCI to divest its current 20% interest in QVC. The FTC reportedly is worried that TCI and Comcast could block rival home shopping networks from their combined 14 million cable subscribers. TCI also controls 79% of the Home Shopping Network, the only other major cable home shopping channel.

High court hears minority case

Civil rights lawyers left the Supreme Court breathing a little easier last Tuesday after listening to oral arguments in *Adarand v. U.S. Department of Transportation*. So were lawyers representing minority interests in communications bar, who are following the case closely because of its potential impact on FCC policies. The case revolves around whether the government can give special treatment to minorities when awarding contracts. Adarand Constructors claims it unfairly lost a bid to a minority company although it submitted the lowest proposal for a contract. Thomas Hart, who represents minority communications companies, says the case appeared to go well for his clients. Only Justice Antonin Scalia asked questions that were hostile to minority interests, he says. The court is expected to issue a decision in the case this summer.

UPN WINS

continued from page 6

national numbers are released, however, it is expected that UPN's numbers will drop, but by how much remains to be seen. On a local level, however, the debut proved historic.

In Sacramento on KSCH-TV, the premiere pulled in a whopping 25.0/34 for the two hours. By comparison, the station's average rating and share for February of 1994 was a 2.9/4.

In the larger markets the show was nearly as dominant. In Los Angeles on KCOP-TV, UPN averaged a 20.7/27 and was number one in the time period for every half-hour between 8 and 10 p.m. The 20.7 rating beat any two of the Big Three networks' ratings combined.

Given the name recognition of *Star Trek: Voyager* a solid debut was expected. UPN's second night of programming last Tuesday—a night considerably more competitive with ABC's *Home Improvement* and NBC's *Frasier* as competition at 9—saw the fledgling network descend from the stratosphere. *Marker*, starring Richard Grieco, pulled in a 5.7/8 at 8-9, and *The Watcher* at 9-10 garnered a

4.4/6, for a two-hour average of 5.1/7 in the metered markets.

The WB Network, in its second outing last Wednesday (Jan. 18), improved slightly on its debut night, averaging a 2.0/3 in Nielsen national numbers compared with a 1.9/3 for its debut. But rather than focus on the low national number, WB officials were pointing to its local performance.

On WATL-TV Atlanta (the former Fox affiliate), for example, WB averaged a 12.2/18 at 8-8:30 with *The Wayans Bros.*, with the show finishing a strong second behind Fox's *90210* (12.4/19). Among the top three markets, WB saw its second-week numbers increase in Los Angeles and Chicago.

Regardless of the outcome of the first few weeks, if history is any determinant, the new networks will need plenty of backup series, either for launching new nights or replacing failed shows. At the Television Critics Association press tour in Pasadena last week, executives from both ventures outlined development plans.

WB's Kellner said the network hopes to launch its second night—probably Thursday—in August. To that end, projects in the works

include a new version of the 1960s hit *77 Sunset Strip*, two Aaron Spelling shows, and a Fred Silverman show about college students who are also part-time detectives. The two Spelling shows are *Club Paradise* and *Savannah* (see cover story, page 11).

On the comedy side, WB is developing a series from Danny Jacobson (*Mad About You*) starring Harland Williams and Peter Dobson as unlikely roommates; an animated comedy from Damon Wayans; a sitcom project from comedienne Jackie Guerra, and a sketch comedy with the working title *Men Are Pigs*.

In the works at UPN are a comedy project from Barry Kemp about a politically incorrect postal worker, hour shows from Aaron Spelling and Dick Wolf, and *Lifeshot*, an ensemble drama.

The two new services may be going head-to-head in the near future. Lucie Salhany, UPN president and chief executive officer, says she would prefer to see the network expand on successive nights for promotional purposes and for "the opportunity to counter-program" WB. She would not speculate, however, on when UPN would add a third night. ■

Congress keeps up threat to public broadcasting

Despite public broadcasters' opposition to privatization, Congress may force them down that road by cutting federal funding.

"I do not want to privatize," National Public Radio President Delano Lewis said last Thursday during a break in an all-day House subcommittee hearing on continued federal funding for the Corporation for Public Broadcasting. CPB dispenses the money to NPR, the Public Broadcasting Service and 1,000 local stations. "I want to remain public," Lewis said. "We don't want to be in the advertising/commercial market."

Nor does PBS want to go private, President Ervin Duggan said last Tuesday. Privatization amounts to commercialization, he said, which would destroy the "dream" of noncommercial public broadcasting (see story, page 164).

However, the possibility that public broadcasting will have to carry ads cannot be ruled out, Lewis said: "I'm not dismissing ideas."

Action by the Appropriations Committee's labor subcommittee on rescissions in CPB's 1995 budget of \$285.6 million has not been scheduled. But subcommittee members said CPB funding cannot be maintained under the weight of the federal deficit.

"Public broadcasting...should be on the table," said Rep. Bob Livingston (R-La.), chairman of the full committee. "Americans should be asking themselves, 'Can we afford this anymore?'"

However, House Speaker Newt Gingrich (R-Ga.) earlier in the day appeared to back away from his calls to "zero out" CPB. "I am not fixed in concrete."

Subcommittee Chairman John Porter (R-Ill.)



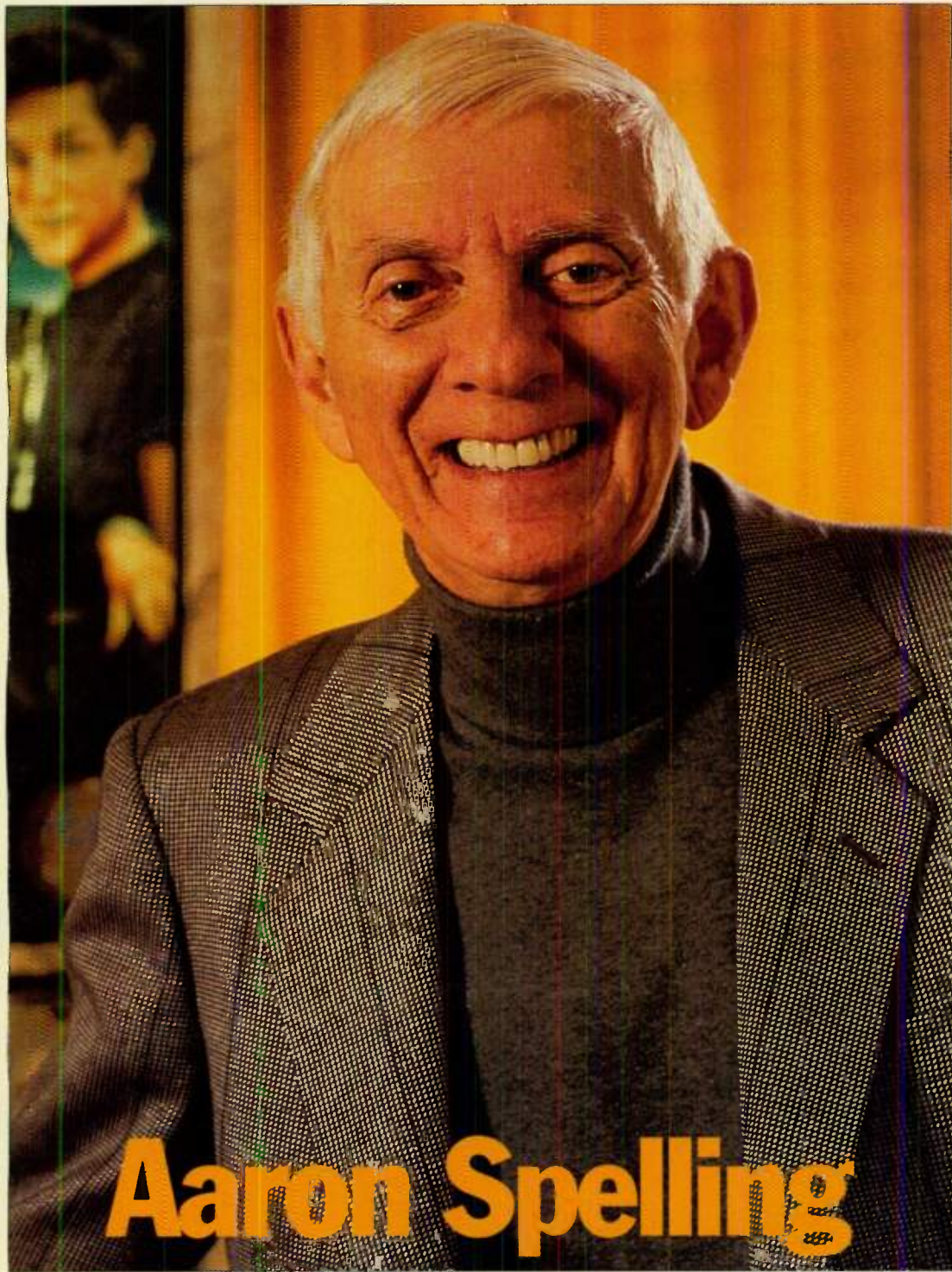
Rep. Nita Lowey (D-N.Y.) gets a helping hand from 'Sesame Street's' Bert and Ernie during a House hearing on federal funding for public broadcasting. "The new Republican majority has put them on the chopping block," Lowey said.

suggested that CPB be "forward funded" for two years, then federal money be cut off. Subcommittee member Dan Miller (R-Fla.) recommended phasing out CPB funding over five years.

Senate Commerce Committee Chairman Larry Pressler (D-S.D.) told the subcommittee that public broadcasting could be privatized "and do very well."

Advertising is one solution, Pressler said, adding that "large corporations are lined up to advertise on public radio and television." He apparently was referring to program underwriting credits. Pressler cited a 1982 experiment with commercials on public TV that found the 10 participating stations made enough money to cover costs and generate income.

Even CPB supporter Rep. David Obey (D-Wis.) warned Carlson to expect reductions during the next five to seven years: "Even if you escape the bullet this time, it is a continuing threat." —EAR



Aaron Spelling

TV's Overachiever

The syndicated *Beverly Hills, 90210* has been a pleasant surprise for a lot of stations. There were some less-than-optimistic predictions beforehand about a drama—and a young-targeted show—being able to find an audience. Are you surprised by the results?

We were very surprised about *90210*, and thanks to John Ryan and Worldvision people [Ryan is president and CEO, Worldvision Enterprises, which distributes Spelling programs], we were really surprised by what it did. But I think we figured it out. It's that we didn't repeat *90210* too often on Fox. They asked for 34 episodes per year, so you can't repeat that many.

And I think one of the reasons is that we now have kids who were too young to see it who are discovering it, and we're finding families who didn't watch it because their kids were too young to watch it. And it is a show that parents watch with their kids because of some of the social issues. So we were surprised, and thrilled.

Are you going to take a similar approach to the syndication of *Melrose Place*?

I think so. I think we have to also realize that the shows are on Fox and don't have the station cover-

age that we can now reach through syndication. So to a lot of people it will be a brand new show. We didn't do well our first year, so a lot of people didn't watch the first year. A lot of people ask if we are going to repeat the first year because they want to see how it all started. And the great value of syndication is that you can start all over again—and you can't on the network.

What's the schedule for *Melrose Place* in terms of the rollout?

It will make its off-net debut in 1996.

On the first-run side, there's the Spelling Premiere network, which has had rough going so far. *Heaven Help Us* has been replaced, and *Robin's Hoods* also is rated below what's necessary for long-term survival. The shows were designed to reach women who might not tune in to the traditional action hour. Does that potential audience exist in syndication?

Aaron Spelling, chairman and CEO of Spelling Television Inc., has deals with ABC, CBS, NBC, Fox and the WB and UPN networks, not to mention cable, first-run, off-net syndication, theatrical and interactive projects.

Since he wrote his first script for Dick Powell's Zane Grey Theater in 1956, Spelling has produced more than 3,000 hours of television programming, landing him in the Guinness Book of World Records as TV's most prolific producer. From the Emmy-winning HBO movie *And the Band Played On* to the syndication staple *Love Boat*; from *Dynasty*, *Fantasy Island* and *Melrose Place* (and *The Danny Thomas Show*, *Mod Squad*, *Hart to Hart*, *Charlie's Angels...*) to *Family*, *Day One* and *The Best Little Girl in the World*, Spelling has made a career of giving his viewers the kind of television programming they want, as well as presenting them with the issues he thinks they should face. And if he has not always won the minds of critics, he has won the hearts of a huge and loyal audience that he respects and listens to.

In this exclusive interview, NATPE International's Lifetime Achievement Award winner talks with *BROADCASTING & CABLE*'s Steve Coe and David Tobenkin about old friends, new networks and the rewards of following your dreams.

I think that *Heaven Help Us* didn't work, and that's my fault. I think it did appeal, but not to a young audience. And since it preceded *Robin's Hoods* on most stations, since it got an older audience, there was a young audience for us.

I think we recognized that. I was excited by *Heaven Help Us* and *Robin's Hoods*, but I've never been as excited about them as I am about *University Hospital*. *University Hospital* will precede *Robin's Hoods*, which is action, and it's a perfect lead-in for it.

I will be so disappointed, I can't tell you, if *University Hospital* doesn't work, because we got the right producers and the right writing team at the right time. They had just done two series for us. And so they're writing the script, and I must tell you that the first four shows are as good as any show we've ever done for any network.

What are the elements of that show that you think will make it succeed?

First, we have an extraordinary cast of young ladies and if there was ever a time—and we didn't know when we first planned this what *ER* was going to do or what *Chicago Hope* now in this new time slot is doing. I was at Four Star when all you could sell was westerns, and then suddenly, when I was doing *Mo*

COVER STORY



COMING TO SYNDICATION FALL '96!

New York
Los Angeles
Chicago
Philadelphia
Boston
Washington
Dallas
Detroit
Houston
Miami

WWOR
KCOP
WPWR
WGBS
WSBK
WDCA
KTXA
WKBD
KTXH
WBFS

Pittsburgh
Baltimore
Charlotte
Milwaukee
Cincinnati
Kansas City
Raleigh
Columbus
Birmingham

WPGH
WBFF
WCCB
WCGV
WSTR
KSMO
WRDC
WTTE
WTTO

And More!

MARTIN

H
B
O



A DIVISION OF
HOME BOX OFFICE

World Radio History



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

A Time Warner Entertainment Company

©1995 Warner Bros. All Rights Reserved

“You can’t listen to that Bel-Air circuit. That’s not television. Because if you ask anybody out here what they watch, you’ll get the same answer all the time because they don’t want to tell you that they watch Dynasty or Melrose Place. It’s: ‘60 Minutes, news and sports.’ Now, if you believe that, there is a bridge I want to sell you in Brooklyn.”

Squad, all you could get on was police shows.

And now the genre of hospitals suddenly is back, as it was during the time when they did *Dr. Kildare* and [*Ben Casey*] and I think the genre has come back, but we’re doing it with a much younger genre than any of those two shows, and we’ve been able, in *University Hospital*, to mix comedy, romance and hospital.

The trick of it is, unlike *Heaven Help Us* or *Robin’s Hoods*, that there are three stories every episode. There’s an A story, a B story and a C story. So we get a chance for hospital drama, romance and comedy.

It appears—without having seen any of the footage—that what you are doing is going away from the action/light action that you started out with, to a *Melrose/90210* model. Is that accurate?

I think it’s absolutely true. *University Hospital* especially is much more *90210* than either of the other two—certainly much more than *Heaven Help Us*.

We’re still trying at *Robin’s Hoods*. We’ve made switches in the staff. I think we’re on the right track now. We just brought in Rick Springfield as a regular—it was too populated by women. Also, our leading lady is pregnant, so she won’t be on the show for the rest of the year. I think Rick feels that with the masculine personality it’s going to work. I happen to believe that young women like to watch young women, but they also want to see young men.

You entered the syndication market just as it became flooded with action hours and just before the launch of the two new networks that are taking up clearances and increasing prime time competition. What led you to your decision to take those into syndication, and do you regret your decision not to place them on networks?

No. When Worldvision came to us and asked us to do these shows, we had a little trepidation. We had never done syndication. It has some interesting things about it.

There’s no network interference. We are the network. So you don’t have to go to them with your casting and everything, although we’ve had no problems with Fox with that.

It was just a chance to sell a market that we hadn’t entered into before, so it was kind of an exciting venture to me. I was really depressed when *Heaven* didn’t work, and I’m depressed at the ratings, but if I felt that the shows weren’t getting better, I would have begged John Ryan and Worldvision to get out of them gracefully.

But I think there’s hope there in putting *University* first. I mean, I was looking at the ratings in *Entertainment Weekly*, and they reviewed three shows. Two got a C-. We have not been lucky in *Entertainment Weekly*, but we got a B. And they said *University* has the potential of *Baywatch* in syndication.

That would be OK?

Yes. If we can do what [*Baywatch* star David] Hasselhoff has done, we’ll be very, very happy. But I do think it has that potential.

Long term, what are your plans for the Spelling



Premiere Network? What do you want it to become? What can it become in the current environment?

I don’t know. I think we all have to sit back and see because we’re going to be facing six networks now, and although I think Warner Bros. and Paramount are really networks, they’re really syndication at the same time. I don’t think we want to branch out to a lot of things.

I’d love to do a late-night show for syndication because I think there’s great opportunity there.

What kind of project would you like to do?

I don’t know, but if you look at late night at 11:30 on a Saturday for example, let’s say, after *Saturday Night Live*, what do the others have that follows that? So if you went on at 11:30 with an hour late-night show, I think it has to be a little different. I think it has to be flamboyant, or it has to do what hasn’t been done.

But that would be interesting. A long time ago Jeff Sagansky asked me to do an 11:30 action/adventure show for CBS and we had something we loved dearly, but again, it was another action show, and I think Steve Cannell does that very well. So, for network, I wouldn’t be interested in doing it. But for syndication, it might be very exciting because I do think there’s room there.

The Spelling Network has one night of programming. Is a second night your next logical step?

I think it would depend on how many shows we’re doing because what we don’t want to do is have the company’s name on something that really looks cheesy. I’ve seen a lot of the syndicated shows where all action scenes are shot against a wall. We don’t do that.

They told us at Worldvision that we had to make the show for \$750,000; we’re making it for \$1 million and you can see the difference on the screen. We can’t risk the reputation of the company here and in foreign markets by just slapping something together. I wouldn’t be interested in doing that.

If we can work and find a great idea, I would be interested in doing a very-late-night serial. I don’t think it’s been touched yet. I might even be interested in doing a half-hour-every-night series in late night.

And I don’t think that a late-night serial, by the way, would depend on how sexy you can make it. You can explore a lot more themes. And I don’t think it has to be perky. *Melrose Place* goes pretty far—and not only sexually; some of the stories are outrageous. When she whips her wig off and there’s a scar on her head and things like that. I think that’s what late-night serials should be—or could be.

You know, it’s been a while since the last first-run syndicated comedy, which I think was *The New WKRP in Cincinnati*, which did not do that well. What do you think of the potential of a show like *Madman of the People* for first-run? Is that something that might work?

Well, you’ve asked me a question about a show that—as I start crying—had some episodes canceled after we were fifth in the country. So it’s hard to tell what the networks want with a comedy.

I did the first Smothers Brothers comedy. It’s something I created and produced. I think comedy like we did in the first *Smothers Brothers* show, before they went on to their variety show, would be fun to do. But it would have to be something very, very different to get us excited about doing it in syndication. There’s just so much out there now. And there seem to be more comedies now than dramas.

Has this NBC experience soured you on the idea of producing any more half-hour sitcoms?

It didn’t thrill me. You know, the good news—and I thanked them for this—they put [*Madman*] behind *Seinfeld*. The bad news is they put it behind *Seinfeld*. So I think they expected that a new show would do as well as *Seinfeld*, and you can’t do that. And literally, we’ve had only 11 shows aired so far, and they did pick it up. You know, it was ordered for 13. They kept with their order. They ordered three more. We were waiting for more, and it didn’t happen.

Do you think the writing is on the wall for the show?

I happen to like Don Ohlmeyer and Warren Littlefield a lot, and I enjoy working with them. I think that they have some backup shows that they have to put on, and the best way to introduce them is after *Seinfeld*. We will run, I guess, for one or two more. By the way, they do have an option for the next year. They’ve asked us not to tear down the sets. We have an option on all the actors, and we’ll see. I presume that if they put something else behind *Seinfeld* and it doesn’t get to be fifth in the country, they’ll put this back.

With Fox chasing broader demographics, will they be as accommodating to your shows?

I don’t understand the demographic they’re looking for. We have three pilot scripts with them now. I can’t tell you which one, but one already has been done. I guess the one that’s been picked up enlarges the demographics a bit, maybe a margin of three or four years.

Can you tell us about it?

I can tell you this much about it without getting into any trouble: It's a horror series, an hour show.

Have they decided where they're going to put it?

No. We're just in the talking stages. But we have a brilliant script. It's so different from anything you've ever seen or I've ever seen. And we're deciding now whether the first show should be an hour or 90 minutes or two hours. The script is so good, I can't see trimming it to an hour, so I think it has to be an hour and a half. For syndication purposes we would like, obviously, for it to be two hours, if the script can take it.

Is that for fall?

Yes. I love what Fox does, launching it a little bit before the opening of the season, in late or mid-August.

You are producing, or at least developing, two new shows for the WB network, *Savannah* and *Club Paradise*. Why did you decide to take them to WB and not to your own UPN? Is WB going to be, given their young demographic, the new Fox for you?

First of all, we didn't take it to WB. Jamie Kellner came here to the office—you know, I got started at Fox when Jamie was there and Garth Ancier was there—and Jamie had an idea for a show and so he asked: "Do you like it?" And I said: "Yeah, that sounds like fun." And we found a writer we like, a lady who's very good, and she's writing the script now. And then Jamie said while he was here: "Look, why don't we do this? I've given you an idea that you like. Why don't you give me an idea that I like and we will go on at least one of them, script to series?" It's hard to turn that down. So that's what we're doing.

In the meantime, I must tell you that Lucie [Salhany, now head of UPN] was great to me at Fox, and we remain very close friends. She said to someone from Blockbuster: "Why doesn't Aaron give us something?" And I really felt badly, so at four o'clock in the morning I wrote two pages on a series and we're doing that for them.

What kind of show is it?

It's a drama, but each show is complete in itself, although the characters grow through what's happened on the show. I will tell you this much: There has never been a serial about men, and the leads in this show are five bachelors and one divorced guy who all work at a company together, and they're always together. They work together; they have apartments at the beach; they have their weekly poker game. And we follow them.

Most shows—like *Melrose Place* and *Dynasty*—really are motivated by the women in the show. I got excited when I was thinking, "Oh gosh, what can I do for Lucie?" And at 4 in the morning I was writing these two pages, and I got so carried away I wrote five stories at the same time. And when the stories come easy, I say, "Hey, we may have something here."

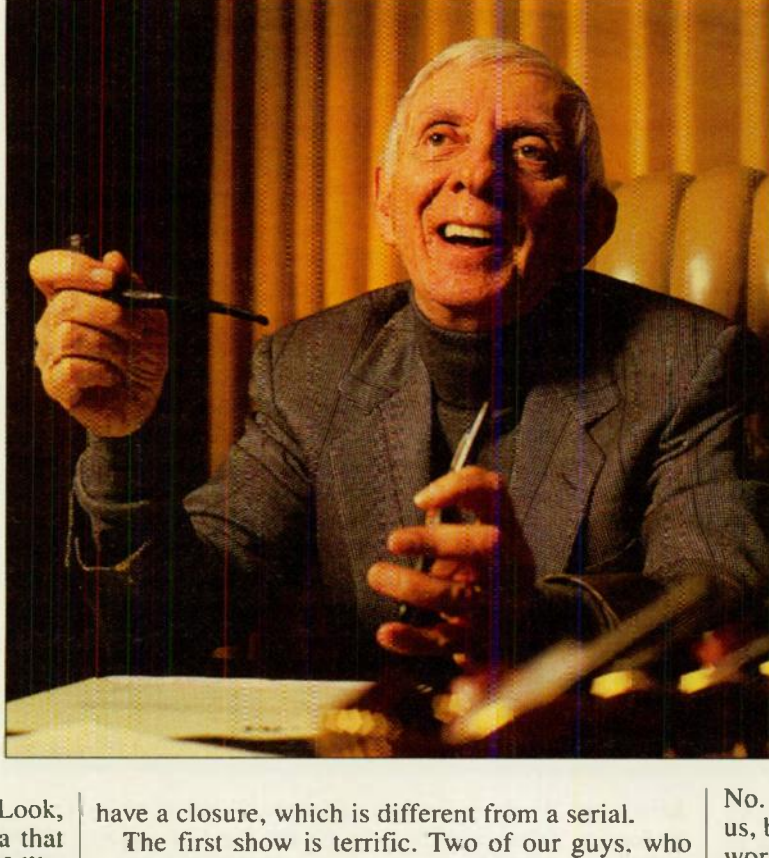
What's the name of it?

We don't have a name. If we had any name to choose from, Paddy Chayevsky said it best: "Bachelor Party." I'd love to steal that title.

Can you tell us a little bit about *Club Paradise*? It was described to us as "a *Love Boat*-like *Club Med* for 20-year-olds." Is that roughly accurate?

Yes, but I hate Club Med. The characters all work at this year-round resort, and each week there will be one guest who comes to the resort and is affiliated

with one of our young people who works there—maybe someone you're running to or someone you're running from. But mostly it deals with the relationships of the people. So I would say *Love Boat* with a little *Melrose Place*. But it's not *Love Boat* in the sense that your stars are the guest stars. Your stars are the regular cast. But we will have only one guest star, so again, it's the B story that will



have a closure, which is different from a serial.

The first show is terrific. Two of our guys, who are best buddies, fall in love or think they're in love with the guest star on the first show, which leads to their breakup. We can go with a guest star, maybe a father that one of our young ladies has run away from. Or it can be a rock 'n' roll young lady who sings and comes to the club, and then that's the romance that I told you about, the two guys. But why she came here, and why it doesn't work, is the interesting part of the story.

What about *Savannah*? That was described to me as "four Southern girls in New York."

It's four Southern girls in the same sorority. They've grown up together in Georgia, and they're the height of gentility and Southern graciousness. And they're sick of it. You know, where the family says: "You

will date so-and-so, and we're merging our company with so-and-so; and you go to those tea parties and you're gracious, and you have your coming-out party and then you have your graduation."

And they go to New York. It's a whole new world to them, with the subways and the cabdrivers and the apartment they get that they thought was going to be beautiful. But one doesn't come with them. There's a secret in that, but she will join them before the first show is over. *Savannah* was Jamie Kellner's idea.

Stepping back for a second, what do you think of these two new networks?

It's very good for those of us who produce for the networks because slowly but surely each network is doing more in-house. And suddenly we now have two more networks that are saying: "Come to us." Although Paramount is doing some in-house things that they've developed, I think it's good for producers and writers and directors. That's who I care about most.

Is there enough audience there? I don't know. When you hear about the telephone companies coming in on cable, and there are going to be five—is it trillion now—channels on cable, I don't know. This superhighway we all talk about, you know, can be a flooded road.

You alluded earlier to the repeal of the financial interest and syndication rules. Are you already feeling that, in terms of negotiating with networks for new shows?

I mean, what are the new formulas being proposed by the networks? Are they requesting part of the back-end?

No. They haven't done that. This hasn't happened to us, but it's happened to other people. If you're a network and you own the show and another show is exactly the same genre or what you need at that certain time slot, and they're—on a scale of 10—both 7's, which one are you going to pick? And I think that's the answer. And, by the way, it would be bad business for them not to pick it. They have a lot of money in their own development. But, unfortunately, that's what we're going to be and I don't know where it ends. Now that they will soon be able to syndicate, why wouldn't they pick their own?

Is it going to mean now that if an independent producer gives them a show that's a number 9 on the scale of 1 to 10, and their show is a 6 but they can syndicate it, what would you do if you were head of a network?

They haven't done it, but will it come to that? It's a

JOHN
VOICE OVER
DRISCOLL

You've heard him on FOX, "E", MTV, VH-1, TNT & NBC's Primetime Seemless Programming and Stations Worldwide...

Now He's available instantly from his own studio Via ISDN SW-56/64 Telco, for same day voiced topicals to your station

DEMOLINE . . 818.766.6980
STUDIO 818.766.0491
FAX 818.766.0457

Direct Dial Digital Patch, with IDBs 3D2 CODEC or CCSs CDQ 1000 CODEC

"I think the problem is that because of union rates increasing each year and the costs of a piece of wood increasing each year when you're building sets or anything else, costs are going up. And certainly, license fees are not commensurate with the rise in costs."

little fear we all have. It's not just my fear. We belong to a thing called the Caucus of Producers, and we meet all the time and these are the things that are discussed. It's a little frightening. Your show that you bring to the network is going to need a licensing fee of \$850,000 or \$900,000 to be produced without taking a tremendous loss, right? And so they offer you below that, and you take a gamble and risk. But you have to take some things off the screen to get to where you can produce it.

Now on their shows, since they own foreign rights and they'll be able to syndicate, they can make their show for \$1.1 million, \$1.2 million, \$1.3 million. Now, what show is going to look better? Yours or the network's? That's troubling.

How have the license fees been? Producers I've talked to have said for the most part that license fees have remained pretty flat for the past three or four years.

I haven't seen growth. And I think the problem is that because of union rates increasing each year and the costs of a piece of wood increasing each year when you're building sets or anything else, costs are going up. And certainly, license fees are not commensurate with the rise in costs. But also, I must say in trying to be logical about it, there's just so much a network can pay too. Because advertising costs haven't gone crazy—although they're better this year than they have been in the past few years. With syndication and all the six networks, how many advertisers are there that can afford to do it? And it's a troubling problem.

At what point do you think the networks and producers have to get together and say: "You've got to make some changes in how we do business, changes that we agree on together, rather than butting heads"?

I don't think that the networks are concerned yet about approaching that problem. As a writer/producer, I am thrilled. I wish there were nine networks. And I hope syndication works forever because it means new avenues are opening up all the time and, obviously, the new networks, as Fox was in its beginning, have got to get shows on. They're not saying: "We'll do them all in-house," or any of that. They just say: "Come to us. Come to us." And there are open doors there, which is great.

And they'll pay what is needed?

Yes. I am amazed about how fair Warner and Paramount are with their fees. Amazed.

Are their fees on a par with those of the other networks?

Very close. Very, very close. I think they're judging the way it should be judged. What is the show? Why could this show be made cheaper or why could this show be made more expensive?

I think all producers will tell you: "Hey, if a show can be made cheaper and still have the quality you want, then the networks shouldn't pay a higher price." But if a show is really a tough mother to make and expensive, I think the networks should pay a higher price. What has saved us all, frankly—and I'll tell you, I hate the fact that he's sitting



here—but Worldvision has saved us. What they do in foreign sales enables us to do the kind of shows that we want to do. I guess we haven't learned how to cheat. If we say we're on a college campus, we shoot on a college campus. The days when you can go to a stock shot and then cut inside are over. We don't want to do that.

And the whole idea is if you can just keep your head above water with foreign, then you can take a chance on syndication for the bucks. But if your shows are showing a huge deficit with foreign sales, oh wow. And, you know, we are a public company—albeit a small public company—and we just can't do that to our shareholders.

Speaking of foreign, are the foreign programming quotas of some countries a big concern to you?

Not at all. I think one of the most exciting days of my life was when Bert and John brought over some foreign buyers. We had never done this at our house. We don't do this at our house, but this was a special group. And we had nothing to show them on our syndicated shows, and they bought them all. So we haven't seen any strain on quotas yet.

I think the most exciting thing that ever happened to me in foreign was when a certain country, I won't say which one, bought *90210*, but didn't play it. They held it back, and they held it back and they held it back. Then I got a call from them and they said, "Well, we're going to try it on an afternoon and a certain day when school is out early." It got only an 83 share—they did not hold it back any longer.

Is Viacom/Paramount/Blockbuster planning to acquire the remaining interest in your company?

I think we're kind of cousins now with Blockbuster, Viacom, Paramount and Showtime. I don't know. I think they own 78%. We've had no indication that they are going to buy the rest of it.

I had one investment source say that Savoy Pictures made a bid for your company. Are you for sale?

No. There was no bid. As a matter of fact, it may have been the other way around. We didn't, but the rumor I heard was vice versa.

Are you interested in acquiring them?

I don't know. I wear two different hats. I'm chairman of Spelling Television, and that's what I care about. Writing and producing shows. Fortunately or unfortunately, I'm also vice chairman of Spelling Entertainment, so you have to get involved with some of these things. But the only thing I can tell you is we had one meeting with our new board of directors, with Sumner [Redstone] and Frank Biondi, and it was terrific. But we are listed separately on the stock market, and I presume it will stay that way.

We have made some acquisitions. We acquired Republic, Virgin Interactive and Hamilton Projects. We bought the Carolco movies, which are great for John's library, here and overseas.

Given the redundancy of overhead caused by having separate distribution and production units throughout this giant Viacom/Paramount/Blockbuster conglomerate, does it make sense to maintain these as separate units? Is there any pressure for this all to be consolidated?

I'll take the Fifth on that. But I will say two things. There's been no pressure, and I am more than fond of our distribution company.

Is Spelling co-owned Virgin Interactive developing some software from your titles?

They're investigating a CD-ROM with *Melrose Place* and with *90210*. And certainly this new show I've told you about on Fox lends itself perfectly to it. So far, we send them every pilot script of every show that we're working on with all four networks. We have development deals with Fox, ABC, CBS, NBC, Paramount and Warner Bros. It's the first time we've ever done that, because basically we've done most of our development with Fox in the past few years.

What's your vision of the interactive superhighway or information superhighway, and how will it affect the broadcasting industry and you as a producer?

I met with some very important people—and I'm not being secretive—who are entering this new realm of activity, and it was fascinating. I happen to think it's years down the line. I remember how frightened everybody was three years ago: "Oh, it's going to happen and leave us." It's not going to happen and leave you.

Will it change your business, or do you think that in the end the software is going to be the key?

Dick Powell once told me the most important line in my life. He said: "The only positive thing about our business is the negative." And as long as you keep making software, there eventually will be some place for it. And I think, as all new networks find out, you've got to have that material. I mean, is this big thing going to become just a shopping highway like QVC and Home Shopping? I don't think so. I

"We have tour buses by our house every day, and when I come home and there's a tour bus there, I get out of the car, I go to the bus. I talk to those people. We have a discussion about television. You can find out a lot when you sign autographs and sort of welcome them to Los Angeles. And someone once said: 'Why do you do that?' And I said: 'Because they built this house. They made our lives.'"

want it to do more than that.

Storytellers are always in demand?

I think so. And that's what it's about, storytelling. That's the word.

In what direction do you think television audience tastes are headed?

I guess I'm lucky. I don't fly, and so everywhere my family and I go is either by car or by train. I don't think you can see America from 10,000 feet. So we'll stop and have lunch somewhere, and people will come over—and I'm always thrilled if they recognize me—and the first thing you hear is how much they like our shows, and the first question I always ask is: "Forget our shows. What else do you like? What do you watch on television? What do you want to watch?"

You can find out more from those fans—those TV watchers. And we have a slogan: "We don't make our shows for Beverly Hills and Bel-Air." We make them for those people. I owe so much to those people. I do the most stupid thing in the world, but I get the biggest kick out of it: We have tour buses by our house every day, and when I come home and there's a tour bus there, I get out of the car and I go to the bus. I talk to those people. We have a discussion about television. You can find out a lot when you sign autographs and sort of welcome them to Los Angeles. Someone asked: "Why do you do that?" And I said: "Because they built this house; they made our lives."

You can't listen to that Bel-Air circuit. That's not television. Because if you ask anybody out here what they watch, you'll get the same answer all the time because they don't want to tell you that they watch *Dynasty* or *Melrose Place*. It's: "60 Minutes, news and sports." Now, if you believe that, there is a bridge I want to sell you in Brooklyn.

And what are these people telling you now?

They want a little bit more fantasy in their lives. Things are tough. They'd like to go home and enjoy television. Not just comedies—boy, they say that over and over. Something uplifting.

I hear a lot of talk about a show that we did a long time ago called *Family*. They loved that show. They love any show that gives them a lift. They'll say: "My son was drinking too much. And with Luke Perry [Dylan on *Beverly Hills, 90210*] being an ex-alcoholic, he stopped"; "Your condom show was so important to us"; "The fact that *90210* character Donna Martin is still a virgin—you don't know what that means because my daughter, when kids make fun of her, says: 'Well, Donna Martin is still a virgin.'" And you look at this and you think: Are we really touching these people that much? It's a big thrill.

On the TV violence issue, should Congress be involved in determining the content of television? Violence doesn't necessarily come into play when you talk about Aaron Spelling shows, but certainly some issue-oriented programing comes into play, sexual issues in particular.

I'll be honest with you. Len Goldberg and I, years ago, did a show called *S.W.A.T.* Neither he nor I would ever do that show now. I didn't have any children. He didn't have any children. We didn't realize the responsibility that you have. Should Congress do it? No. Please God, no, because once they make that first intrusion, it's not going to stop there. I think we

have to censor ourselves, and I find that the networks are much stronger this year than ever before about saying: "No, that's too violent. No, you can't do this." And I think that's good.

But I think Congress has so many problems with our society—and, by the way, I'm not one of those guys who says [about the audience]: "Oh, they know it's a television show and therefore they don't take it seriously." The very well adjusted do not take it seriously, but that one person who could take it seriously could go into that tower in Texas and start firing away, or could walk into the post office and fire away or walk into a McDonald's and fire away. So I think we have to be careful.

I also think you really can do a violent moment, but not make it visually violent. You don't have to see a man fire a gun—in the old days we wouldn't do this for a million dollars—and show the impact and use a blood spot.

Now, if Congress regulates TV content, shouldn't they do the same with cable? Shouldn't they also watch [theatrical] movies? Because at the movies, for sexual content, it gets an R. For violent, violent, it gets an R. But, you know, some of the most violent movies I've seen in the past couple of years get a PG-13. So what are we going to do? We have to be careful, because once that starts I think they'll begin to tell you other things, that every seven hours there should be a religious show, or there should be a show that is anti-this or anti-that. I'm frightened of censorship.

Last year you produced the critically acclaimed *And the Band Played On*. Are you thinking of producing more television shows like that?

I think the happiest moments I've ever enjoyed in television were when we've done movies like *The Best Little Girl in the World* with Jennifer Jason Leigh, about anorexia, before anybody had ever done anything about anorexia. Unfortunately, it took four and a half years to get *And the Band Played On* on the air. Every network turned us down. HBO came through and did it, and I'm prouder of that than anything I've ever done in my life.

I don't know why everybody refused to do *And the Band Played On*. HBO called me and said: "Do you still want to do *And the Band Played On*?" I said: "I can't go through that again. My heart's been broken. A dear friend's [author Randy Shilts] heart has been broken. They said: [We] didn't say, 'Let's develop it. [We] said, 'Let's do it.'" It was a commitment. I got my dear friend Joel Schumacher [director of "Falling Down" and upcoming "Batman Returns"] to come over and work with us. He's the unsung hero of this. He's the one who developed the script and worked on it so hard and went location scouting, everything. I don't know why there can't be more of that on TV. But there's another unsung hero in this. I got a call from Don Ohlmeyer at NBC, who said: "Would you be upset if we bought it from HBO to run on NBC?" And I said to myself: "What a stand-up guy." They're the network that developed the script and then turned it down. Here was a guy who came in new at NBC, took over, and he says: "I don't give a damn that we turned it down. This should be on the network." And what it enabled us to do was to reach people who can't afford cable, and that's the audience that must be reached.

The other thrill was when I won the Emmy. We love doing entertainment, don't misunderstand me

but two of the past four years we won the Emmy award—with *Day One* (about why we never should have dropped the atomic bomb, which I strongly believe) and *And the Band Played On*.

What are your plans for the future? How long do you plan to stay at the company, and what goals have you yet to achieve?

Wow. You sound just like my wife. I'm very happy here. I want to write a book. I desperately want to write a book that would give hope to our young writers out here. I have recurring dreams, you know, that I call "*Love Boat* landed on *Fantasy Island*," and I have recurring dreams of that little house in Dallas, Tex. I wrote a line about my life that I put into *Mod Squad*, when Clarence Williams said: "I lived in a little house." Our house cost \$6,000. A little house with one bathroom and wall-to-wall people—that's where I came from.

But if you follow your dreams, stick with it, work hard at it and get lucky, and meet people who will help you like Dick Powell, Barbara Stanwyck, Bette Davis, Alan Ladd, Danny Thomas helped me. Writers are a strange breed. They always find a mentor. Whether it's an agent or a network executive, they'll find somebody eventually who will give them a chance.

My first job was writing host spots for *Zane Grey Theater* at \$125 a week, but I was writing. That's all I cared about. And I remember at the 16th host spot, Dick Powell said: "Do you have a script? Why don't you write a script for us?" So I wrote a script. He read the script and called me into his office. I said to myself: "I'm fired. They're going to take away my host spots." And he says: "Hey, Skinny"—he always called me Skinny—"You're going to produce this show one day, aren't you?" And three years later, I was producing it.

But that was because of Dick Powell. And I hope I can give hope to young writers, young directors. An agent went to Duke Vincent's office, one of my closest friends. He's vice chairman of Spelling Entertainment and handles all the production, and said: "I saw this most beautiful girl." And he brought in a young lady that he discovered sacking groceries. We were doing a new series for ABC, and we needed a lovely young lady for a very small part. And she grew, and she grew, and she grew and she grew. It was a dreadful series. Dreadful. They came to us with the idea, we did it. But, it was like a new version of "The Dead End Kids." And we were exclusive to the network. The series was over and we said, "Gee, she was really good." So we went to the network and we said: You guys should put her under contract. She's going to be something." And they said, "You can put her under a contract." And we said, "Wait a minute. We're exclusive to you. You want us to pay her, and you're not going to use her anyway. You OK her." And so they didn't sign Michelle Pfeiffer.

Those are the anecdotes that I want to put in a book and I can say, "You see? You've got to give it a chance." And I'd love to do that.

I'm skirting your question purposely. I don't know how long I want to continue doing this. The people who work here are my closest friends. We're not a factory. We're not an 18-story building, you know. We don't allow any screaming around here and we treat women the way they should be treated. As long as it continues that way, I'll stay. But the day that I love a script and the network doesn't buy it and I'm not very upset, I'll quit.

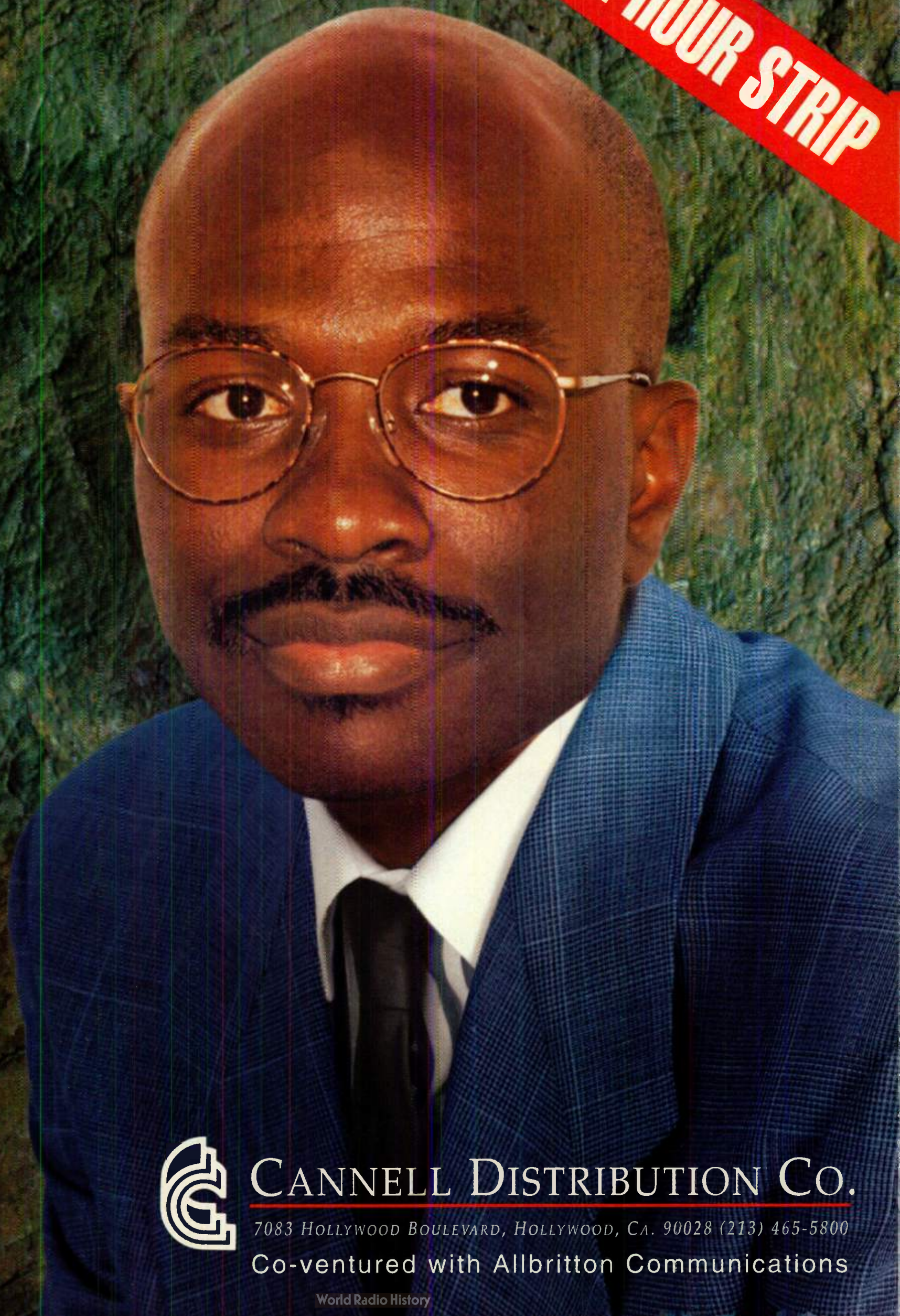
TV TALK WITH AN ATTITUDE!

- ***INDEPENDENT***
- ***PROVOCATIVE***
- ***CONSERVATIVE***
- ***POWERFUL***

ARMSTRONG WILLIAMS

***...ALL AMERICA TALKS
ABOUT ARMSTRONG!***

1/2 HOUR STRIP



CANNELL DISTRIBUTION CO.

7083 HOLLYWOOD BOULEVARD, HOLLYWOOD, CA. 90028 (213) 465-5800

Co-ventured with Allbritton Communications

World Radio History

RENEWED FOR 4TH SEAS

RENEGAI

Starring Lorenzo Lamas



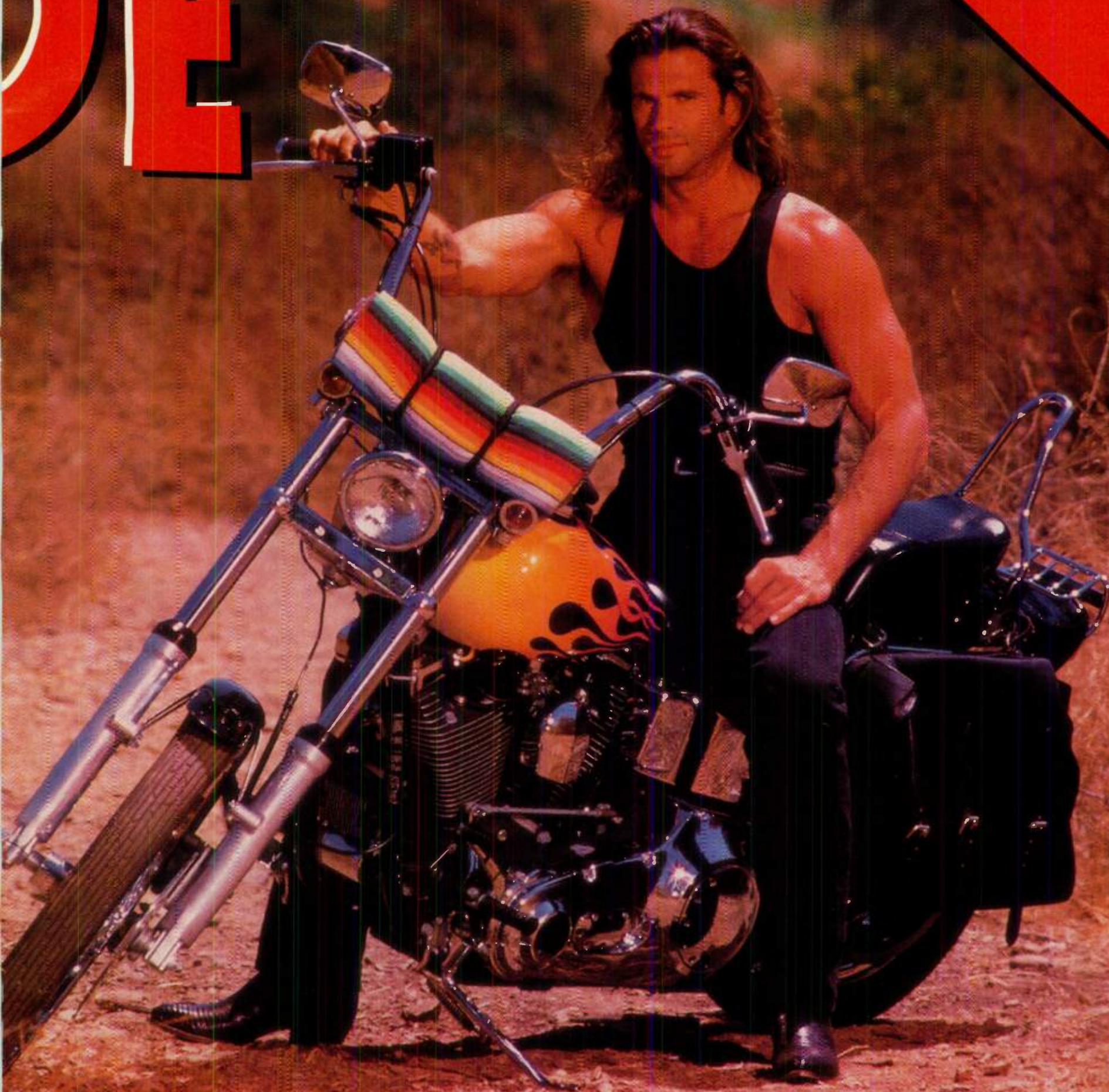
BARTER • AFFILIATES • INDEPE

NTI GAA NOV '94

ON-FALL 1995

5.1
NTI RATING

DE



NDENTS



CANNELL DISTRIBUTION CO.

7083 HOLLYWOOD BOULEVARD, HOLLYWOOD, CA. 90028 (213) 465-5800

World Radio History

"DE-CLASSIFIED" FOR TRUE STORIES OF THE



Custom Agents fighting the world's most notorious international crime kingpins, drug lords, and terrorists.



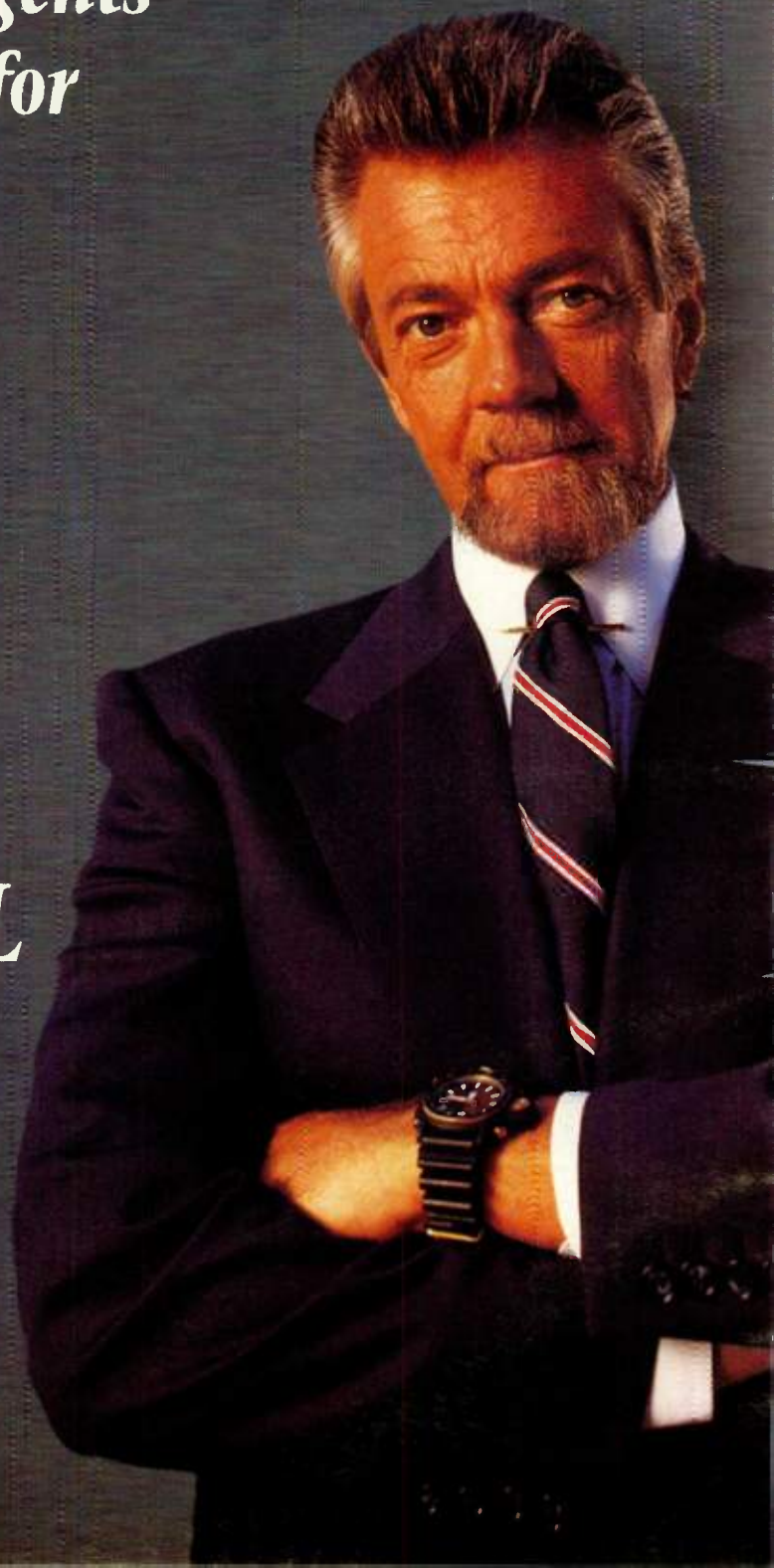
Featuring action footage shot by U.S. Customs Service Agents in the field. De-classified for the first time.



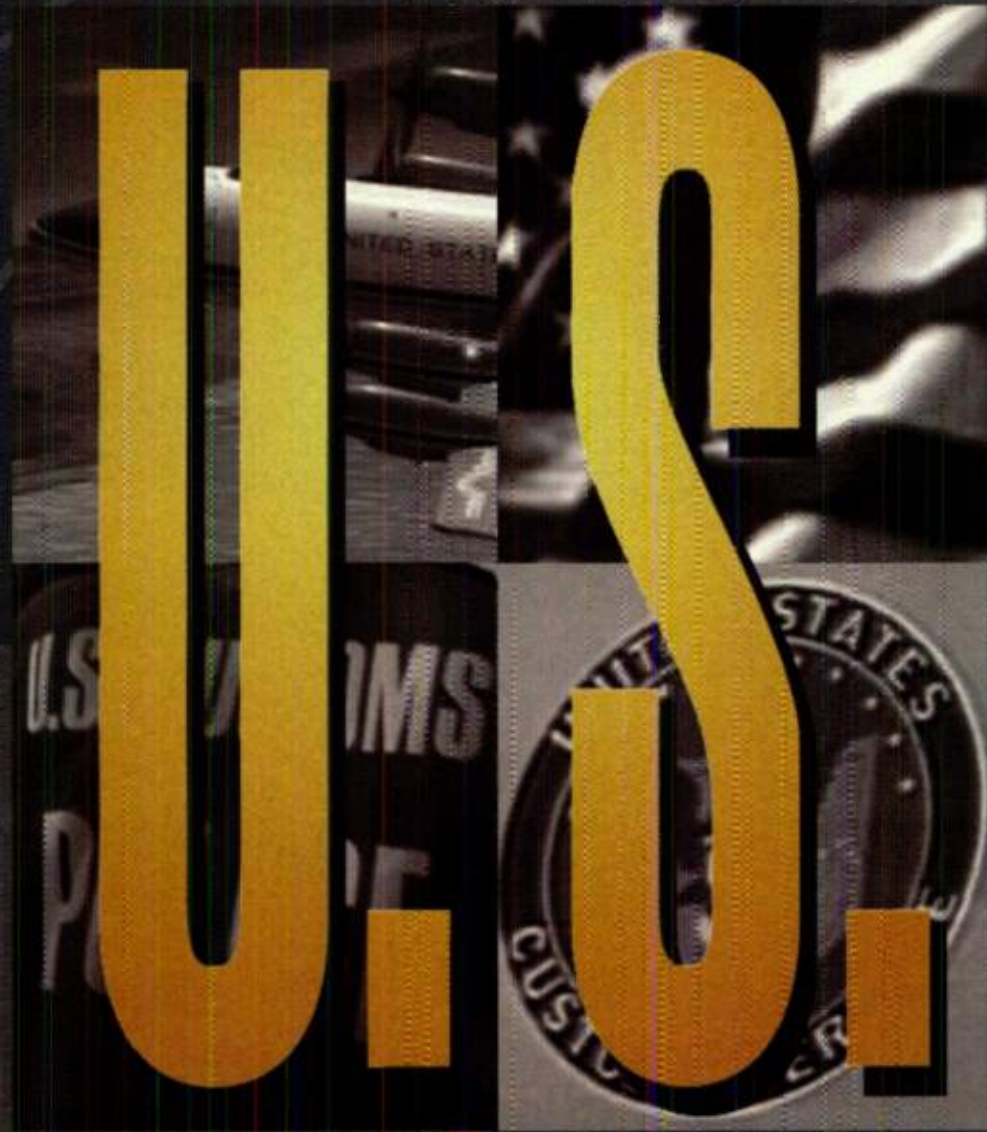
A fast paced hour of real adventure.

Hosted by
STEPHEN J. CANNELL

- **BARTER** • **AFFILIATES**
 - **INDEPENDENTS**
- AVAILABLE FALL 1995.**



**FOR THE FIRST TIME...
U.S. CUSTOMS SERVICE**



**customs
CLASSIFIED**



CANNELL DISTRIBUTION CO.

7183 HOLLYWOOD BOULEVARD, HOLLYWOOD, CA. 90028 (213) 465-5800

In association with Grab Productions

22 NEW EPISODES

HAWK

THE FIRST FRONT



World Radio History

BARTER • AFFILIATES • INDEPENDENT

S FOR FALL 1995

KEYE

TIER



Starring
LEE HORSLEY & LYNDA CARTER

NDENTS



CANNELL DISTRIBUTION CO.

7083 HOLLYWOOD BOULEVARD, HOLLYWOOD, CA. 90028 (213) 465-5800

World Radio History

13 ONE HOUR

Marker

STARRING
RICHARD GRIECO

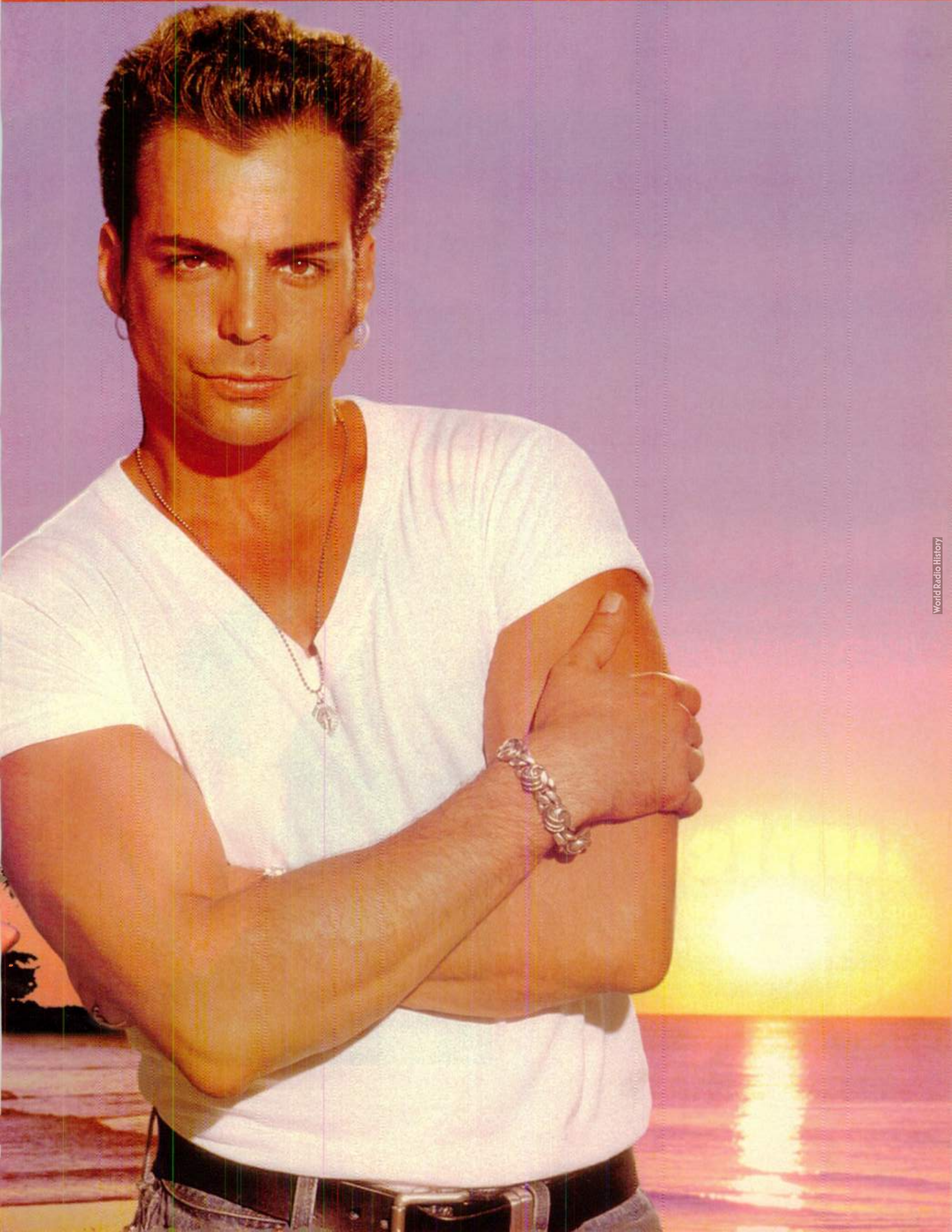
A billionaire's son inherits a mysterious legacy of personal debts ("Markers"), that were bestowed on islanders to reward good deeds.



CANNELL DISTRIBUTION Co.

7083 HOLLYWOOD BOULEVARD, HOLLYWOOD, CA. 90028 (213) 465-5800

OUR EPISODES



TWO HOUR ACTION

Lassiter

2-Hour Action Adventure Movie.

Starring Gerald McRaney as an ex-football linebacker turned attorney, who sets out to prove his best friend innocent of murder.

Profit

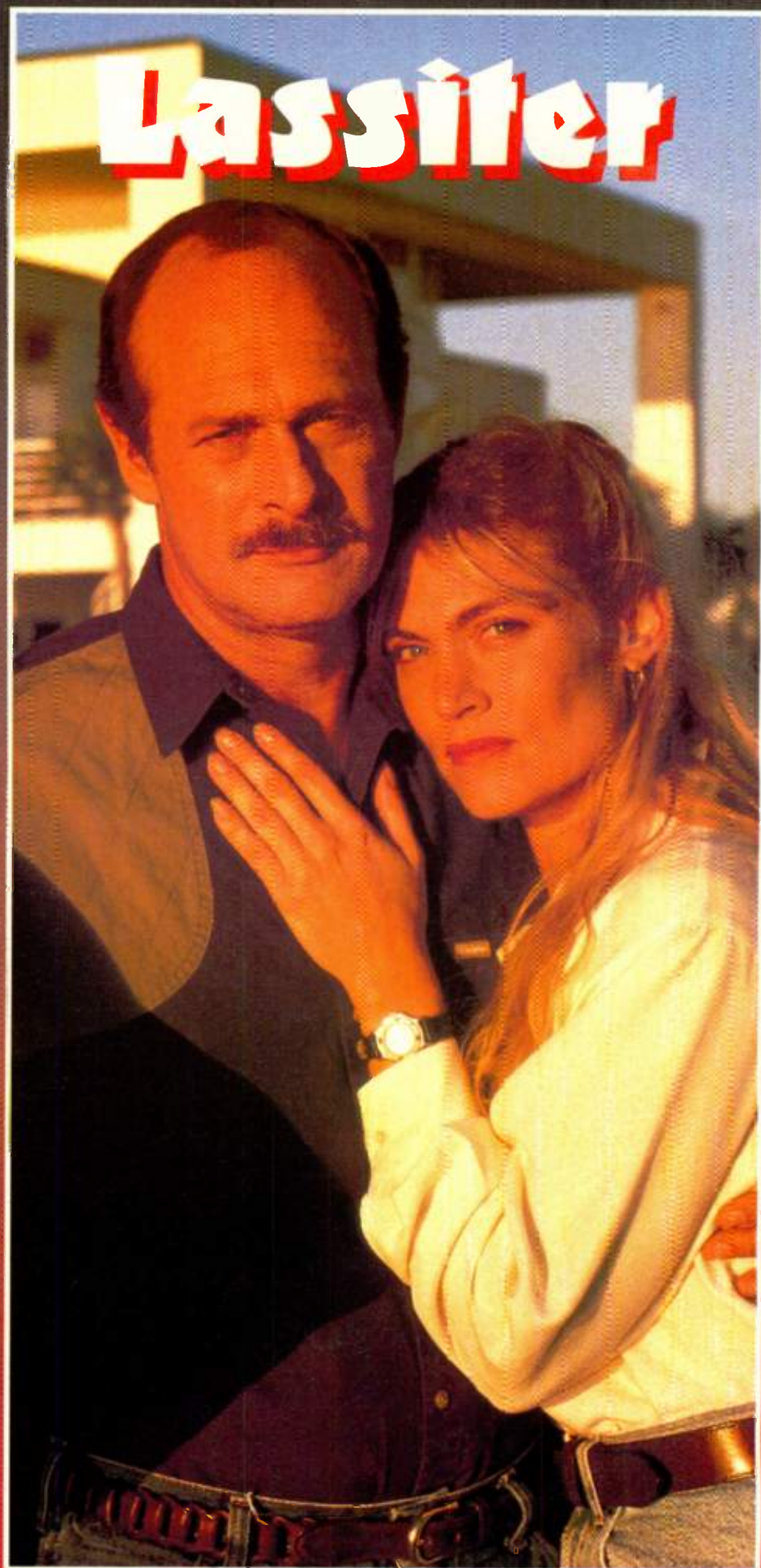
2-Hour Action Adventure Movie.

Jim Profit, a handsome, charming viper assumes a totally new identity as the all-american man...and then manipulates his way to the top!

Hunter

2-Hour Action Adventure Movie.

Starring Fred Dryer as HUNTER. He's back, tougher than ever, and is investigating a high profile murder case involving a famous personality. Everyone – including the media – is sure of the murderer...but HUNTER has other ideas.

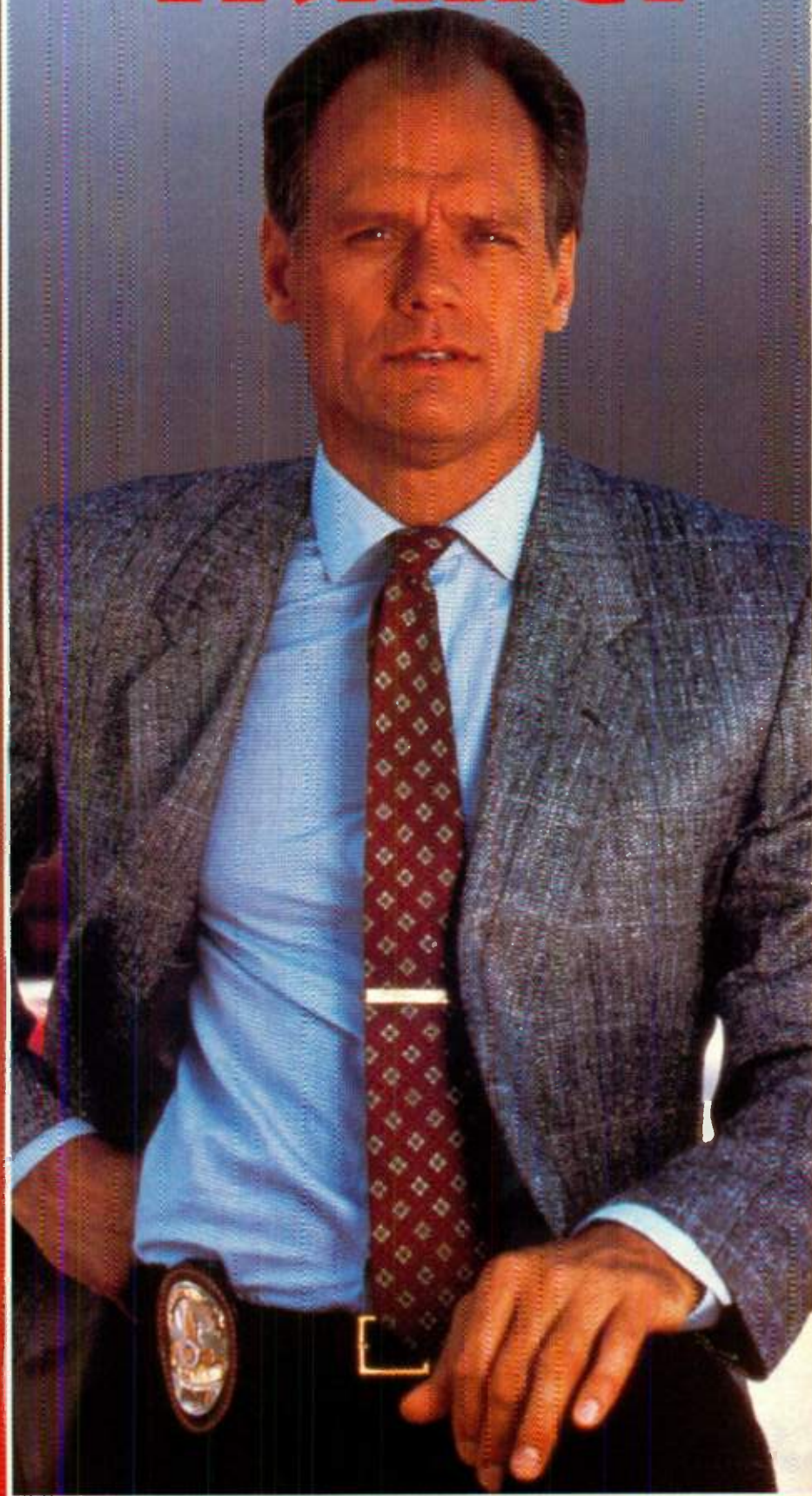


ON-ADVENTURES

Profit



Hunter



World Radio History



CANNELL DISTRIBUTION CO.

7083 HOLLYWOOD BOULEVARD, HOLLYWOOD, CA. 90028 (213) 465-5800

NATPE 95

DEALING IN THE DESERT

Programers from around the globe are gathering to talk—and do—business in Las Vegas this week at the 32nd annual NATPE International program conference and exhibition. While the info superhighway continues to take shape, it remains clear that content will fuel that race into the new media future. This **BROADCASTING & CABLE** special report on NATPE 95, including a genre-by-genre breakout of new programs, special international section and guide to the who, what and where at the Mirage Hotel and Sands Expo Center, begins on page 48.

BUILDING
YOU AN
AUDIENCE.



THE #1 NEW ADULT STRIP.

“THE NOVEMBER
SWEEPS CLINCHED
ITS STATUS AS THE
BIGGEST SYNDIE HIT
OF THE SEASON.”

—DAILY VARIETY



BUILDING YOU AN AUDIENCE.



20
ANNIVERSARY

the SIMPSONS™

MATT GROEDING

SOURCE: NIS GAA ADULT RATINGS, 1994-95 SEASON
© 1995 TWENTIETH CENTURY FOX FILM CORP. ALL RIGHTS RESERVED

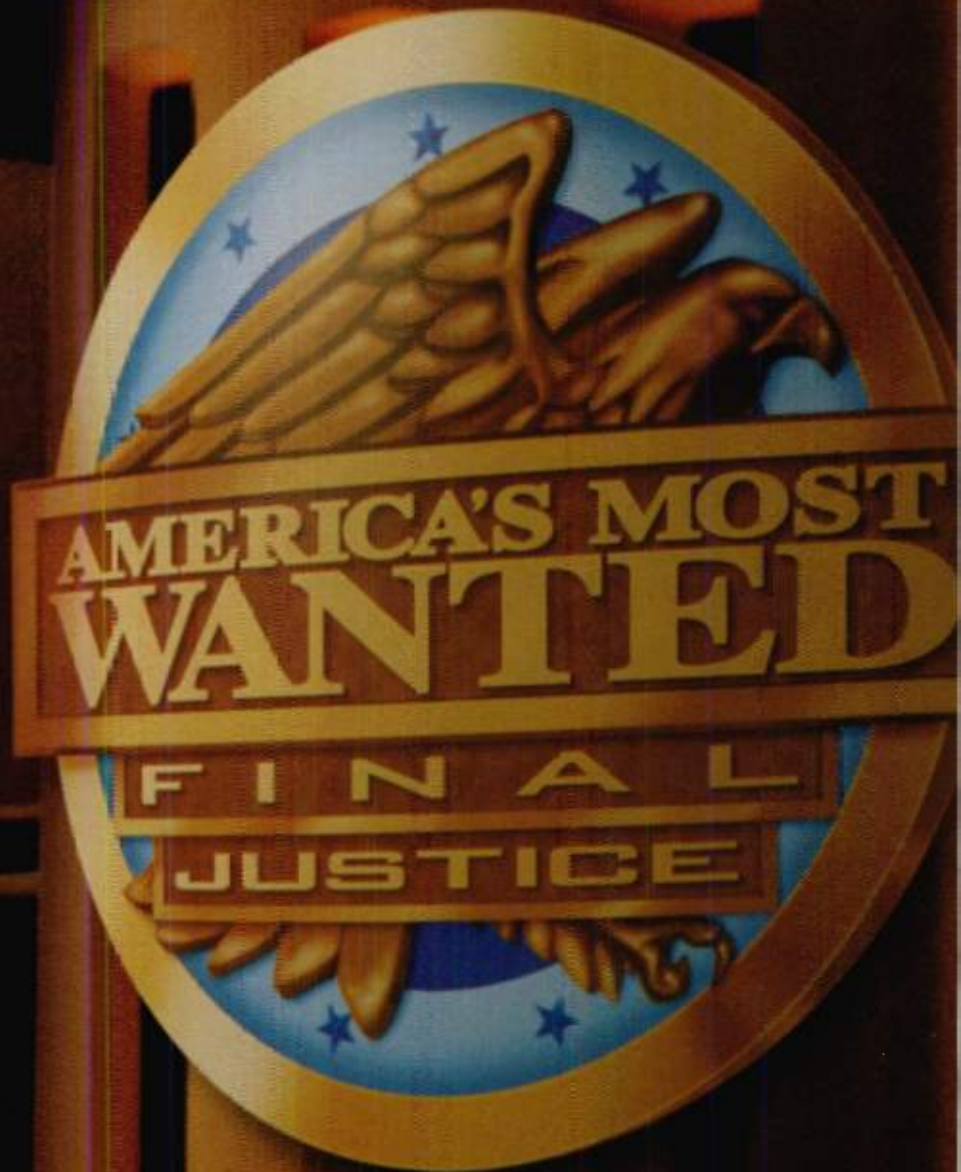
**THE
#1
NEW
ACCESS
ENTRY.**

**THE NEXT
ACCESS
POWERHOUSE.
BLENDS PROVEN
NETWORK
SUCCESS WITH
FIRST-RUN
UPDATES.**

**HOST
JOHN WALSH**



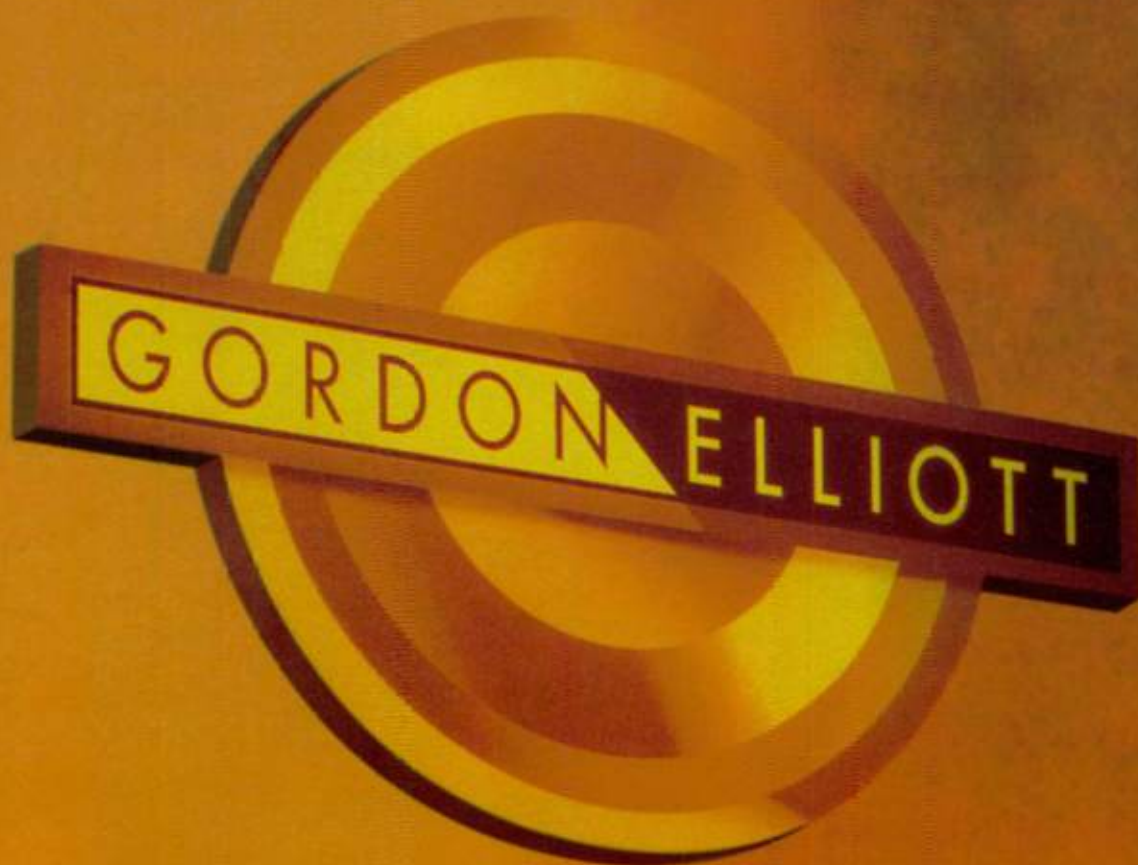
BUILDING YOU AN AUDIENCE.



AMERICA'S MOST WANTED: FINAL JUSTICE™ & © 1995 TWENTIETH CENTURY FOX FILM CORP. ALL RIGHTS RESERVED.

THE #1 NEW TALK SHOW.

THE BREAKAWAY HIT
THAT STANDS HEAD
AND SHOULDERS
ABOVE THIS YEAR'S
NEW ENTRIES.



BUILDING YOU AN AUDIENCE.



SOURCE: NCS GAA RATINGS: 1994-95 SEASON. "THE GORDON ELLIOTT SHOW" PRODUCED AND © MCMXCV CBS INC. TM & © 1995 20TH CENTURY FOX FILM CORP. ALL RIGHTS RESERVED.

THE #1 REALITY HIT.

CLOBBERS THE
COPYCATS IN
HOUSEHOLDS
AND KEY ADULT
DEMOS.
CASE CLOSED.



BUILDING YOU AN AUDIENCE.



SOURCE: NSS GAA RATINGS, 1994 25 SEASON VS. REAL STORIES OF THE HIGHWAY PATROL, TOP COPIES, AND RESCUE 911
© 1994 NBS. ALL RIGHTS RESERVED.

THE ALL TIME #1 NEWS MAGAZINE STRIP.

MAJOR MARKETS
ARE RESPONDING TO
A *CURRENT AFFAIR'S*
GROWTH WITH
UPGRADES INCLUDING
KNBC/LOS ANGELES AND
KRON/SAN FRANCISCO.



HOST
PENNY DANIELS



BUILDING YOU AN AUDIENCE.



CURRENT AFFAIR

SOURCE: NBS A18-49 RATINGS VS. HARD COPY AND INSIDE EDITION, FEB 1989 - MAY 1994 (GAA RATING WHERE AVAILABLE)



ANY DAY, ANY DAYPART,
NO ONE PUTS IT ALL
TOGETHER LIKE 20TH.



 **THIS IS
THE NFL**



BUILDING YOU AN AUDIENCE.



20th TELEVISION

®



TRAUMA
C E N T E R



DOOGIE HOWSER, M.D.



M*A*S*H

"THIS IS THE NFL" © 1995 NFL FILMS, INC. • "MIRACLE ON 34TH STREET" © 1995 TWENTIETH CENTURY FOX FILM CORP.
© 1995 STEVEN BOCHCO PRODUCTIONS, INC. • "DOOGIE HOWSER, M.D." IS A TRADEMARK OF STEVEN BOCHCO PRODUCTIONS, INC.
"TRAUMA CENTER" © 1995 SC PRODUCTIONS, INC. • "MASH" © 1995 TWENTIETH CENTURY FOX FILM CORP.
© 1995 TWENTIETH CENTURY FOX FILM CORP. ALL RIGHTS RESERVED.

...AND
SOON
TO
COME.



ABC'S #1 DRAMA.
THE SECOND
HIGHEST-RATED
PROGRAM IN
ADULTS 25-54
OF ALL
PRIMETIME
SHOWS.



PICKET
FENCES



BUILDING YOU AN AUDIENCE.



**EMMY AWARD
WINNER FOR
OUTSTANDING
DRAMA SERIES
THE LAST TWO
SEASONS.**



**FOX'S
HOTTEST
PROGRAM.
#1 IN ALL
MALE
DEMOS IN
ITS TIME
PERIOD.**

T H E X F I L E S

*NYPD BLUE™ TM & © 1995 STEVEN BOCHCO PRODUCTIONS, INC. SOURCE: NTL RATINGS, 1994-95 SEASON.
*PICKET FENCES™ TM & © 1995 TWENTIETH CENTURY FOX FILM CORP.
*X FILES™ TM & © 1995 TWENTIETH CENTURY FOX FILM CORP. SOURCE: NTL RATINGS, 1994-95 SEASON.
ALL RIGHTS RESERVED.

MORE EXCITEMEN MORE ENTERTA



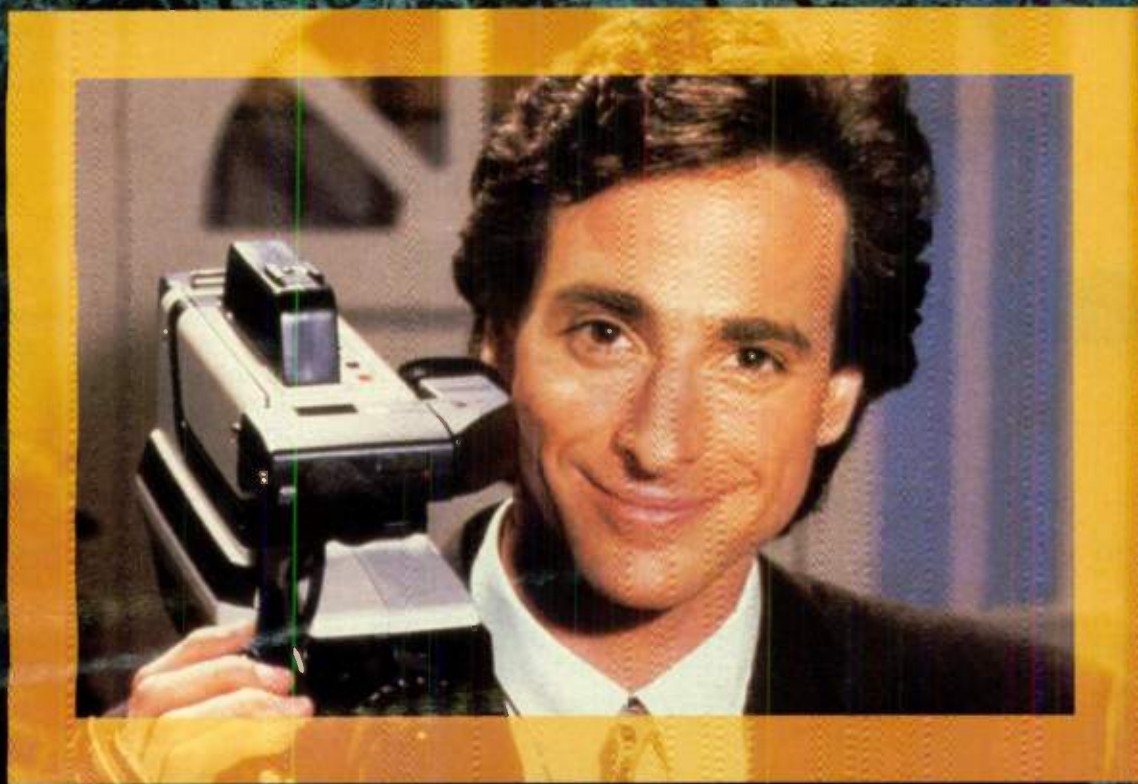
**BOOGIES
DINER**

**BABAR /
MADELINE**



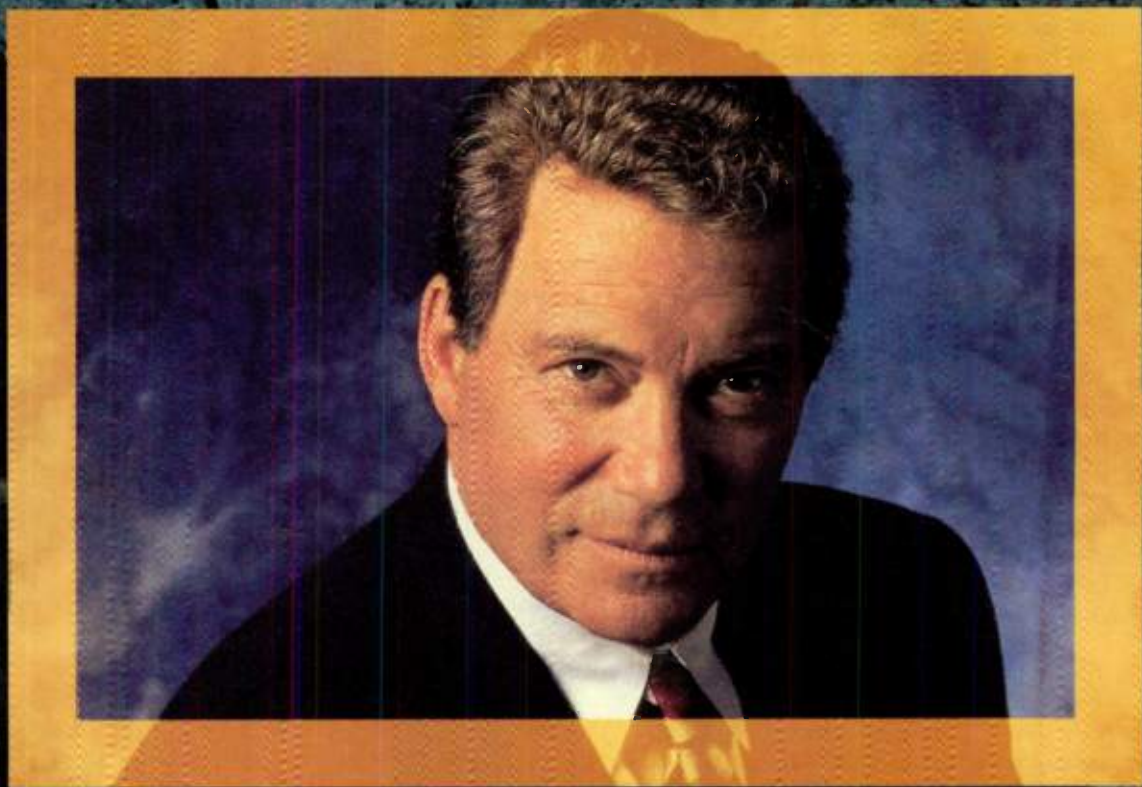
INTERNATIONAL FAMILY ENTERTAINMENT
ADVERTISER SALES

**T. MORE QUALITY.
INMENT. FROM MTM.**



**AMERICA'S
FUNNIEST
HOME VIDEOS**

**RESCUE
911**



SEE US IN BOOTH #1550

12700 Ventura Boulevard, Studio City, CA 91604
(818) 755-2400

©1995 MTM. All Rights Reserved.

WorldRadioHistory



1995 Market

Syndicated talkers think young

Flood of new hosts looks to follow Lake's lead

By David Tobenkin

Despite the generally lackluster performances of this season's crop of new talk shows, syndicators prefer to see the glass as half full and are charging ahead with 11 new shows for 1995.

When they look at last year's nine new talk shows, seven of which are on the ropes (and one canceled), syndicators with new shows see time periods opening up for their shows as most of this season's crop falls. But when pressed, they concede that competition next season will likely be even tougher.

What will intensify the competition is the fact that so many of the new shows are attempting to skew to the same youth-targeted, fast-paced format mined so successfully by Columbia TriStar Television Distribution's *Ricki Lake*.

Too, many returning older shows like *Jerry Springer*, *Jenny Jones* and *Montel Williams* already have increased their pace and audience participation levels and successfully have captured large portions of the younger audience. That, say many, is a recipe for increased fractionalization and a possible ratings freefall for all the talkers.

"Just as we saw the trend last year of the old guard eroding newcomers, there will be further fragmentation over the next year," says Lanie



Among talk's young turks are (clockwise from above): Gabrielle Carteris, Carnie Wilson, Tempestt Bledsoe and Stephanie Miller

Richberger of station rep Settel. "We have already passed the saturation point beyond which shows begin eating away at other shows."

But those concerns have not kept stations from buying the shows at a rapid pace.

Already, Warner Bros. Domestic Television Distribution's *Carnie* is cleared in more than 70% of the country, All American Television's *Richard Bey* is cleared in 60% of the country and is running



in nearly as much as a midseason replacement; Rysher Entertainment's *George & Alana* is cleared in more than 60% of the country, and Disney's *Stephanie Miller* is cleared in 60% of the country, including nine of the top 10 markets.

And a product of last year's alliance between Fox and New World, their Genesis Entertainment and Twentieth Television syndication divisions are offering a tagteam of

talk shows—Genesis's *Mark Walberg* and TT's *Gabrielle Carteris*—that will air together on their respective New World and Fox stations, giving them a whopping 43% clearance of the country even before sales efforts begin.

Farthest along among the new shows is All American's *Bey*, which catapulted from a two-year run on six Chris Craft stations to airing on more than half the country in early January after only three weeks of selling. Helping the show were strong track records on the six stations, including shares that repeatedly beat *Oprah* and *Ricki* in young demos on WWOR(TV) New York.

Like many of the new shows, *Bey* is fast-paced and features intensive audience participation. Unlike others, it features games that involve the audience and guests, such as a "wheel of torture" in which a guest who feels wronged by his or her significant other straps that person to the wheel and sprays them with food.

"This show has more of a party-and-games atmosphere where anything can happen anytime—and the audience and the viewers pick up on that," says Bey. "One time we had a guy who told me before the show that he was upset because on the *Ricki Lake* show there had been brownies and coffee and we didn't have any. So during the show I walked up to him and asked him what he would like to eat, like he was at a restaurant. He had the turkey he ordered by the second segment of the show, and we kept feeding him coffee and then desert and asking him if everything was alright during the show."

WBTD's *Carnie* features Carnie Wilson, 26, the daughter of Beach Boys member

Continues on page 56

**MGM
TELEVISION
DISTRIBUTION**

Presents...

Metro Goldwyn Mayer



Take A Walk On The Wild Side



MGM DOMESTIC TELEVISION DISTRIBUTION

©1995 MGM Worldwide Television Group,
a division of Metro-Goldwyn-Mayer Inc.

1/2 Hour First-Run Strip

FIRM GO FOR '95



LAPD

Coming Fall '95

Advertising Sales By



**TRIBUNE
ENTERTAINMENT**
Company



FROM MGM TELEVISION DISTRIBUTION

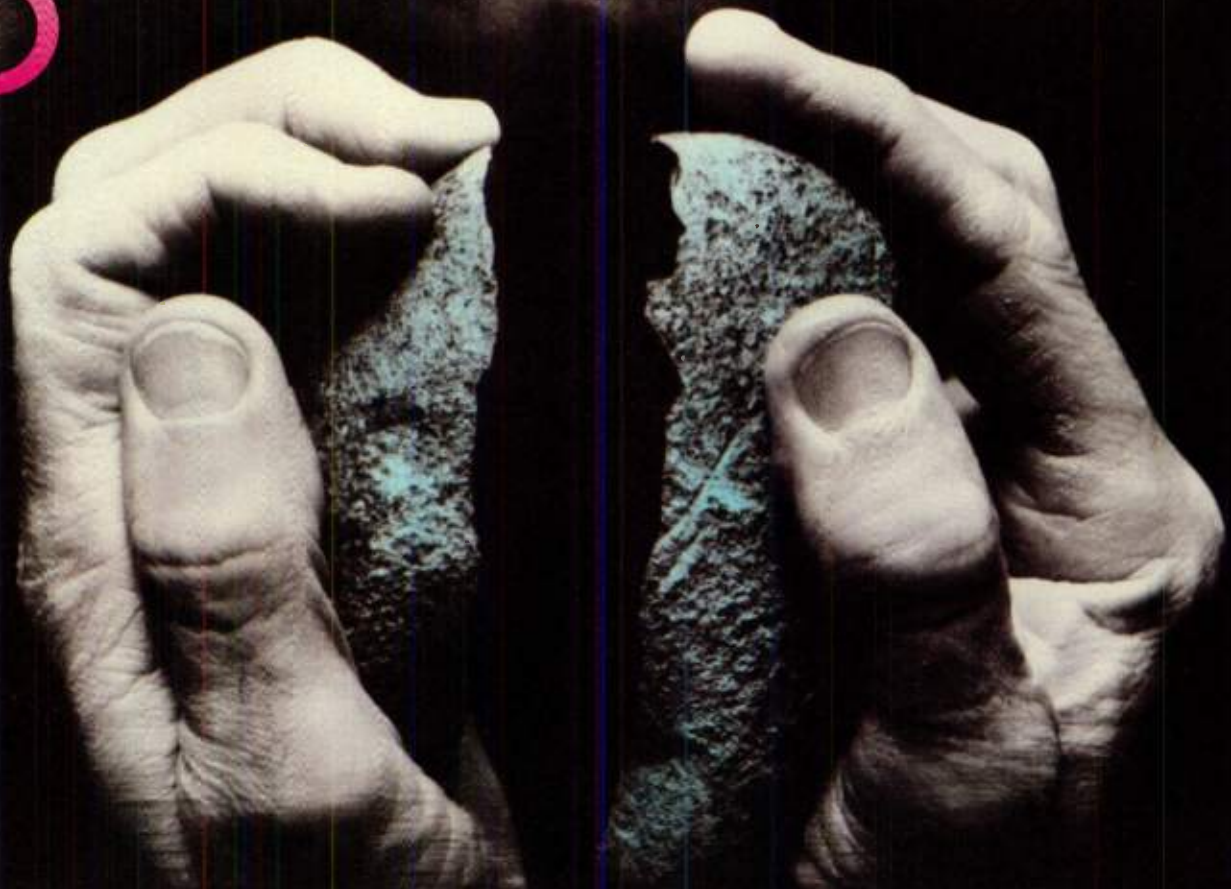


THE
G
FOR
9

THE
O
L
M

THE WATER GLOVES

FORM
O
OR
5



22 ORIGINAL HOURS COMING FALL 1995

Buena Vista Television
Advertising Sales



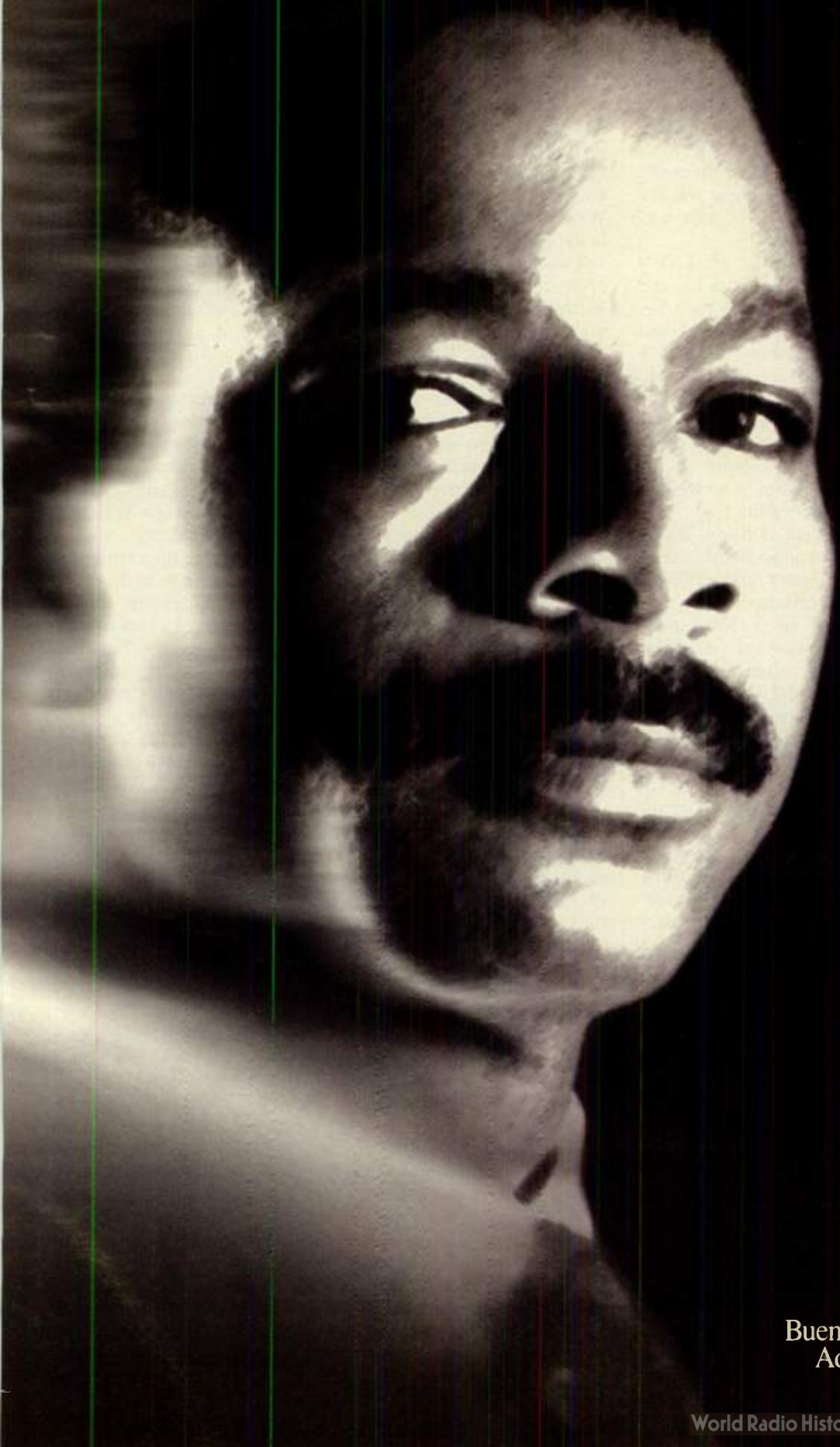
#1 OFF-NET HOUR

140 Episodes Available for CASH Fall '95

SOURCE: Nielsen NSS Ranking Report S-T-D 9/11/94. ©1995 Metro-Goldwyn-Mayer Inc. All Rights Reserved.

World Radio History

IN THE HEAT OF THE NIGHT



Buena Vista Television
Advertising Sales



SYNDICATED TALKERS continued from page 48

Brian Wilson and is best known as a member of the pop music trio Wilson Phillips (which included sister Wendy Wilson and friend Chynna Phillips). The group sold more than 12 million albums before breaking up.

The show, to be produced by Warner Bros. subsidiary Telepictures Productions, will feature discussions on relationships and topical issues as well as one-on-one interviews with celebrities. Wilson also occasionally will perform on the show, which will be taped before a studio audience in New York City.

Carnie will be executive-produced by Cathy Chermol, who most recently executive-produced *The Jane Whitney Show* and earlier *Sally Jessy Raphael*. Rob Dauber and Andrew Lassner will serve as the show's supervising and coordinating producers, respectively, reprising their roles for *Whitney*.

Despite age and physical similarities between Lake and Wilson, Telepictures President Jim Paratore draws a distinction between the two. "*Carnie* will be more host-driven, whereas I think *Ricki* is more producer-driven," Paratore says. "They do a lot of games, have a lot of guests.

They do more shtick than we will. We think we have a real personality with *Carnie*, and that's what we will build the show around."

He says that although Wilson has not hosted a talk show, her experience as a musician on grueling national tours was good preparation for the daily grind of hosting a talk show of her own. By all accounts, the show, helped by an early jump in the market, has secured sizable clearances.

"We will premiere on a lineup of stations and time periods that will be unequalled by any new show this year and surpasses the quality of lineups of any new talk show for the past several years," says Scott Carlin, senior vice president of sales for WBTD. "People like *Carnie*, and they see the same thing in her that they saw in *Ricki* and *Jenny*. She's fun and open and is also a talented musician. But what sold us was that she could get up in front of 200 or 300 people and really make interesting



George and Alana, together again



Lauren Hutton tries her hand at talk.

things happen." Columbia TriStar Television Distribution's *Tempestt Bledsoe* features the former *Cosby Show* child actress in a one-hour show that will be produced by Dick Clark Productions. Since the *Cosby Show* ended in 1992, Bledsoe, now in her early 20s, has hosted and guest starred in a number of specials, including NBC's *Friday Night Videos*, ABC specials *Surviving a Break Up* and *I Hate the Way I Look*, and syndicated special *Understanding HIV: Does Young America Know the Facts?*

Although it refuses to provide clearance information, CTTD and station reps say that with the help of its new-found *Ricki Lake* leverage, the show is selling strongly. "*Ricki* has helped us a great deal as a sales force," says CTTD President Barry Thurston. "When we go into a market and tell them about *Tempestt*, we have credibility. I think we will get 95% of the country for *Tempestt*. There's no question about getting the show launched."

"I think [*Tempestt*]'s very good, and they did an excellent job of presentation," says Petry Television Vice President and Director of Programming Dick Kurlander. "I think it will get on the air with no problem."

New World syndication subsidiary Genesis Entertainment will launch *The Mark Walberg Show*, a daytime-targeted show featuring the thirtyish host of an ESPN magazine show on sports.

"[Walberg] will bring something that's been missing to the daytime talk show audience—the young male point of view from someone who's involved with all aspects of life in the complicated 1990s," says New World Entertainment Chairman Brandon Tartikoff.

In addition to his ESPN show, Walberg has hosted several game shows for USA Network and has guest hosted E! Entertainment Television's *Talk Soup*. His new show will be executive-produced by Randy Douthit, who previously developed and executive-produced *Jenny Jones* and *Jane Whitney* as well as CNN's *Larry King Live*.

The Mark Walberg Show will be produced by *American Gladiators* producer Four Point Entertainment.

Twentieth Television's *Gabrielle Carteris* will feature the youthful *Beverly Hills, 90210* star. "We're bringing a major star who has already established herself with young women into a daypart exploding with young women," says Twentieth Television President Greg Meidel. "She's an extension of what's working. We think she will also appeal to older demographics because they love to watch someone who's 'cool' and because she's a working mother."

Meidel also says Carteris is promotion-friendly: "No one does a better job promoting Fox than Gabrielle. She's attended every affiliation switch since joining *90210* and has been a real workhorse for stations, doing local presentations, calls, visits, key advertiser minutes. She understands how the business is done." The show is now cleared in 53 stations covering 50% of the country.

Rysher Entertainment's

George & Alana will seek to avoid the crush of young-skewing shows by targeting the older daytime crowd that has made Buena Vista Television's *Live with Regis & Kathie Lee* one of the few veteran shows to remain solid in the face of the new competition. Rysher President Keith Samples thinks he may have found a pair to match the chemistry of Philbin and Gifford, which observers agree is the key to that show.

"We think there is plenty of audience for another show like *Regis & Kathie Lee*, and the relationship between George Hamilton and Alana Stewart is unique in television," says Samples. "Married for almost five years, they divorced and have remained good friends. Their relationship is filled with warmth, intelligence, wit and good feelings. We are confident that the special chemistry between George and Alana will appeal to audiences across the country." Writer-producer Paul Block is the producer of the series.

Two other new shows will seek to escape the daytime battlefield by targeting late-night clearances.

Buena Vista Television's *Stephanie Miller* is hosted by the KFI(AM) Los Angeles talk show host and comedienne and hopes to provide an alternative to the heavy field of male late-night network talk show hosts.

"To me, it's amazing there are not that many [syndicated talk] shows in late night," says BVT President Mort Marcus of the decision to steer *Stephanie Miller* into late fringe. "We think the market is ready for a late-night female voice, and *Stephanie Miller* is quick, quirky, outrageous and yet charming."

He says that while many stations take second runs of daytime talk shows in late night, they limit their audience by lacking a late-night feel and by being skewed toward women. The show will feature taped sketches highlighting Miller's comedic talents and will use a "phone-in" question-and-answer session, during which Miller's guests will be asked questions by phone-equipped, studio audience members.

Miller began with KFI in fall 1993 and doubled the station's primary demo (adults 35-54) in only one week. In January 1994, she took over the time period occupied by former Los Angeles police chief Daryl Gates and quickly tripled male listeners in the

18-49 demo. She also increased the male 35-54 audience from 24th ranked to number one. The show will be executive produced by John Kalish (*Entertainment Tonight*, *Good Morning America*, *Lifestyles of the Rich and Famous*).

The other new late-night show is Turner Program Services' half-hour interview strip featuring supermodel and actress Lauren Hutton. *Lauren Hutton and...* will feature the 51-year-old Hutton conducting edgy, intimate, 30-minute interviews with celebrities, a la Barbara Walters interviews.

"This show will be about what people think, not about what they have done," says TPS Executive Vice President Susan Grant. "We think it will counterprogram late-night talk shows and other late-night programming." As for the choice of Hutton as host, says Grant: "Lauren has led a fascinating life, and she has a pizzazz, articulateness and a real sense about herself and her abilities." Hutton also is expected to appeal equally to older and younger viewers, Grant says. The show's executive producers are Hutton, fashion photographer and filmmaker Luca Babini, who also will direct the show, and TBS Productions staff executive producer Pat Mitchell.

To help it attract younger viewers, the show will be filmed out of a New York loft-like open soundstage, using a roving camera directed at the speaker with a monitor in the background to register the listener's reaction. The filming also will alternate between color and black-and-white.

Celebrities who have given preliminary agreement to do the show include actress/model Isabella Rossellini, basketball coach Pat Riley, director Penny Marshall, supermodels Kate Moss, Naomi Campbell, Linda Evangelista and Christy Turlington, rock star Mick Jagger and director Quentin Tarantino.

Reviews for the show's pilot have been mixed. "Pre-tentious and boring, not recommended," says Petry's Kurlander in a picks and pans review of new shows. "I think what I saw looked fascinating; I'd like to see more," counters Lou Dennig, director of programming at Blair Television.

Cannell Distribution is also aiming a new talk show at late-fringe, with a target audience similar to Multimedia's *Rush Limbaugh*. Its *Armstrong Williams Show* is a half-hour program featuring the

INTRODUCING A NEW HEALTH AND FITNESS SHOW THAT'S NO PAIN, JUST GAIN.

To help exercise an under-utilized time period and enjoy the benefit of healthy profits, we created a new show called "YOUR MIND & BODY."

Hosted by supermodel, homemaker and mother of five, Kim Alexis, this half-hour weekly series is a perfect environment for one of advertising's fastest growing segments - health, fitness and beauty.

Hey, who ever thought that you could get fat from a health and fitness show?

We did.

YOUR
MIND
&
BODY

Hosted by Kim Alexis



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

© 1999 Warner Bros. Entertainment Company
All Rights Reserved

Time Inc.
Ventures Television

World Radio History

African-American conservative political and social commentator, who also hosts a Washington-based radio talk show and is a columnist for *USA Today* and the *Wall Street Journal*. The show's executive producer is former *Hard Copy* executive producer Linda Ellman, and its producer is Stephen J. Cannell Productions in association with Allbritton TV Productions.

Another youth-oriented talker being marketed is Group W's *The Paget Show*, hosted by 25-year-old Paget Brewster, a San Francisco art school dropout, former rock musician, former bartender, waitress, office temp and street singer who is a newcomer to television. Brewster clearly doesn't take herself

too seriously. On her qualifications to host a talk show, she quips, "I don't have a weight problem, and I've never been molested."

"Paget is a bright, natural talent completely attuned to her generation and, through her varied life experiences, wise beyond her years," says a Group W spokesman. The show, to be executive-produced by Donna Wright Somerville, last week began airing on Group W's KPX(TV) San Francisco, where it received a 1:30 a.m. berth.

A Group W spokesman says that *Paget* is not intended as a replacement for either of Group W's new shows this season, *Marilu* and *Jones & Jury*, both of which are struggling.

Next season also will see

the revival of a former talk show name. Morton Downey Jr. will return to host a show that its producers hope will capture the working-class spirit of his popular original show without the name-calling and physical brawls that brought advertising and then the show to a halt—and Downey to a nervous breakdown—in 1988.

"With Morton Downey, stations know they are getting a proven talk show host who is not going to learn the craft on their time," says Chris Lancey, president of Western International Syndication, which is distributing the show. Lancey also says that Downey continues to host a Chicago-based radio talk show and the fact that his

image has mellowed is illustrated by his work as pitchman for a number of major U.S. corporations.

Two talkers in addition to *Bey* are seeking to preempt the competition by starting before fall.

Newly formed syndicator SeaGull Entertainment will brave the talk show waters this spring with a show featuring comedian and former *Family Feud* game show host Ray Combs. *Ray Combs* will feature celebrities promoting merchandise, entertainment projects and books. The show also will air as part of SeaGull's cable *Celebrity Shopping Network*.

Tribune Entertainment recently stepped up to the plate with its new *Charles*

Perez Show, which will launch nationally in March. Aimed at young demographics, the show began testing on Tribune's eight O&O stations in December and has increased its ratings on six of the stations, from a 1.4 rating its first week to a 2.6 rating its fourth week.

"I think *Charles Perez* has done well when you consider that other than Chicago, none of our stations is in the talk business," says Tribune Entertainment President Rick Jacobson.

Perez, 31, will compete against some of the same shows he helped produce. Before launching his show, he was a producer for talk shows *Ricki Lake*, *Montel Williams* and *Jane Pratt*. ■

Stations face new reality

Syndicators have host of offerings, including magazine, health, law enforcement entries

By David Tobenkin

Although fall 1995 will not see the entrance of a new reality competitor on the scale of this season's *Extra* magazine show, the number of new offerings is up as syndicators and stations turn to the format to counter a wealth—some would say glut—of talk.

At least 15 new reality projects are being offered at NATPE this year, compared with seven that made it to launch in fall 1994.

"At some point you can saturate the market, and if there are too many, viewers will perceive them as ripoffs and tend to reject them," says Genesis Entertainment Chief Executive Wayne Lepoff. "But right now, reality is a very healthy format."

Among news magazine strips, the highest profile show is *Day & Date*, the first fruit of the alignment of CBS and Group W last July.

The development of the hour show, whose first-year production and marketing expenditures are estimated at \$35 million, is a direct response to viewing-pattern shifts that have accompanied the success of younger-targeted shows like *Ricki Lake*, *Jenny Jones* and *Montel Williams*, says Group W Productions President Derk Zimmerman.

"What CBS and Group W have seen is that the shows they could rely on for a news lead-in in the past, they can't rely on anymore," says Zimmerman. "Shows like *Donahue* and *Sally Jessy Raphael* are unable to retain their audiences and, with the new shows, no one stays for the news because it's the wrong [too young] demo. The older group of women have left television because there is no show catering to them."

Day & Date will be targeted at afternoon audiences and to network affiliates, who rely on early news for up to 20% of their revenue.



'Day & Date' cohost Dana King

The show, to be co-hosted by former *CBS Morning News* co-anchor Dana King and former *I Witness Video* host Patrick Van Horn and executive-produced by former *CBS Evening News* executive producer Erik Sorenson, is a personality-driven strip that promises to combine a morning show format with the energy and edge of an afternoon or early fringe show. It will include space for local news cut-ins. A major question is whether the show can recoup its large investment, given afternoon HUT levels that are lower than those of the access slots that are the target of most magazine shows.

From Peter Brennan, the creator of *A Current Affair* and an executive producer of *Hard Copy*, comes another news magazine, *Detour*, a Worldvision Enterprises-syndicated show that hopes to document ordinary people making extraordinary choices.

"It's stories about real people who have faced adversity or had something major happen in their life and have had to respond to it," says Worldvision Senior Vice President of Marketing Gary Montanus.

The half-hour will be hosted by former *A Current Affair* reporter Rafael Abramowitz and targeted at early and late fringe and access time periods.

If any doubts remained that Blockbuster subsidiary Worldvision would remain autonomous from Paramount Domestic Television, the other syndication operation of the combined Viacom-Blockbuster-Paramount entity, *Detour* would seem to lay them to rest, since the show likely will compete for clearances with PDT's *Hard Copy*. In fact, Brennan is touting the show as a non-tabloid alternative to the "shallow sensationalism" of other magazines. "The idea for *Detour* is to walk thoughtfully into people's lives, experience what they feel, and hopefully walk away

with a moral that our viewers can embrace," says Brennan in signed doubletruck ads for the show.

Another magazine show, Buena Vista Television's advocacy-oriented *The Crusaders*, was pulled from weekly production in December after losing the syndicator a large amount of money as a weekly. Although Buena Vista officials say they will attempt to market it as a strip at NATPE, observers say that with ratings for the show's weekly version only so-so, that will be a hard sell.

Also hoping that altruism will pay off with viewers is All American Television's new *Thanks A Million*, based on millionaire philanthropist Percy Ross's syndicated column, that will adjudicate requests for assistance with the help of viewers. The series will demonstrate through re-creations and home videos why subjects need assistance. "The people in our focus group said it was a compelling, different alternative to what's on," says All American Television President of U.S. Distribution George Back. "You couldn't write stories as dramatic as these."

The show's pilot, for instance, tells the story of a guide dog that defended its 14-year-old disabled owner from a pit bull attack. The show is being produced by Stone Stanley Productions and will be hosted by Ross and former Miss America Debbye Turner.

Hearst Entertainment will offer a half-hour weekly business show, *Business Matters*, featuring three to four stories per episode dealing with small business. It is being produced by Hearst station WCVB-TV Boston. A total 26 episodes is being offered on a barter basis with a 3.5 minute national/4 minute local split. The show already has cleared WABC-TV New York, WFTV(TV) Orlando, WUSA-TV Washington and WDIV-TV Detroit.

One of the new strips is ready to be pressed into action midseason. Genesis Entertainment's *Juvenile Justice* had two-week test runs on seven stations in late summer that yielded a 3.7 Nielsen composite rating and an 11 share, off slightly from a 12 share lead-in and the 4.2/12 of programming in the same time period in May, which benefited from a 14 share lead-in. The show is cleared in 40% of the country.

Houston municipal court judge Eric Andell is the host of the show, which features actual juvenile court footage of young people who have committed various crimes in the Houston area, and it tracks their success at rehabilitation. "We're showing the positive effects of the court system—what kids do to try to straighten themselves out," says Genesis's Lepoff, adding that there will be no re-enactments on the show. "Both parents and teens are interested in what is happening to their peers and are con-

**This year, it's
not about us. It's
about the people
who watch us.**



Paramount '95



ENTERTAINMENT TONIGHT

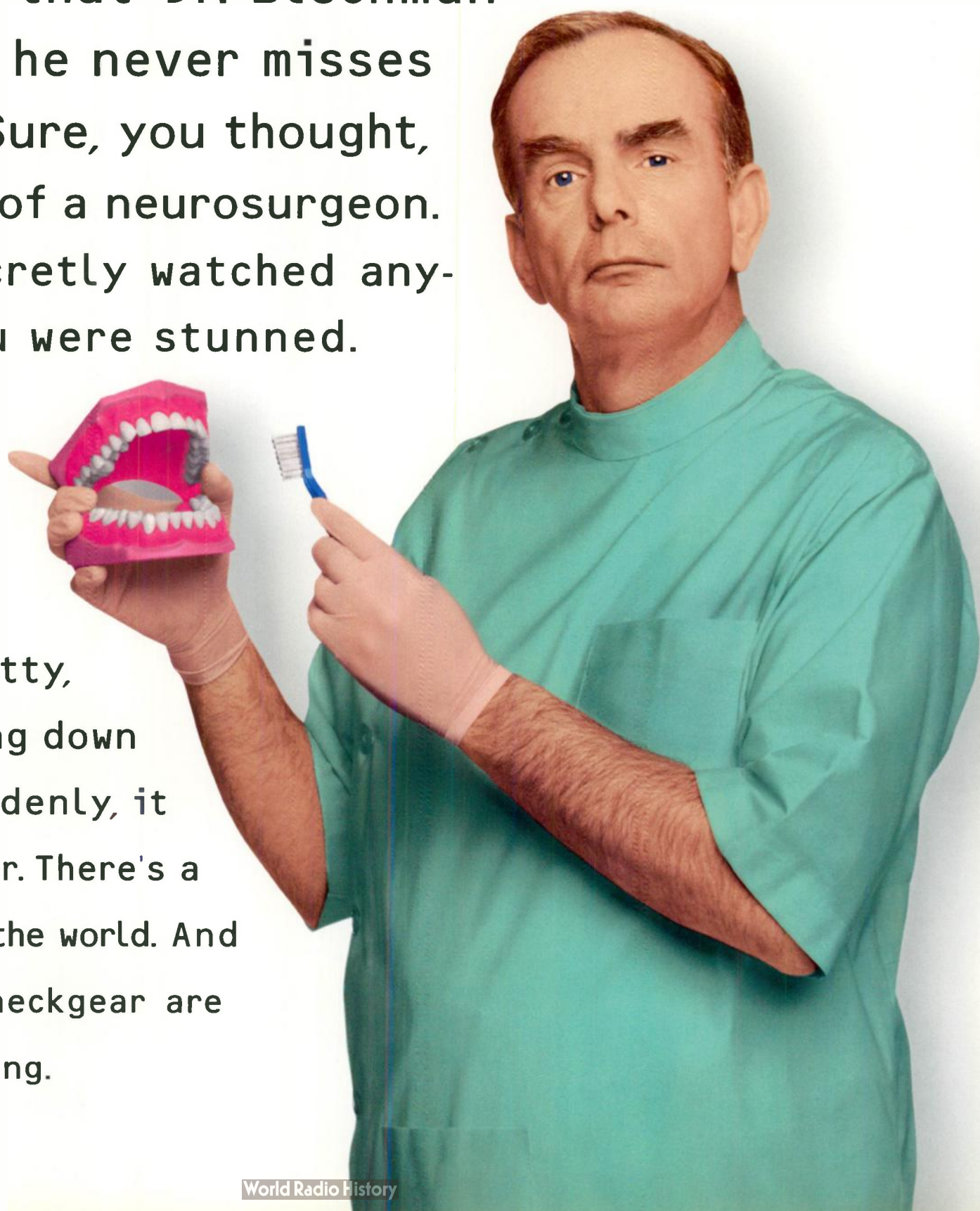


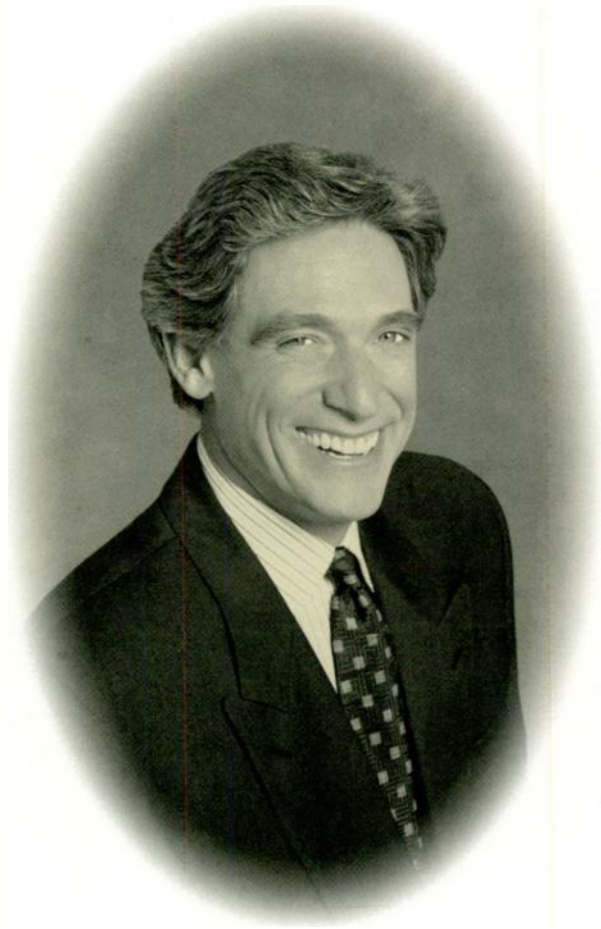
You are (Long deep pause)
an actress. An actress
who's trapped inside
a manicurist's body.
Every day, there you
sit, emery board in
hand, putting on the
performance of your career
as you feign deep fascination
with your customers' endless
blabbering. Reality is, you're way
busy making big show business
plans for yourself. Plenty big. And
Academy Award aside, the biggest thrill
you could imagine would be getting
interviewed by Mary Hart. You'll bond like
sorority sisters. She'll admire your new
collagen-injected lips. Then later on, she'll
confide to John Tesh that *she* was the
nervous one. Meeting *you*.



HARD COPY

Sure, you could have been a cardiologist. But even as a young buck in med school, you knew there had to be a higher calling. Of course. Orthodontia. Pity is, it's an endless cycle of reeling in crooked teeth and telling some little metal-mouth when to spit. Then, that Dr. Blechman mentioned he never misses Hard Copy. Sure, you thought, how typical of a neurosurgeon. But you secretly watched anyway. And you were stunned. Absolutely riveted. It's journalism that cuts to the nitty gritty, without getting down and dirty. Suddenly, it all became clear. There's a lot going on in the world. And retainers and neckgear are only the beginning.





THE
MAURY POVICH
SHOW

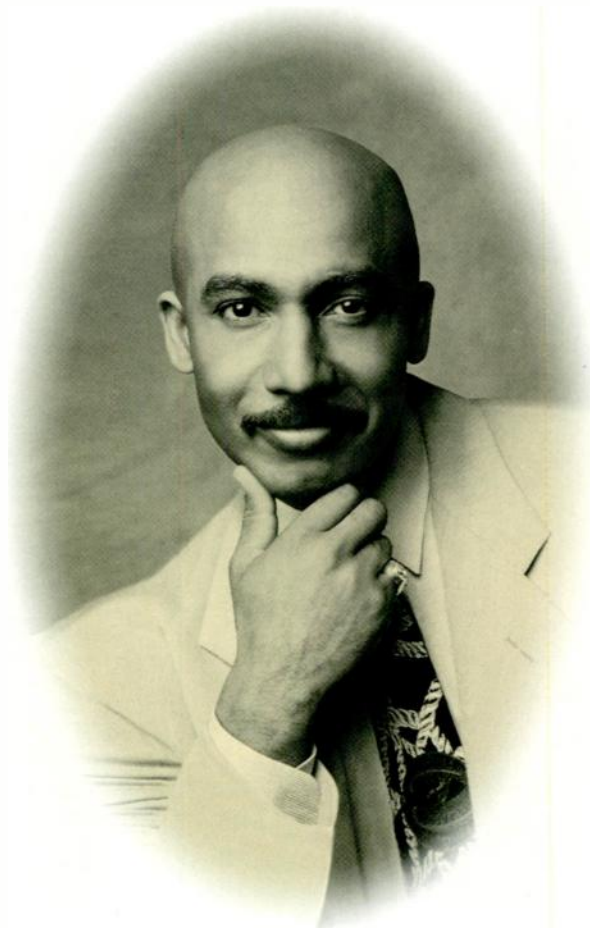
So, can you believe you're getting married? You, who even as a little girl somehow knew that all men were

born dorks. Then, one day, while mindlessly switching the channels,

you happened upon the man who would change your entire life. Maury Povich. Even before you got hooked on his show, you knew he was different. Sensitive.

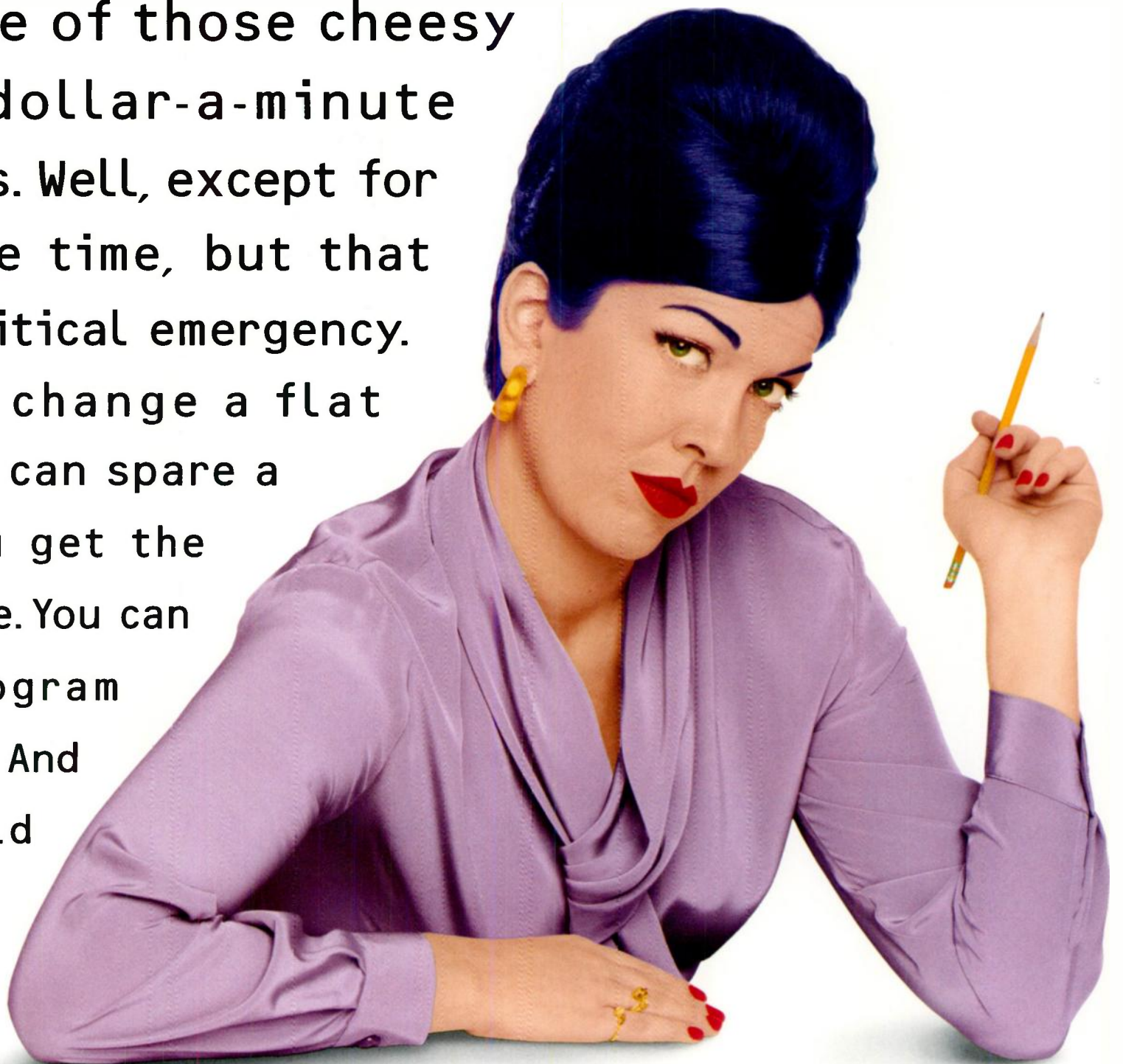
Insightful. Cute. Oh well, Connie snagged him. But Maury's given you something that's priceless. Hope. Hope that yes, there really is intelligent life out there after all.





THE
MONTEL WILLIAMS
SHOW

Just look at you. You're a woman of the nineties. You've got a career, an aroma therapist and a nice down-payment on a 4x4. You're definitely in control, but not neurotic. You're totally *there* for your friends. You would never call one of those cheesy three-dollar-a-minute psychics. Well, except for that one time, but that was a critical emergency. You can change a flat tire. You can spare a dime. You get the punch line. You can even program your VCR. And you would never miss Montel. Never.

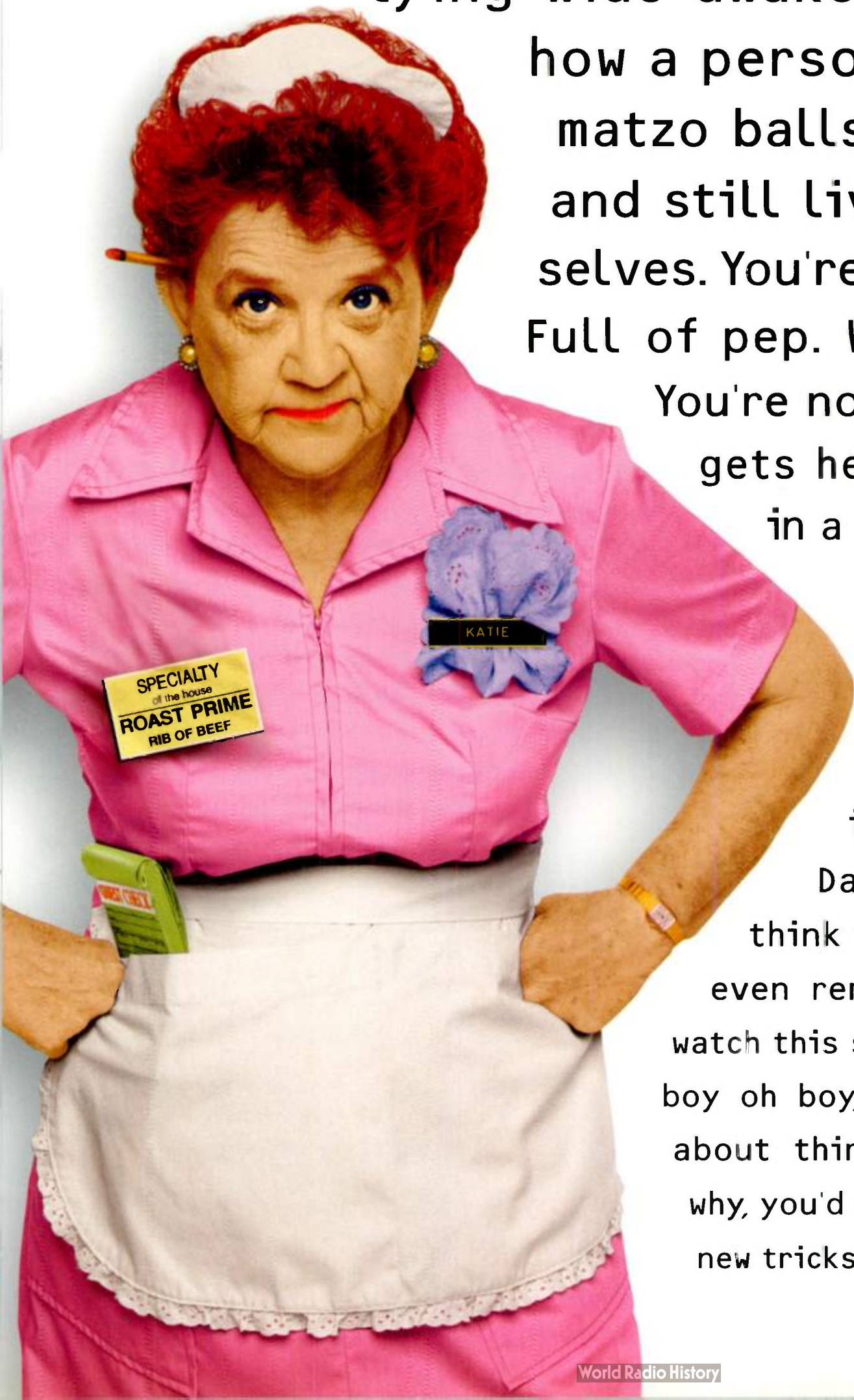




THE
JON STEWART
SHOW



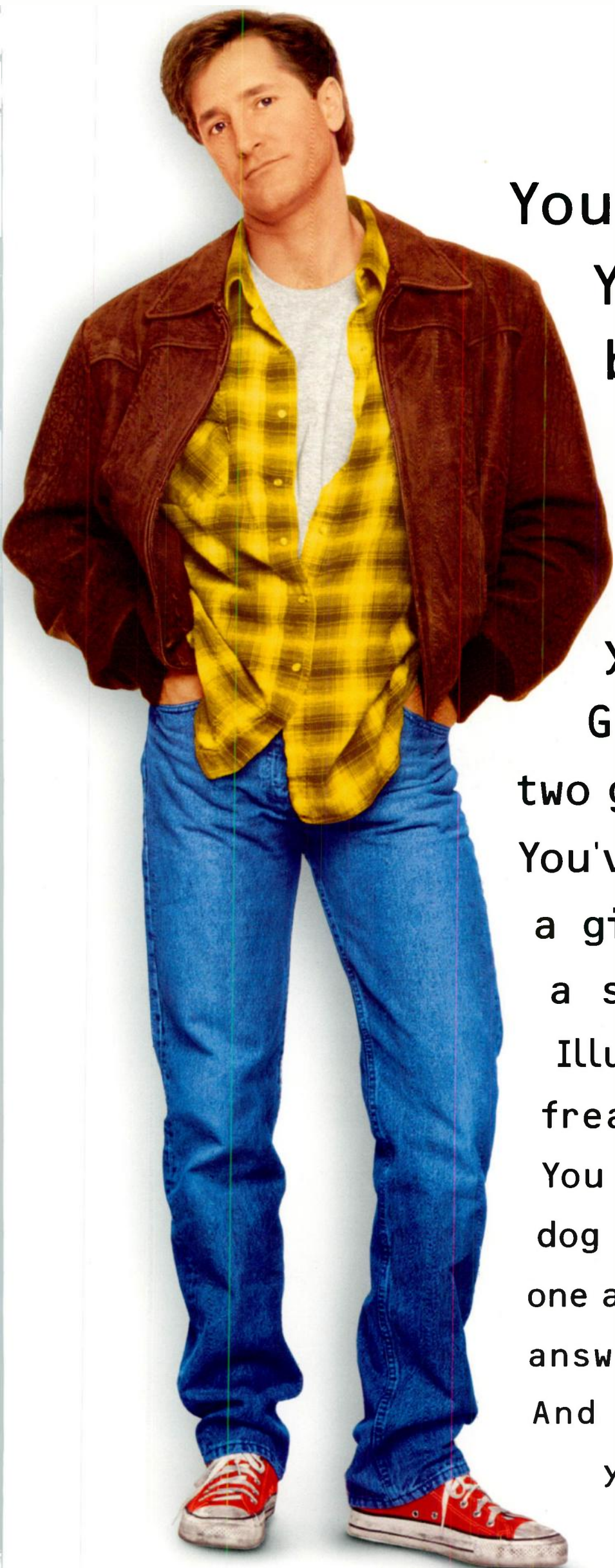
You're no old lady. You've got better things to do than spend your nights lying wide awake wondering how a person can make matzo balls from a mix and still live with themselves. You're on the move. Full of pep. With it, even. You're not the one who gets her hair net all in a snit over having to bus your own station. No, not once. You think that Jon Stewart is a hoot and a half. Darn cute, too. You think that anyone who's even remotely hip should watch this show. And you think, boy oh boy, if only you were about thirty years younger, why, you'd sure teach him a few new tricks. Yes, indeedy.





STAR TREK: DEEP SPACE NINE



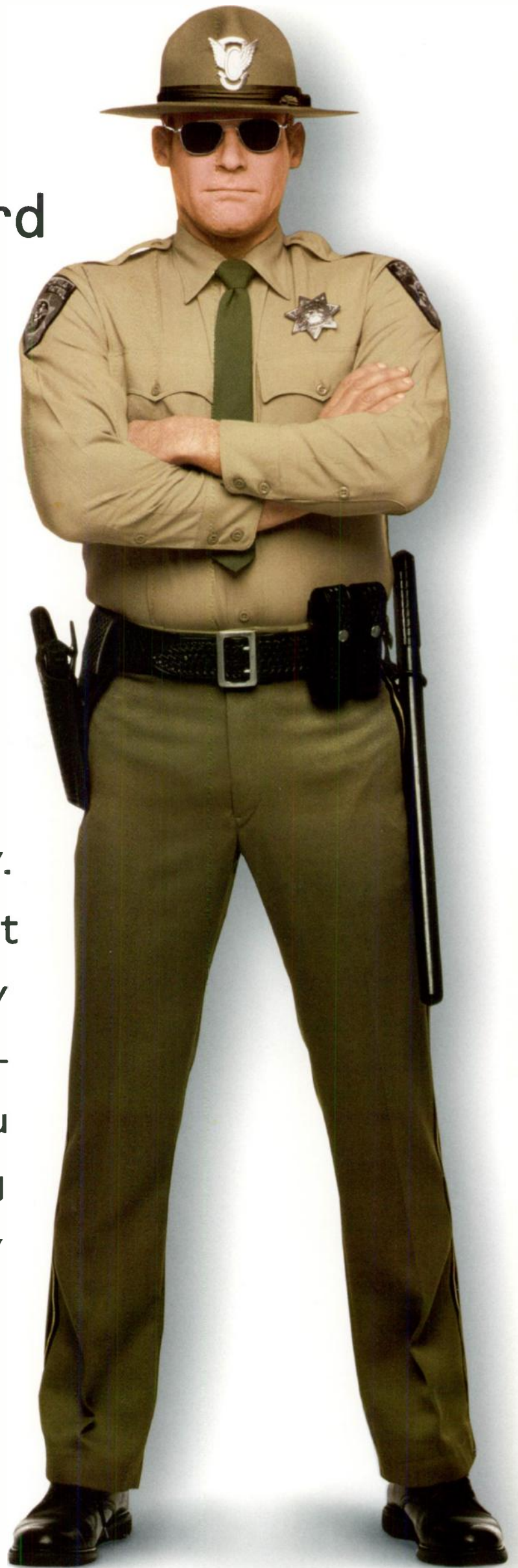


You're 27 years old. You drive a Civic, but would kill for a Porsche. You think that the Generation X thing is lame, but you secretly relate to Gilligan. So. You found two grey hairs last Thursday. You've got a boss from hell, a girlfriend from Duluth and a subscription to Swimsuit Illustrated. You're stressed out, freaked out and burned out. You could use a beer. Hell, your dog could use a beer. And if any one asks what's up for tonight, the answer's simple. Star Trek's on. And until Deep Space Nine's over, you're master of the universe. Or at least the remote.



SIGHTINGS

You thought you'd heard it all. The I-left-the-coffee-machine-on bit. The oh-gee-my-speedometer-must-be-on-the-fritz line. But one doozy stood out like a kangaroo driving an Edsel. It was 06:00 hours. Foggy. You clocked her doing 80, easy. She talked a blue streak about trying to outrun a huge ghostly apparition that had been following her around since Exit 59. You nearly called for back-up, figuring the dame was nuttier than a candy bar. But after watching Sightings for the first time, all the pieces came together. Suddenly it dawned on you. Maybe she had been telling the truth all along. You never know.

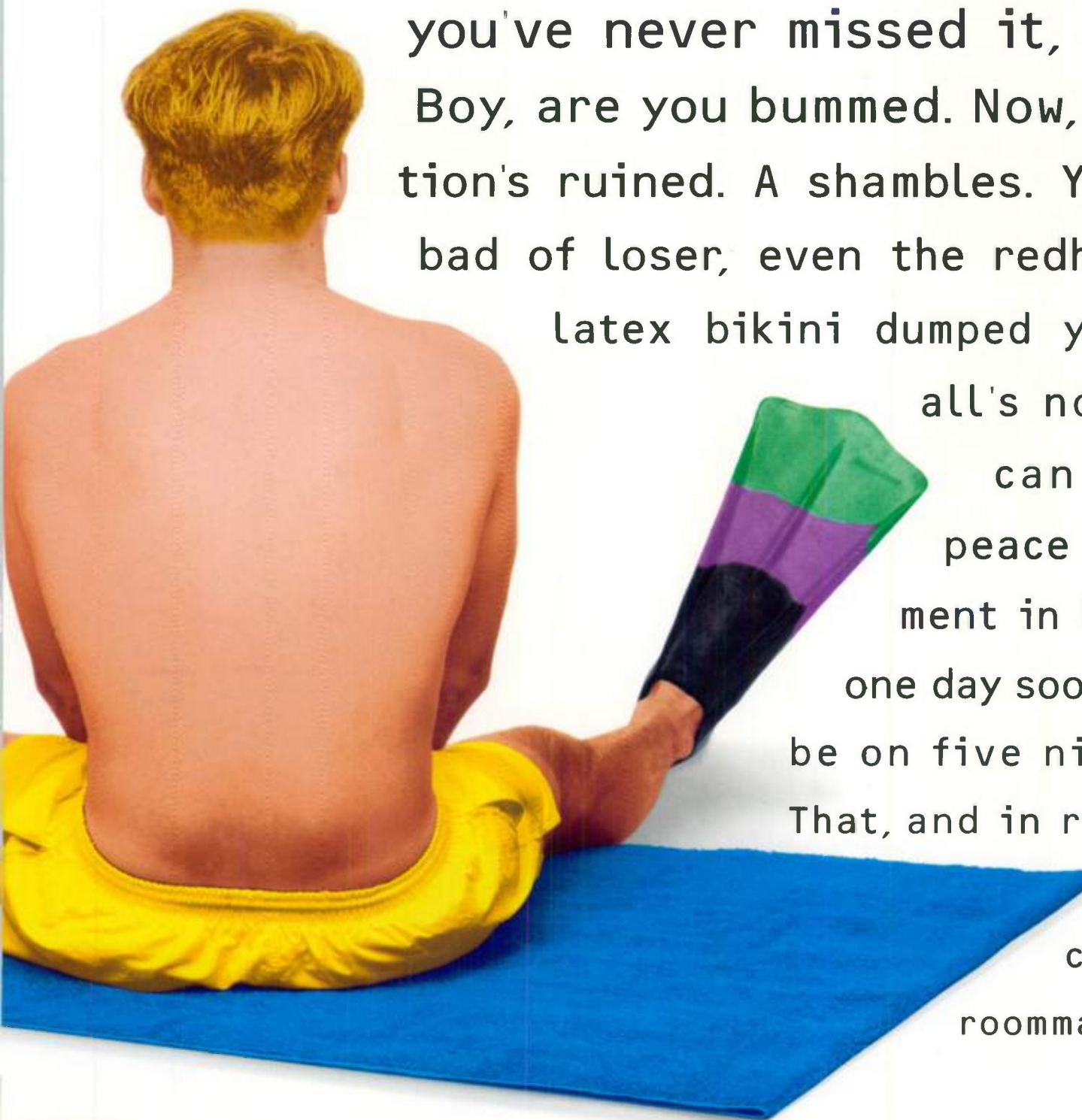




FRASIER



Coupla palm trees, pure white sand beaches, those warm breezes gently ruffling your hair. Blew your whole savings on this little getaway. Even popped for all those sessions at the tanning salon. Everything was primo in paradise. Until your bonehead roommate forgot to tape your favorite show. He knows you've never missed it, not once! Boy, are you bummed. Now, your vacation's ruined. A shambles. You reek so bad of loser, even the redhead in the latex bikini dumped you. But hey, all's not lost. You can still find peace and fulfillment in knowing that one day soon Frasier will be on five nights a week. That, and in rigging those old jumper cables to your roommate's waterbed.





After 38 years of holy matrimony, Paradise Road has somehow made a sharp left turn onto Lonely Street. Suddenly, all Mack seems to care about is cow tipping and swapping mud flaps with the boys. At this point, you'd give anything to turn into a jumbo-size box of Cheeze-Bits just so he'd stand up and take notice of you. Well, the experts say there's one sure way to set your man's barn on fire again. Movie Packages. Lots of 'em. And heck, if it works, the only thing you'll have to worry about is hoping the Peterson's down the road aren't light sleepers.



POWER PAK



PARAMOUNT PLUS
II



PARAMOUNT
FAMILY THEATER



PARAMOUNT
COLLECTORS EDITION



STAR TREK:
THE NEXT GENERATION



HAPPY DAYS



THE
ANDY GRIFFITH SHOW



I LOVE LUCY



CHEERS



MATLOCK

Ah, how you yearn for the glory days. When all you had on your mind was marking your territory and mooning over that hot little Pekinese. Of course, that was all before you happened to get a whiff of these Off-Net shows. Man, now all your other passions seem to pale by comparison. Drooling. Tormenting cats. Drinking out of the toilet. In fact, shows like these only prove that humans have a few more biscuits upstairs than you ever thought.

Although, when they make you wear this sweater, you can't help but wonder.





World Radio History



Los Angeles police officers are the stars of MGM TV's 'LAPD.'

cerned with teenage violence."

Lepoff says strict privacy laws guarding the identities of youthful offenders do not apply if the juveniles and their parents give their consent for television appearances. Neither offenders nor their parents will be paid to appear on the show, he says.

Besides its start date, another aspect that sets the show apart from most other reality entries was its two-week, seven-market test in late summer. The show yielded a 3.7 Nielsen composite rating and an 11 share, off slightly from a 12-share lead-in and a 4.2/12 of programming in the same time period in May, which benefited from a 14-share lead-in. The show is being produced by Grosso-Jacobson Productions, producers of *Top Cops*, the off-CBS show also distributed by Genesis.

Another strip will try to squeeze demos from a court setting, but from a decidedly different angle.

New Line Television's *Court TV: Inside America's Courts* is in its second season as a weekly and is cleared in 84% of the U.S., but will become a strip in fall.

The show features live court coverage of high-profile and interesting smaller court cases culled from the Court TV cable network. Each episode will present a fast-moving review of the day's top courtroom cases, along with breaking news, analysis and commentary. Stations' local news broadcasts also will be allowed to supplement their local coverage with the show's resources. "Our relationship with and access to Court TV's 24-hour resources and research allow us to put together the most interesting cases from around the country in a way no one else can," says New Line Television President Robert Friedman. "We think this represents a new category of syndicated television programming and can become a unique news institution."

The show is hosted by Gregg Jarrett, a reporter/producer who is also a lawyer. As a weekly, the show earned a 2.0 Nielsen average audience national household rating season-to-date through Dec. 11.

Another new show is banking that a glimpse into one of the best-known—and most controversial—police forces in the country will pique viewers' interest.

LAPD is MGM TV's highest-profile foray into the world of first-run syndication since new leadership took over the company last year. The show will examine the workings of the Los Angeles Police Department.

The show, produced in association with the police department, will send cameras to follow the daily activities of the force, including street officers, homicide detectives, forensics experts, missing persons units and helicopter, vice and beach police. It

will be produced by Emmy-winners Dave Bell and Dennis Bogorad.

"It won't be just a cop in a black-and-white car," says John Symes, president of MGM's Worldwide Television Group. "You'll be in a helicopter, in missing persons, with administration. The size of L.A. also presents some flexibility to us; we can cover well-known and diverse areas like Hollywood and Venice."

The show clearly will be an opportunity to repair the image of the force, accused of inactivity during the riots that wracked the city three years ago and of racism by many of the city's minority groups. However, Symes says that the show will strive to remain objective.

MGM is calling the show a go, with coverage in 73 markets representing 68% of the country, including all of the top 10 and 22 of the top 25 markets. Station groups carrying it include Chris Craft/United, Paramount and LIN. A total of 195 half-hours—39 weeks of originals and 13 weeks of repeats—will be produced for the first season.

GTV (formerly Grove Television)'s *Living Better* hour strip is a morning-targeted health-and-fitness issues show. The show, which was pulled from a planned launch as *Living Well* this season because of other project demands on the small company, has been reworked, with a new executive producer and two new hosts.

Executive-producing the show will be Steve Clements, former executive producer of Group W's *Hour Magazine*, and Grove's Roger Lefkon. The new hosts are Dorothy Lucey, featured in CBS show *How'd They Do That?*, and Jerry Penacoli, host of Lifetime Television show *Attitudes* and former anchor at NBC affiliate KYW-TV Philadelphia. The show's previous host was *Family Circle* magazine consultant Kerry Whitaker, who will deliver special reports on the new show.

Three off-net reality strips also are headed stations' way: MTM Television Distribution's off-ABC *America's Funniest Home Videos*, Twentieth Television's *America's Most Wanted: Final Justice* and All American Television's off-NBC *I Witness Video*.

There is no shortage of weekly shows, either. The difficulty of such shows in securing regular clearances is likely to increase next season if the prime time access rule is repealed and the new WB and UPN networks push higher-profile shows into weekend slots.

DLT Entertainment Ltd. will offer *Hollywood People*, a half-hour show featuring interviews with three or four Hollywood celebrities per episode. A total 22 half-hours was planned for the first season. The show, aimed at weekend late fringe, will be

produced by September Films and executive-produced by motion picture director David Green.

"They will all be U.S. television or movie stars, and we'll cut together the interviews to make them thematic," says DLT Vice President of Sales Don Taffner Jr.

Celebrities already interviewed for the show include Arnold Schwarzenegger, Raquel Welch, Danny DeVito and Cybill Shepherd.

Cannell Distribution Co.'s *U.S. Customs Classified* will use a combination of actual footage and re-creations to depict cases of the federal U.S. Customs Service. The hour series, which will be hosted by Cannell Studios' chairman and network cop show producer, Stephen J. Cannell himself, will use actual footage and re-creations to depict Customs cases. "As a leading producer of dramatic entertainment, I think we can bring production values to the re-creations that will really set the show apart from the competition," says Pat Kenney, president of Cannell Distribution.

The show will be produced by Tradewinds Entertainment and Grab Productions in cooperation with the agency, including access to official records and surveillance tapes.

MG/Perin is launching two reality shows, one of which centers on another federal agency, the Coast Guard.

The half-hour *Coast Guard* will follow the dramatic but generally nonviolent missions of the agency, which include search-and-rescue, environmental protection, drug seizures and immigration enforcement. The show will be produced by Tam Communications and will be shot and edited by Tam and the Coast Guard.

MG/Perin's other new show is the half-hour *Scams*, which will deal with investigative reports on swindles, stings, cons and rip-offs.

"Most of the crime and law enforcement shows, such as *Top Cops*, *Real Stories of the Highway Patrol* and *Cops*, deal with violence and potential harm to the body," says Richard Perin, executive vice president of MG/Perin. "This deals with potential harm to the wallet."

Scams will allow the entertainment and news departments of stations clearing the show to contribute their own investigative reports to production of the national show. The show's staff then will follow up on the local stories. Perin says that two similarly themed hour CBS network exposé specials collectively entitled *Shame on You* delivered impressive ratings in 1993. The show is targeted at early fringe and news adjacencies.

Another crime-fighting themed show is Kelly News & Entertainment's new *Safe Streets*, a weekly hour public affairs series that will feature two stories per episode of regular people who fought against crime. The show is hosted by Tim Reid (*WKRP in Cincinnati* and new network show *Sister, Sister*).

"It's less news-oriented," says Kelly Executive Vice President Alan Winters. "It's more 'Here's what you must do to make yourself safe.'" In addition to 24 first-run episodes of the show for the first season, stations will receive ancillary elements, such as news inserts, PSAs and vignettes. The show has been cleared in 49% of the U.S., including the NBC O&O stations and 22 of the top 30 markets.

Both *Scams* and *Safe Streets* may face competition from renewals of GTV's *Tough Target*, which aims at showing viewers how to avoid crime.

Litton Syndications Inc. will turn to humor, which is the most popular genre, with two new shows hoped to warm viewers' hearts. *Amazing Tails* is a half-hour, weekly show that canvasses the country for uplifting stories about people and their animals.

"It's about stories like a family that moves from Texas to Wisconsin and puts their eight-year-old cat up for adoption; the cat gets out and four years later shows up at the back door of its owners," says David Morgan, president of LS. The show is targeted to transition weekend dayparts from children to adult programming and is cleared in 40% of the coun-

try. It will be hosted by Michael Young, former host of ABC's *Kids Are People Too*.

He notes that Litton has experience in producing animal-themed shows. Its *Jack Hanna's Animal Adventures*, a *Wild Kingdom*-like show, is cleared in 90% of the country. Litton's other new show is *On the Road Again*, a weekly-half hour that looks to adapt the format made famous by CBS's Charles Kuralt to a younger generation. Hosting the show is Keith Morrison, former anchor at KNBC-TV Los Angeles, now a correspondent for *Dateline* and a father of seven.

"What *Ricki* is to *Oprah*, Keith is to Charles Kuralt," says Morgan. "[Morrison's] targeting a younger audience of 18-to-49-year-olds with backbone-of-America-type stories. In the demo, we do a story about the world's strongest man, who lives in Nova Scotia, and on why America loves greeting cards and who writes them. I think there's a groundswell for journalism that turns inward. People are tired of looking at a dirty ashtray each night." The show is cleared in about 20% of the country.

Litton's returning shows, inadvertently omitted from last week's roundup of returning reality shows, include half-hour weekly, magazine-based *Working Woman*, renewed in 50% of the country for fall; half-hour fash-

ion and beauty magazine show *Main Floor*, renewed in nearly 50%; and *Extremists*, a half-hour show about thrillseekers, cleared in 72% of the country.

The company decided not to syndicate a third project, *Guardians*.

Targeting the same fitness-and-self-improvement niche as Group W's successful returning *Martha Stewart Living* show is Warner Bros. Domestic Television Distribution's new *Your Mind and Body*, literally a magazine show, since it is based on Time Warner's *Health* magazine. The half-hour show will target female viewers and demonstrate how they can achieve success in various areas of their lives. "The message is that you can set goals that this program will help you select and achieve," says the show's executive producer, Emmy-winning former *20/20* executive producer Av Westin.

Four to five topics will be covered on each episode, based on articles in *Health*. Viewers will be told how to get more information about a given subject from the magazine. Supermodel and mother Kim Alexis will host. "[This show] will have a built-in blue-chip appeal to advertisers hard-pressed to find a show for women in which to put their money," says Scott Carlin, senior vice president of sales for WBTD.

In similar territory is a new half-hour show by syndicator TeleMarc Entertainment. *Feelin' Great* is a health-and-fitness magazine series hosted by *Dynasty* star John James and includes segments on nutrition, exercise and healthy lifestyles.

Aimed at 18-34 year olds, it is hoped to skew younger than *Your Mind and Body*, which is targeting 18-54-year-olds. In-studio features will include a "fitness trainer" and a "Health News Update." "I think the general public right now, as far as health-and-fitness programming, is fed programming of a clinical nature and by those who have products to sell," says TeleMarc President Joan Marcus. "This show, based on the right exercise and nutrition, will skew younger than most."

A total 26 original episodes will be produced, with the show probably also to share a cable run.

TeleMarc will offer *A Year to Remember*, a series of one-hour documentaries using Pathe newsreel footage to describe events in a given year in each episode, with the entire series to cover the period of 1945 through 1970.

Bohbot Entertainment will offer its first non-kids title with its new weekly half-hour *Talk Music* show, a show featuring music critics discussing new albums and videos.

Syndicators unfazed by action shakeout

Despite number of shows canceled or on bubble, syndicators make pitches for new hours

By Steve Coe

Despite the crowded and uncertain marketplace for action hours (Broadcasting & Cable, Jan. 16), a number of new such series will hit the market this year.

In last week's exclusive BROADCASTING & CABLE survey, general managers tapped All American's *Baywatch Nights* and MGM TV's *The Outer Limits* as the two weeklies they were eyeing most closely. The first is looking to capitalize on the strength of *Baywatch*, the former NBC show that was resuscitated into a first-run hit and an international franchise. Company sources put its clearance level at 72%. *Outer Limits* is a remake of the '60s science fiction classic. With 77% coverage it is a firm go for fall.

The past season has taken its toll on a slew of syndicated action series canceled or struggling. Among the casualties this year were *Robocop*, *Thunder in Paradise*, *Heaven Help Us*, *Time Trax* and *Accipiter H.E.A.T.* Possible casualties are *Sirens*, *Highlander* and *Hawkeye*.

That casualty list notwithstanding, and despite the additional loss of time periods thanks to the debut of the

United Paramount Network and the WB Network, distributors remain confident of potential success in the genre.

"Make better shows," says Scott Carlin, senior vice president, sales, Warner Bros. Domestic Television Distribution, when asked how syndicators can improve their odds of successfully launching a new action hour. "We're seeing a resurgence of action hours and dramas on the networks, so I don't necessarily think [the high failure rate] is a product of the marketplace."

Carlin does, however, point to "the attrition of time periods" in explaining the current fallout. "Because the more valuable time periods are being taken, it means syndicators will have to settle for less valuable time periods."

Can syndicators settle for those less valuable time periods and still keep the production budgets at current levels? "That is the big question," says Carlin. "It's tough to spend more money when you know you're not going to get the same amount back because of a less valuable time period. Also, when you are in a lesser time period, the station is not going to spend the same kind of promotion dollars it would have in the



Samuel Goldwyn expects 'Flipper' (above) to have broad demographic appeal. Disney's entry in the action hours genre is 'Land's End.'

better time periods. Maybe one way around the problem is to look for different joint-venture deals with more of the cost being assumed by the international market," he said.

"This year with the advent of the UPN and WB networks, the prime clearances that were there last year are now gone," says Dick Askin, president,

UPN and Wednesday is gone with the WB Network. Also, PTEN, takes up another night. So a good weekend 4 or 5 p.m. time period is what we're looking for," he said.

Askin says a station group deal is in the works for the show, although the company will not discuss clearance numbers until that contract is

signed. "We're getting great access clearances on affiliates and some prime and early fringe on independents," he says. "The vast majority of our clearances are between 4 and 9 p.m., which are the type of clearances we need to make it work," he adds.

Although the marketplace appears more forbidding for new projects than in years past, Askin says he thinks *Flipper* has a broad appeal that will help it succeed. "The market is difficult, no doubt about it. But what separates *Flipper* from the other action

BEVERLY
90210
HILLS

She's
a smash hit in
Beverly Hills.

AND ALREADY SOLD IN OVER 50% OF THE COUNTRY.

Introducing

GABRIELLE

*Gabrielle Carteris has been talking to young adults for years. As "Andrea" on FOX's #1 show, **Beverly Hills, 90210**, Gabrielle is instantly recognized by young people across the country.*

And among the season's new talk show hosts, only Gabrielle offers the perspective of a wife and mother, and the exposure to real life that young adult audiences can relate to.

Gabrielle. The Class of '95.



Source: NTL 1994-95 Season.
© 1995 Twentieth Century Fox Film Corp. All Rights Reserved.



GABRIELLE

Just Ad



FLITE

The Adventure



New York
212/315-3030

Los Angeles
310/284-9230

Chicago
708/735-9041

Southeast
813/383-3972

Midwest
616/329-0004

International
310/552-2255

d Water.

PPER

e Of A Lifetime.



GROUP W
PRODUCTIONS
Advertising Sales

Visit us at NATPE Booth #7324

Samuel Goldwyn
SAMUEL GOLDWYN TELEVISION

©1995 by The Samuel Goldwyn Company. "Flipper" and all associated names, likenesses and designs are trademarks of The Samuel Goldwyn Company. All rights reserved.

titles, bumpers and wraparounds and a new audio track added by DIC.

A retail line by Japanese toy company Bandai based on the show has generated sales of more than \$1.5 billion over the past two years in Japan alone.

Sailor is notable for its superhuman teen girl lead character, a draw that will set the project apart from traditional boy-skewing shows in the minds of both advertisers and girl viewers, says DIC Entertainment President Andy Heyward.

"I think there is definite advertiser demand for a show that reaches girls," says Heyward. "When Mattel tries to market Barbie, they have to go into shows where most of the audience is boys to reach girls, which is very inefficient."

Many other syndicators have observed the same shortage and are bringing girl-driven or softer-skewing shows to market. They include Bohbot Entertainment's new *Amazin! Adventures II* weekend block, Saban's *Tenko* and the *Guardians of the Magic*, and Summit Media Group Inc.'s *Magic Knight Rayearth* weeklies.

The abundance of female-skewing shows flies in the face of conventional wisdom and past practice.

"The typical thinking is that shows sold to girls don't work," says Bohbot President Allen Bohbot. "I can't remember one successful girls syndicated show. But over the last five years there has been such a tremendous number of shows aimed at boys that we've diluted that market."

SeaGull's other strip is *Beverly Hills Beach Club*, a half-hour sitcom strip targeted at teens. The show is touted as a combination of *Baywatch*, *Beverly Hills, 90210* and *Saved by the Bell*. The show will feature upscale teens in oddball situations in and around a California beach club and is targeted to run in early fringe and prime access.

"We want to have the next major show, so we wanted a strip—and the only new strips working in syndication this season are off-network sitcom strips," says Paul Siegel, president of SGE. "So that's what we will show when we go out with our presentation, only it will be a fresh, new [first-run] show."

A total 65 episodes of the show are being offered by SGE, targeted at early fringe and prime access, areas of traditional strength for sitcoms and teen shows.

DIC Chief Executive Andy Heyward and Robby London, senior vice president of creative affairs at DIC, will serve as executive producers on the show.

London said that strong writing will be a key to *Beach Club*, and noted the credits of lead writers and father-and-son team Bruce and Reed Shelly, whose credits include *Happy Days*, *The Lucy Show*, *Eight Is Enough* and *M*A*S*H**.

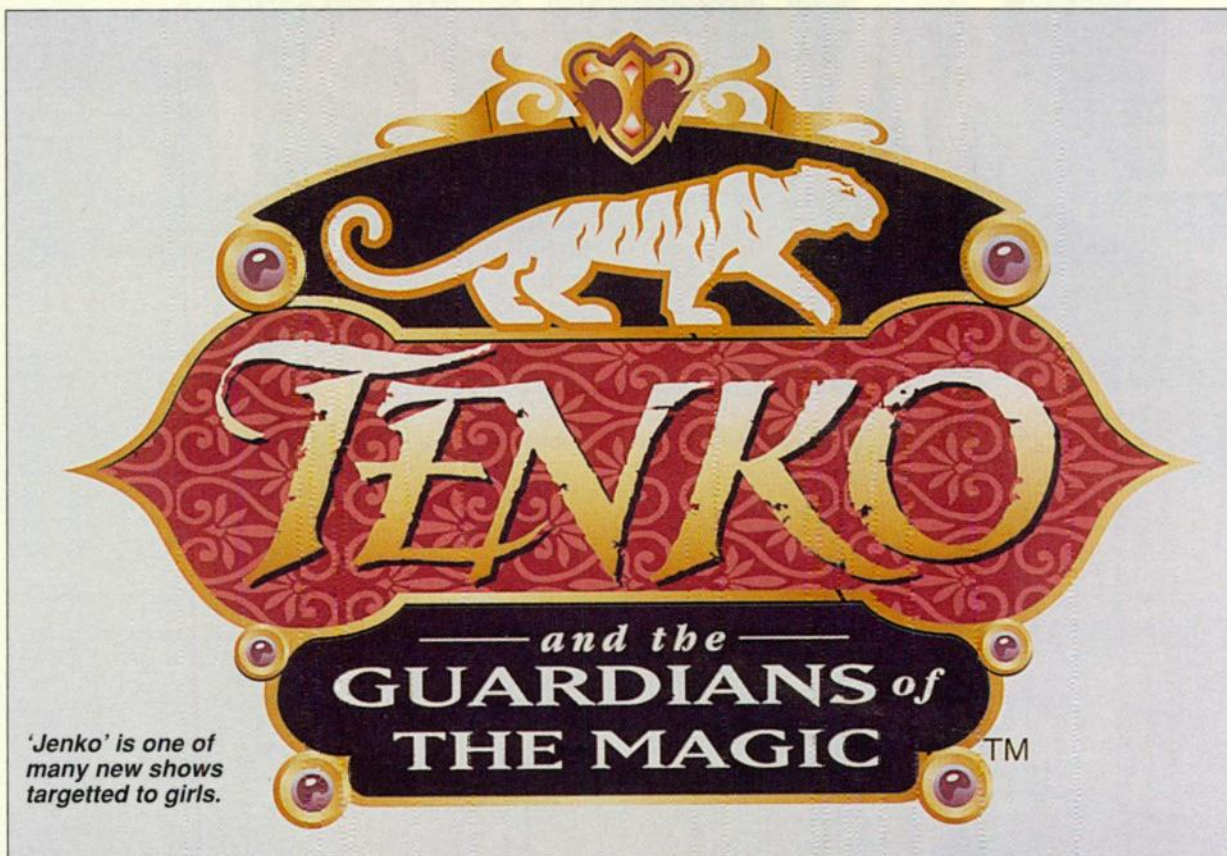
The show is still being cast, with at least one regular with a teen following expected to be hired. There will be six main teenage characters as well as at least four adult supporting characters for comic relief.

Some station reps wonder whether a first-run sitcom strip can maintain the quality that is challenging enough for weekly, higher-budgeted network sitcoms. "It's not possible to produce 65 quality half-hours in one season," says one station rep. "It's been tried before and failed."

Another syndicator targeting the often perilous teen market is Rysher Entertainment, which enjoyed great success with off-network *Saved by the Bell* and will now strip the dual off-NBC and weekly first-run teen series *California Dreams*.

A total 65 episodes will be offered for 1995-96 that debuted on NBC in 1992-93 as part of the network's TNBC Saturday morning teen block. It expanded to syndication as a weekly in 1993-94, with 13 episodes airing on the network and 13 in syndication, an arrangement that continues this season.

The action comedy follows the exploits of two teenagers who team up with a couple of good friends to form a rock band, the *California Dreams*. It is



executive-produced by Peter Engel, executive producer of Rysher's hit *Saved by the Bell*.

While the busy lives of teens often make them difficult to reach on a regular basis, syndicators of the new shows may be encouraged by the success this season of Saban Entertainment's *Sweet Valley High* in delivering strong teenage demos. The show's 2.9 Nielsen Cassandra teen ranking is tops among all new shows and third after leading action hours *Baywatch* and *Star Trek: Deep Space Nine*.

A number of shows are trying to expand their demos to older viewers, since a portion of the success of shows like FCN's *Animaniacs* is due to using jokes that only older viewers will get.

"We're trying to make programming that is larger than just the core audience," says Nina Hahn, vice president of development at Sunbow Productions, which is producing Claster-syndicated strip *The Littlest Pet Shop*. "We try to make the programming appeal to the core 6 to 11 audience but write from a humor level and a writing level that attract people outside that group."

The show, based on a small doll line whose sales were projected to exceed \$100 million in 1994, tells the tongue-in-cheek tale of pets sold at a pet shop who try to get back to the shop to rejoin their animal friends.

"Local television stations are looking for properties that already have a great deal of recognition and built-in audience awareness," says Claster. "*The Littlest Pet Shop* has developed into a franchise, which will also pave the way for a successful television series. We think the series will appeal equally to boys and the often ignored girls audience, and will be a great counterprogramming alternative to the glut of action shows in the marketplace."

Bohbot will offer a strip based on Rysher Entertainment's successful syndicated action-hour *Highlander* and the movie of the same name. Forty episodes of *Highlander: The Animated Series* will be produced by French production company Gaumont for 1995-96.

Newly formed syndication company Active Entertainment, headed by former Bohbot senior vice president Adrien Seixas, will syndicate *Mutant League*, which debuted this season as a weekly, as a strip.

The older boy-skewing animated show, backed by toymaker Galoob and computer software company Electronic Arts, is cleared in 85% of the country this season. The show, which will offer 40 new and repeat episodes in 1995-96, has already cleared

WWOR(TV) New York as a strip.

Disney will attempt to tap the power of its hit *Lion King* theatrical release with a new animated weekly syndicated television series for fall 1995 featuring two of the movie's supporting animal characters. *Timon & Pumbaa*, previously reported in development as a regular series of shorts (BROADCASTING & CABLE, Nov. 21), is being rolled out as a 30-minute show that is part of the Monday lineup of Disney syndication arm Buena Vista Television's Disney Afternoon. Thirteen episodes will be produced for the first season.

"*The Lion King* was the biggest film—live or animated—for 1994, and as it's now approaching the \$700 million mark worldwide, it ranks as Disney's most successful theatrical of all time," says BVT's Marcus of the choice of the show. "So when it came to developing a new comedy series to expand our Monday Mania themed daypart, it was obvious where we'd find it."

The show will air last in the block at 4:30 p.m., following *Goof Troop* at 3 p.m., *Bonkers* at 3:30, and the *Snookums & Meat Funny Cartoon Show* at 4 p.m.

Of the decision to focus on Timon and Pumbaa in the television series rather than the main lion and hyena characters in the feature film, Walt Disney Television Animation President Gary Krisel says: "To me, Timon and Pumbaa are the best new comedy team to come on the scene in a long time."

The movie voices of the characters, Nathan Lane and Ernie Sabella, will reprise their roles in the television series.

A total 13 episodes will be produced in the show's first season, each episode having two 11-minute gag-driven adventures featuring the characters "anyplace in any era."

The two characters are already featured in a national U.S. Department of Agriculture healthy eating habits campaign that includes free spots provided to TV stations, networks and cable services.

New strips, *Blinky Bill* and *Bananas in Pajamas* from Sachs Family Entertainment, are FCC-friendly shows designed to run together as an hour block. That is highly unusual because most FCC-friendly shows, which must educate as well as entertain, at best break even as weeklies, with strips nearly unheard of.

"We believe there is a marketplace for programs that meet the standards, that have good entertainment and good merchandise values to them," says Jerry Sachs, president of SFE. "PBS has proven you can attract audiences to shows with educational

**IT JUST
KEEPS GROWING,
AND GROWING,
AND GROWING
AND GROWING...**

RICKI LAKE.

THE FASTEST GROWING TALK SHOW EVER!

#1 IN WOMEN 18-34!

Households

PROGRAM	RATING
Oprah Winfrey	8.8
Ricki Lake	6.2
Jenny Jones	5.5
Maury Povich	4.7
Sally Jessy Raphael	4.7
Live-Regis & Kathie Lee	4.2
Montel Williams	4.2
Donahue	4.0
Geraldo	4.0
Jerry Springer	3.4
Gordon Elliott	3.0
Rolonda	2.3
Judge For Yourself	1.9
Susan Powter	1.9
Marilu	1.7
Jones & Jury	1.5
Dennis Prager	1.1
Suzanne Somers	0.9

Women 18-34

PROGRAM	RATING
Ricki Lake	5.0
Oprah Winfrey	4.9
Jenny Jones	3.9
Montel Williams	2.8
Geraldo	2.4
Maury Povich	2.4
Sally Jessy Raphael	2.4
Jerry Springer	2.1
Donahue	2.0
Gordon Elliott	1.7
Live-Regis & Kathie Lee	1.7
Rolonda	1.3
Susan Powter	1.0
Judge For Yourself	0.9
Jones & Jury	0.8
Marilu	0.6
Suzanne Somers	0.5
Dennis Prager	0.3

Women 18-49

PROGRAM	RATING
Oprah Winfrey	5.5
Ricki Lake	4.4
Jenny Jones	3.7
Maury Povich	2.7
Sally Jessy Raphael	2.7
Montel Williams	2.6
Donahue	2.4
Geraldo	2.3
Live-Regis & Kathie Lee	2.3
Jerry Springer	2.1
Gordon Elliott	1.8
Rolonda	1.5
Judge For Yourself	1.2
Susan Powter	1.2
Marilu	0.9
Jones & Jury	0.7
Suzanne Somers	0.5
Dennis Prager	0.4



Source: NSS. Week ending 1/1/95 vs. 8/93.
©1995 Columbia Pictures Television, Inc. All Rights Reserved.

Women 25-54

PROGRAM	RATING
Oprah Winfrey	6.0
Ricki Lake	3.8
Jenny Jones	3.7
Maury Povich	2.9
Sally Jessy Raphael	2.9
Live-Regis & Kathie Lee	2.8
Donahue	2.6
Montel Williams	2.4
Geraldo	2.3
Jerry Springer	2.1
Gordon Elliott	1.9
Rolonda	1.6
Judge For Yourself	1.2
Susan Powter	1.1
Marilu	1.0
Jones & Jury	0.8
Dennis Prager	0.5
Suzanne Somers	0.4

6.2

HH Rtg.

+226%

Over Premiere

**RICKI
LAKE**

TALK FOR TODAY'S GENERATION

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION

TELEVISION ADVERTISER SALES

a SONY PICTURES ENTERTAINMENT company

THE LEADER IN YOUNG ADULT PROGRAMMING

merit. We have selected two shows with lots of merchandise tied to them, so it's not just the shows."

Both shows are Australian productions. *Blinky*, which debuted this season on 123 stations covering 90% of the country, tells the story of a mischievous Koala and his animal friends. Figurines and accessories based on the show are being introduced by lead toy licensee Ertl and others this month.

Bananas in Pajamas is an Australian Broadcasting Corp. show that features a pair of prankish twins who live in a story-book world. It is the best-selling children's video in Australia.

Both shows will give stations a 10% share of royalties from merchandise sales tied to the shows.

Both shows number among at least six major FCC-friendly projects, a surprisingly high number given the grim results of most of last year's FCC-friendly shows. Driving the number of shows is the possibility that the FCC this year will interpret the Children's Television Act as calling for stations to dedicate a portion of each day's schedule to educational programming.

Hearst Entertainment will offer two new kids shows at NATPE. The first is *The Magical Adventures of Quasimodo*, to be offered for possible syndication or cable distribution in fall 1995. The half-hour animated show features the fantasy adventures of 16-year-old Quasimodo and his friends in medieval Paris. The show is a production of Montreal's Animation Cine-Groupe and Ares-Films, with 26 half-hours available. The syndicator will also offer FCC-friendly *Success by Six*, a comprehensive two-season educational programming and promotional campaign to prepare children for the challenges of school and life. The first season consists of 15 vignettes, 3 one-hour programs, and one half-hour program. Year two will include 15 vignettes, 2 one-hour programs and one half-hour program. The show is produced by Hearst's WCVB-TV Boston in conjunction with the United Way and is being offered in a cash deal.

The success of two new live-action shows this season—Saban's *V.R. Troopers* and All American Television's *Superhuman Samurai Syber-Squad*—in duplicating on a smaller scale the success of Saban's FCN show *Mighty Morphin Power Rangers* has led to three new weekly live-action shows.

Saban will try to hook *Power Rangers* viewers with a new live-action/animation show that will add the ingredient of a world-class magician, *Princess Tenko and the Guardians of the Magic*. *Tenku* features Japanese magician Princess Tenko as a superhero who battles to save the world from the dark forces of evil twins Jana and Janus.

"In [*Mighty Morphin*] *Power Rangers*, we have generated tremendous success with female characters who are both the physical and the intellectual equal of boys, so we thought it was time to do a series whose main focus was a strong female character and that incorporates the element of magic, which has proved very popular with kids," says David Goodman, Saban senior vice president of domestic distribution.

The show will be packaged with returning weekly *Creepy Crawlers* in the new Saban Children's Hour block. Thirteen episodes of both shows will be produced for 1995-96.



Australian import 'Bananas in Pajamas'

Bohbot Entertainment will launch *Action Man*, a live-action show produced by DIC Entertainment that tells the story of an international secret agent who heads an elite multinational task force.

The \$500,000-per-episode show, targeted at males 12-34, will be shot on various locations, including Los Angeles, Malaysia, France and the United Kingdom. A total 26 half-hour episodes, an unusually large order for a weekly show, will be produced.

Summit Media Group Inc. will syndicate a new weekly live-action martial arts contest show, *Quest for the Dragon Star*. The show will feature martial arts masters of various disciplines competing for the Dragon Belt and is aimed at teen and young adult viewers. The half-hour show will be produced by 4Kids Productions, which, like Summit, is a subsidiary of New York-based Leisure Concepts.

"Basically, we looked at the [World Wrestling

Federation] and *Mighty Morphin Power Rangers* and asked ourselves how we could blend the best elements of both and take the quality to the next level," says Summit Chief Executive Shelly Hirsch. "It's very serious. Every one of the actors is a real martial artist, many of whom were Olympic gold, silver and bronze medalists. The disciplines and the way the competitors approach them are not compromised."

The show will be co-hosted by Shannon Lee, daughter of martial arts master Bruce Lee, and is sanctioned by the World Martial Arts Council.

New Line Television will offer half-hour Nelvana Ltd.-produced live-action shows *Nancy Drew* and *The Hardy Boys*, which will update the classic teen mystery-solvers, and package them as a mystery hour. Nelvana's *Nancy Drew* will be a 20-year-old who sets out in her vintage Mustang convertible, while *The Hardy Boys* adventures will be played out against an urban backdrop of recession, unemployment, drugs and crime.

Aimed at viewers 13-30, a total 13 half-hour episodes of each show will be produced at an estimated budget of \$400,000 per episode. Executive story editor for *Nancy Drew* is Laura Phillips (*Fraggle Rock*); for *The Hardy Boys* it is David Cole (*Due South*).

"While we are bringing *Nancy Drew* and *The Hardy Boys* into the '90s, the fundamental family values of the characters will remain intact," says Michael Hirsh, Nelvana's chairman. "Both series will reflect Nelvana's commitment to providing young audiences with quality entertainment that they can relate to and enjoy."

Bohbot's new weekend girls block, *Amazin! Adventures II*, includes new shows *Gadget Girl*, produced by DIC, and a spin-off of the popular *Inspector Gadget* and *Enchanted Camelot*, produced by NFE/Pixie Box, as well as returning shows *Sonic the Hedgehog* and a fourth show yet to be determined.

The syndicator's returning two-hour *Amazin! Adventures I* Sunday block will include new DIC-produced, comic strip-based *Ultraforce*, returning *Sky Surfer Strike Force* from producer Ruby Spears; new DIC-produced and Mattel Toy-based *Street Sharks* and the returning *Double Dragon*. There will be 13 episodes of the first three shows and 26 of *Double Dragon*.

Genesis Entertainment will also revamp this season's *Marvel Action Hour*, downgrading its low-rated *Biker Mice from Mars* strip to a weekly, adding it to MAH shows *Fantastic Four* and *Ironman* and rechristening the result the *Marvel Action Universe*.

Active Entertainment will offer three new weekly shows (13 episodes each): *Creatures of Delight*, *Happy Ness: The Secret of the Loch* and *Jelly Bean Jungle*.

Creatures, about monsters that inhabit a "closet world," will contain a satiric element designed to appeal to parents as well as kids. Music for the show has been composed by Electric Light Orchestra. *Happy Ness* is an FCC-friendly offering that will feature Broadway musical performers in a show about the legendary Loch Ness monster.

Jelly Bean, a live-action puppet show for pre-school kids that is FCC friendly, is described as "Candyland meets *Sesame Street*," says Active's



Saban Entertainment is sweet on 'Sweet Valley High'

**HOLD
EVERYTHING!**

**We're about
to do it
again...**



dick clark productions, inc.

©1994 Columbia Pictures Television, Inc. All Rights Reserved.

World Radio History

SOLD!

In over 50% of
the U.S.!

TEMPEST

*The new face
of talk.*

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION
TELEVISION ADVERTISER SALES
a SONY PICTURES ENTERTAINMENT company

The Leader in Young Adult Programming.

Seixas. "All the characters have candy in their decor."

SeaGull's other new show is *Dragon Ball*, a weekly produced by Japanese production company Toei and adapted for the U.S. market. A total of 26 half-hours are being adapted for the first season and will be supported by a Bandai toy line. The show is among the top-ranked shows in Japan, France, Spain and Hong Kong.

Some syndicators are trying to adapt old favorites to new times, such as a new weekly Claster Television version of 30-year-old kids icon G.I. Joe.

With this season's incarnation of *G.I. Joe*, producer Sunbow is updating *Joe* with a series of 20-second live-action bumpers in which a live-action version of one of the 13 characters in the show introduces that day's episodes.

In addition, in keeping with the continuing concern over violence in children's television, the show will play down battle scenes. "There will absolutely be more of a U.N. peacekeeper feel than a military feel," says Sunbow's Hahn. "They will go a lot of places and deal with a lot of issues that are environmental or strategic, like saving oil fields or the polar cap."

Thirteen episodes will be offered, with Claster also syndicating another 139 episodes of earlier-produced versions of the show.

Summit Media will offer weekly *Magic Knight*

Rayearth, an animated series expected to appeal to girls 2-11. The show tells the tale of three junior high school girls who are transported to a magical world they must save from evil forces bent on destroying it. Each episode is designed to demonstrate a growth process for the girls, with their strength increasing as they triumph over each challenge and adventure they confront.

"The reason for *Rayearth* is that the toy industry believes that it's time to create products for girls that are not just fashion and hairplay but driven by showing girls as heroes," says Summit's Hirsch. "They use as an example Kimberly, the pink Power Ranger. They think if they'd exploited female characters more, girls would be more interested in participating in shows and buying the products."

As for other FCC-friendly weeklies, Buena Vista Television has bowed in in a major way with a series that will combine classic Disney animation and songs with a live-action version of Disney's "Beauty and the Beast" feature film character "Belle."

Sing Me a Story at Belle's Book and Music Shop will feature a live-action version of Belle in her music and bookshop talking to preschool kids and introducing two 6-to-10-minute theatrical shorts per episode that include updated music and a moral. Belle and the kids will interrupt the tales several times to comment on them, discuss what can be learned from them and test cognitive abili-

ties (e.g., by asking kids how many ducks were in a given animated scene).

Use of the classic animation is a tactic that will allow the series a higher production value than could otherwise be achieved with an FCC-friendly show, says Ken Werner, senior vice president at BVT.

"One of the problems in producing education programming is that one could never afford to produce that kind of animation at this point," says Werner. "It's tough to be both entertaining and creative, but we think this will allow us to fulfill our commitment to providing high-quality educational television for kids and still break even."

Another FCC-friendly show is Genesis Entertainment's *Reality Check*, a half-hour that features kids working with computers and interactive technology. The live-action show already is airing on New World's O&O stations.

"Because we have a station group that needs FCC-friendly shows, we can spend more money than somebody on the outside," says Genesis Entertainment Chief Executive Wayne Lepoff, referring to Genesis parent New World Communications' station group.

Stations have to do a better job supporting the FCC-friendly shows, says BVT's Marcus. "The time periods for FCC-friendly shows are ridiculous—they're given really poor time periods where it's impossible to get a rating." ■

Big-ticket sitcoms top off-net-cable first-run fare

Seinfeld, *Home Improvement* are consensus hits

By Steve McClellan

The off-network syndication market used to be defined as packaged reruns of sitcoms and dramas that once played in network prime time on the Big Three. No longer. Increasingly, off-network includes rerun product from cable and first-run syndication as well, not to mention shows from other network dayparts. And this year's crop of off-network programs is doubled by the addition of these alternative entries.

All of the product from nontraditional off-network sources is bolstering a strong crop of traditional off-network sitcoms. The consensus among industry pundits is that *Home Improvement* and *Seinfeld* are the most important properties in terms of the dollars at stake and potential revenue.

But the new crop also includes strong transition, time-period sitcoms, including *Step by Step*, *Blossom* and *Dinosaurs* as well as *America's Funniest Home Videos*.

The only big-ticket off-net for '96 that is getting an initial push at this year's convention is the just-announced rollout of Warner Bros.' off-Fox *Martin*, which sold for more than



\$50,000 per episode in Chicago (BROADCASTING & CABLE, Jan. 16).

In the off-cable category this year, three key shows are being offered, including *Beyond Reality*, distributed by ACI; *The Hitchhiker*, distributed by Rysher, and *Tales from the Crypt*, from Genesis.

In the off-first-run arena, All American Television is distributing the first four seasons of *Baywatch* in an off-syndication package that has cleared 67% of the country. However, handshake deals to close at NATPE will bring

that number to more than 70%.

The new off-network definition also includes off-Fox.

Fox's distribution arm, Twentieth Television, is bringing one of the Fox network's cornerstone programs into off-network syndication this year, with an added twist. *America's Most Wanted: Final Justice* will focus on previously aired cases of dangerous criminals still at large.

The twist is that the producers will add new material to update the stories. The program is cleared in just over



Home Improvement (l) and *Seinfeld* lead the off-net class of '95

50% of the country. The sales terms guarantee stations that there will be no more than 13 weeks of repeated updated material.

MTM will give reruns of *America's Funniest Home Videos* a new look by mixing and matching segments outside of their original episodes. The distributor also has left open the possibility of producing entirely new episodes.

One example of the continuing blurring of the traditional distribution windows is *Tales from the Crypt*, which Genesis has cleared in 74% of the country for a fall 1995 syndication start. The syndication package combines episodes from two different networks—HBO and Fox.

As for off-cable product, Genesis Executive Vice President Phil Oldham says the market for such shows "is definitely going to continue to expand significantly." He cites several reasons, including the suggestion that "the quality of first-run shows on cable is significantly better than it was a couple of years ago."

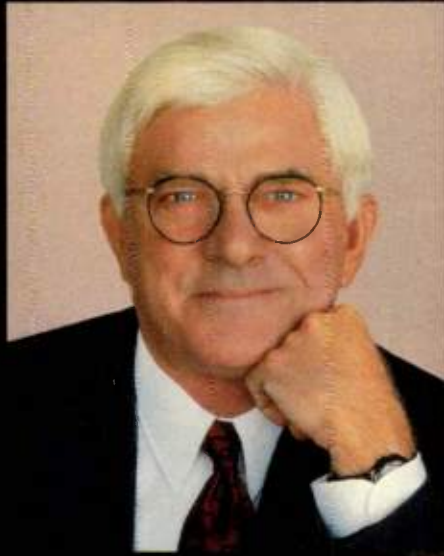
Michael Weiser, executive vice president, domestic distribution, ACI, agrees. "As cable networks become more successful, they are putting more money in original production. Those shows are every bit as good as the shows on ABC, CBS or NBC. It's really just a first exposure without overexposure."

ACI has acquired the syndi-

ANYONE CAN TALK



**Anyone Can Talk...
But We Say It Better.**



Donahue



Sally



Jerry Springer

**WINNING
THE
OF W**

Anyone can talk. But Donahue speaks for integrity. Sally gets to the heart of the matter. Jerry makes people think, while Rush makes them listen. Susan Powter tells women what it's really all about. And Dennis Prager gives you both sides of the story. No one knows talk better than we do. So if you want to get on the winning side... talk to us.



Rush Limbaugh
The Television Show



Susan Powter



Dennis Prager

WINNING WAR WORDS



**MULTIMEDIA
ENTERTAINMENT[®]**

©1995 Multimedia Entertainment, Inc. All Rights Reserved.

See us at booth #: 1380

New York: 212-332-2000
Ad Sales, New York: 212-332-2082

SEE US AT
NATPE '95 • BOOTH #7600
SANDS EXPO CENTER

The stars are out tonight... and they're shopping.

Look how much you can now squeeze out of your tube.

Extra...Extra...Read all about it!

Introducing CSN: Celebrity Shopping Network. The perfect marriage of TV talk-show entertainment with direct-response interactive catalogue retailing. And live, on-the-air, as-it-happens, talk-to-the-stars viewer call-in!

What others promised, CSN delivers.

We aim high. Because, come Spring, we'll be everywhere...over 20 million people will get CSN, the most entertaining home shopping format ever sent to Earth.

Live...from Hollywood.

CSN is the new interactive video catalog

and home-shopping service that features celebrity hosts and guests. And, with QVC broadcasting from Pennsylvania and Home Shopping Network from Florida, CSN is the only channel that's live from Hollywood...a short limousine ride away for most celebrities.

Success breeds success.

Celebrities sell. That's a fact. Indeed, the fastest-growing and most successful category on other shopping channels is celebrity-endorsed product sales. And, importantly, CSN has a successful, celebrated management team headed by Henry and Paul Siegel.

One helluva shopping mall.

The world will soon be watching CSN. Where the stars come out all the time...and they're shopping!

HOLLYWOOD



NEW YORK: 345 Park Avenue South • Second Floor • 212.779.6604 / Fax: 212.685.0797 BEVERLY HILLS: 9465 Wilshire Boulevard • Suite 515 • 310.273.2788 / Fax: 310.273.2735
STUDIO: 2525 North Naomi Street • Burbank • California 91504 • 818.972.9322 / Fax: 818.848.6454

Live...and interactive... from Hollywood.



**Ray
Combs.**
*The host
with the most.*

One reason why Celebrity Shopping Network is better than QVC or HSN....Ray Combs.

Ray Combs'll show 'em. His audience will see how much more fun sofa shopping just got! Ray, host of the hit game show "Family Feud" for 7 years, is the hilarious headliner on "The Ray Combs Show".

Along with his signature side-splitting comedy routines and witty repartee, the daily one-hour show features famous guests as they talk-and-hawk...Hollywood's hottest stars showcasing fabulous merchandise as they speak live, on-air, on the phone to their fans.

Sofa shopping while stargazing.

CSN: what an unbeatable format. There are riveting personalities from the entertainment world captivating viewers while offering marvelous products that are fantastic bargains in an interactive on-air catalogue cornucopia. Everything's for sale at low, low prices.

Say hello. And good-buy.

Stay tuned...Ray Combs and CSN will take you and the world shopping with the stars!

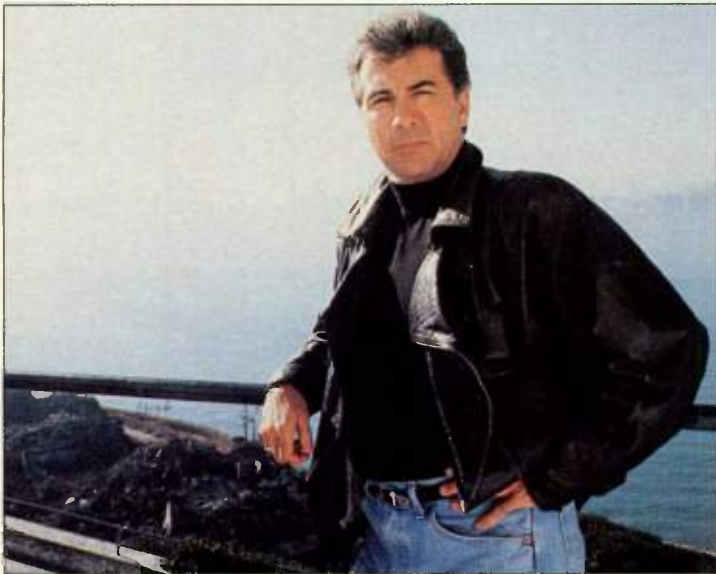


NEW YORK: 345 Park Avenue South • Second Floor • 212.779.6604 / Fax: 212.685.0797 BEVERLY HILLS: 9465 Wilshire Boulevard • Suite 515 • 310.273.2788 / Fax: 310.273.2735
STUDIO: 2525 North Naomi Street • Burbank • California 91504 • 818.972.9322 / Fax: 818.848.6454

cation rights to USA's paranormal series *Beyond Reality*. Twenty-six all-barter episodes are being offered next season, with a plan to roll out 18 more in year two. If the off-cable episodes work, Weiser says, the plan is to go back into production with the show.

Rysher Entertainment has picked up the rights to another paranormal series, *The Hitchhiker*, which has had previous runs on HBO and the USA Network. The show, targeted to late fringe, is being offered as a barter strip (85 episodes; 4.5 minutes local/2.5 minutes national).

Asked if the two cable runs have given the show too much exposure, Rysher program sales vice president Rick Meril says no. "It's still a small universe compared with the exposure a network prime time comedy gets," he says.



The off-Fox 'America's Most Wanted: Final Justice' will feature case updates.

"We see the cable exposure as advance publicity for the show." Meril says Rysher is considering a theatrical film version of the show and a possible return to first-run TV production as well.

Meril says the company isn't releasing a clearance figure on *Hitchhiker* yet. "We're really just opening up the full marketing effort on the show as we head to NATPE," he says. "Late fringe breaks a little later for most stations, so we've been more focused on our new talk strip *George & Alana* up to this point."

Genesis's Oldham says that a lot of the earlier first-run product on cable was unsuitable for broadcast television from a "standards" point of view. Those standards are somewhat more lax now than they were a few years ago, *NYPD Blue* being just one recent and frequently talked about example. At the same time, producers have learned to accommodate broadcast standards by

producing two versions of a program—one for cable and one for over-the-air.

On the big-ticket sitcom front, "the activity and interest in *Home Improvement* matched *Cosby*," says Janeen Bjork, vice president, programming, Seltel. "Almost every station thought they had to at least take a look."

Seinfeld also drew a lot of interest, "but in more cases than happened with *Home Improvement*, you saw some stations say *Seinfeld* just wasn't appropriate for their markets."

"The off-network market continues to be huge," says Dick Kurlander, vice president, programming, Petry Television. "*Home Improvement* has a lot of access clearances and it should be at least as big a hit as *Roseanne*."

The quirkier *Seinfeld*, says

Kurlander, "is not as obvious a hit. It will do fine and it will be a sure hit in late fringe, but there's a question mark about how big its access audience will be."

Barry Thurston, president, Columbia Pictures Television Distribution, which is syndicating *Seinfeld*, declined to give a clearance figure for the sitcom, but he expects the show to be cleared in 95%-98% of the country by its fall 1995 debut. One hitch to selling the show, says Thurston, has been the disruption caused by all the affiliation switches. But the show continues to be a ratings winner on Thursday nights on NBC, where current spot rates for the show are said to be in the \$500,000 range per 30-second unit.

Meanwhile, Buena Vista Television-distributed *Home Improvement* now is cleared in 93% of the country, and company executives predict it will be cleared in 97% of the country at launch next fall. The show, BTV claims, is the sec-

ond-highest-grossing syndicated strip, eclipsing *Who's the Boss?*, but still behind record-holder *Cosby*.

Disney executives declined to say how much *Home Improvement* has generated in sales, but for background one company source said it has generated more than \$3.5 million per episode in sales. *Cosby* generated more than \$4 million per episode. *Boss* reportedly generated \$2.5 million-\$3 million per episode.

Meanwhile, Buena Vista Television is distributing two additional sitcoms for fall 1995 debut—*Blossom* and *Dinosaurs*. Both shows, seen primarily as transition programs leading out of kids programming to more adult fare, are cleared in more than 80% of the country now and should hit 85% by debut time, says Janice Marinelli Mazza, senior vice president of sales at BVT.

"We broke with *Blossom* and *Dinosaurs* in October 1992, eight months before *Home Improvement*, and got them both cleared in 70% of the country before focusing on *Home Improvement*," says Marinelli Mazza.

Meanwhile Warner Bros. Domestic Television Distribution has cleared *Step by Step* in 64% of the country. And while the industry has pegged *Step by Step* as an early fringe transition vehicle, WBTD station sales chief Scott Carlin argues the show is a good access property as well.

Carlin says the company faced the same industry line with three previous Warner-distributed sitcoms—*Full House*, *Family Matters* and *Fresh Prince*. All did well in the 6-8 p.m. time periods, he says. "Here we go again with *Step by Step*," he says, adding that the show has the same feel and audience target as the earlier sitcoms.

No major off-network hour dramas are set for fall 1995 debut. In 1996, however, the CBS hit *Dr. Quinn, Medicine Woman* will have its syndication premiere. MTM is distributing the show, which will air on co-owned Family Channel subsequent to the syndication run. "I think it will do great in the ratings," says Petry's Kurlander. "The bottom-line question is whether there are enough early fringe time periods to support a cash-plus deal." No decision has been made on the terms for the show.

In the off-network reality arena, All American is offering NBC's *I Witness Video* for next season. Terms: Two runs of 26 hours at an even 7-minute local/national barter split. ■

The ENQUIRING MINDS Show

New games hope to work their way to access

But for time being, syndicators will have to settle for other dayparts

By Steve McClellan

Three new game shows available for syndication will be offered at NATPE this week. Although the distributors involved say the new programs are access worthy, the reality is that if they make it to air next fall it will be in daytime slots and other time periods out of harm's way from access champ *Wheel of Fortune* and runner-up *Jeopardy!*

The new games are an off-Lifetime program, *Shop 'Til You Drop*, distributed by ACI; *Enquiring Minds*, a gossip-oriented game from the *National Enquirer* and distributor Active Entertainment, and *The Incredible Mall*, a game show with a home shopping element, from GTV.

None of the distributors selling the shows would be specific about clearances. Michael Weiser, ACI's executive vice president, domestic distribution, says that although the launch of *Shop 'Til You Drop* is scheduled for fall, the company is making the show available immediately. It's being offered for cash.

"This has been the least successful first-run syndication season in many years," says Weiser. "Stations are looking for new and fresh product." He says that a handful of stations have opted to pick *Shop* up early.

Weiser says the pitch to stations is that *Shop* is fresh programming for broadcasters with a proven track record on cable, where it ran on Lifetime in daytime and early fringe for four years. "It had the highest audience composition of young women on the Lifetime schedule," he says. Specifically, 38% of the show's average audience over four years was composed of women 18-34, he says.

Active Entertainment's *Enquiring Minds* has been through a five-year development odyssey. The now-defunct Zodiac Entertainment acquired the rights from the *National Enquirer* in 1990 and first pitched the show to stations for a syndication run. Not enough stations signed in time for a fall 1991 start, and sometime thereafter CBS took an interest in the

BACK FOR A SECOND PHANTASTIC YEAR!



PHANTOM 2040

COMING IN 1995:



MASTER TOY
LICENSE



VIDEO
GAMES

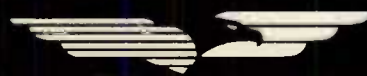


COMIC
BOOKS

... AND MANY MORE LICENSEES!



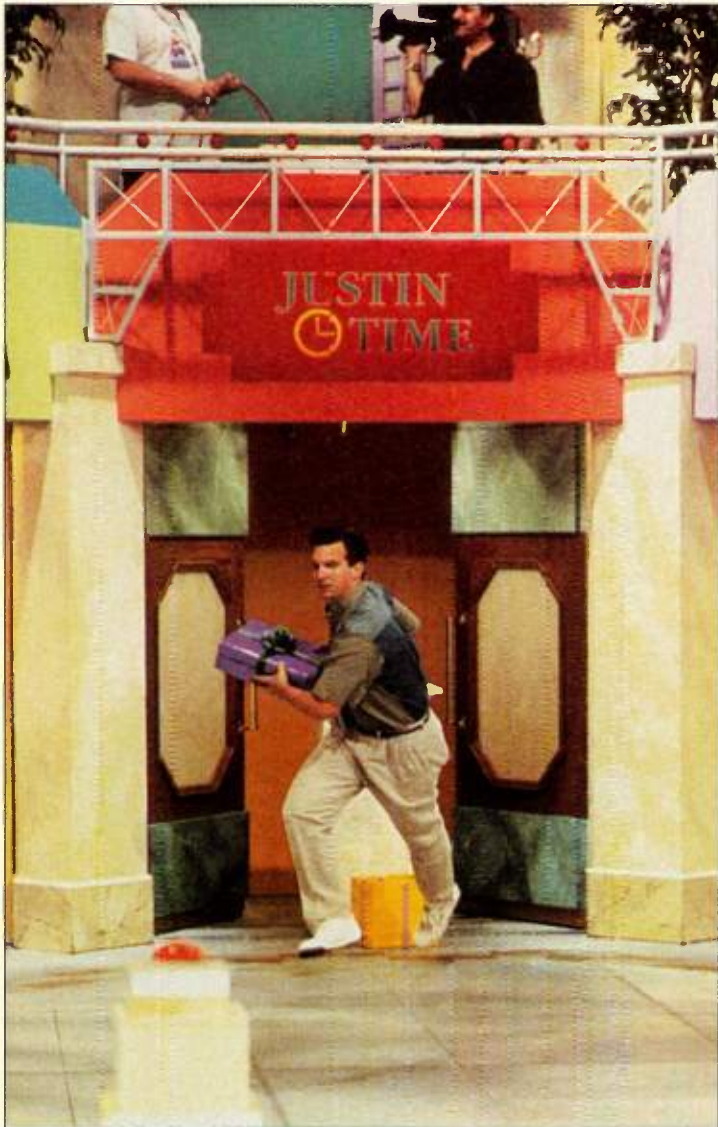
independent
television
network, inc.



Hearst Entertainment

Based upon the original character created by Lee Falk.
©1995 HE, Inc./KFS, Inc. TM The Hearst Corporation

VISIT US AT NATPE BOOTH #7350



ACI's off-cable 'Shop 'Til You Drop'

project for a possible daytime network run.

The deal with CBS fell apart at one point and almost came together again. But by that time, the network had given back additional daytime time periods to its affiliates, killing the deal once and for all.

According to Active Entertainment domestic syndication chief Adrien Seixas, the company acquired the rights to the show from former Zodiac sales vice president Andy Spitzer, who remains a consultant to the program.

The show is being produced by Canada's Glen-Warren Entertainment. It will be hosted by the *Enquirer's* senior editor and chief celebrity gossip columnist, Mike Walker.

Walker has had a fair amount of media exposure. In addition to his weekly *Enquirer* column, he does a segment for E! Entertainment and has made many appearances on various talk and magazine shows. He also co-authored with Faye Resnick the controversial new book detailing her friendship with Nicole Brown Simpson.

According to Seixas, the show won't shovel a lot of dirt. It's basically a program that challenges players' knowledge of celebrity gossip and offers a couple of new gossip tidbits in each show. "It will definitely be delivered in a fun kind of manner," without the mean-spirited or lurid nature of some gossip shows, she says.

Seixas says several group deals were "pending," but she declined to elaborate.

No word on clearances for *Incredible Mall*. The show, hosted by Gary Kroger and produced in association with Scott Sternberg, has a mall setting where players try to guess the cost of merchandise. Viewers at home also have an opportunity to buy merchandise offered on the show. Stations get a percentage of those merchandise sales.

The three distributors want to place the show in access, but they know coming out of the gate that they'll start primarily in other dayparts. "Historically, that's been the pattern in syndication," says Weiser. "We expect to do well and if we do, stations will upgrade the show."

Seixas agrees. "We expect *Enquiring Minds* will be primarily in daytime its first season. Then we hope to upgrade from there." ■



'A Few Good Men,' from Columbia TriStar's Showcase III package

Movies still rolling in syndication

New packages belie rumors of genre's failing health

By David Tobenkin

While the rise of action hours and now the new networks have impacted the movie packages market, a flurry of new packages for fall suggests that rumors of the genre's death have been greatly exaggerated.

Four major studios and at least six independents will offer major packages in 1995.

That marks an uptick in the major's contribution from the past several years, says Barry Thurston, president of Columbia TriStar Television Distribution. "Most studios are not releasing their product into syndication," says Thurston. "You have Paramount and MCA delivering product to USA [Network], Fox to the network or fX and Warner Bros. to the WB Network."

Columbia TriStar Television Distribution is distributing two new movie packages, both of which have received launch deals with the eight Capital Cities/ABC O&O stations and are being offered to other stations nationally on a cash basis.

Showcase III is a 26-title package featuring recent theatrical hits from Columbia and TriStar Pictures, including *A Few Good Men*, *City Slickers*, *Honeymoon in Vegas* and *The Prince of Tides*. That package will also receive a cable window on TBS (the Capital Cities/ABC stations will enjoy a one-year window of exclusivity to the titles in their markets).

Gold II is a 34-title collection of classics and popular films from the '70s and '80s, including *On the Waterfront*, *Mr. Smith Goes to Washington*, *Easy Rider* and *Funny Lady*.

Thurston in late December said that both packages were cleared in about 30% of the country, but declined to discuss windows for airing the movies.

Paramount is offering two barter movie packages to be available in 1996: Paramount Plus II is an 18-title package of theatrical features including such hits as *Crocodile Dundee*, *48 Hours*, *Trading Places*, *Escape from Alcatraz* and *The Accused*.

Paramount Family Theater features the

broadcast premieres of family films and theatricals, including *Grease* and Michael J. Fox-starrer *Teen Wolf*.

Syndicators say that the major studios' bigger-budget, more-recent titles will always find a home. What has diminished is the market for older titles without big name stars.

"What it all means is that with all the packages out there, the better packages continue to be bought, while the second tier will have a harder and harder time finding a home," says Michael Weiser, executive vice president at ACI.

"There's a more select demand for competitive titles, with fewer to play during the week but an upbeat market for weekends and late night," agrees Martin Weisman, vice president of domestic sales and marketing at Century Group Ltd.

Century is offering The Prime Time Bold Ones, 13 made-for-TV movies for airing in 1995-96, available on a cash basis. They have been sold in five of the top 10 markets, including WABC-TV New York, WBBM-TV Chicago, WPVI(TV) Philadelphia and KXTV(TV) Dallas.

ACI is clearing two new 12-title packages, Filmleader 3, a barter package cleared in eight of the top 10 markets, and Encore 2, a cash package.

"In our case, we have the luxury of having titles that were made in the last few years by very prolific producers who can get big stars," says Weiser, noting that ACI was formed by leading television and theatrical producers to syndicate their product.

Among the poorly selling product, Weiser includes older titles, titles without star power, softer genres like love stories and "disease of the week" movies and those played out on cable and pay television. Weiser says that the company is offering both barter and cash packages.

"Some stations who are becoming affiliates of a network only want to buy something over the next 12 months because they don't know the nature of their schedule, so they'll buy a barter package," he says. "Other stations are



The Force Is With You.

In An Everchanging World, You Need The Elite Force In News!

Ten Years Of Excellence.

Throughout the past decade, the news war has been intense. During these changing uncertain years, Conus has consistently offered it's members the security of top quality national coverage. We're helping our elite member stations win the news war.



Soaring Into The Future.

With changes facing the news industry today, now is the time to secure your news resources. Lock your sights on Conus. Our *Limited Membership* means *Unlimited Service*. Call Conus today, and protect your future with The Elite Force In News.

Conus Communications • (612) 642-4645 • (202) 467-5600

entrenched in the movie business, like the ABC O&Os. They know they'll be running movies for years, so they'll buy the cash package. We also try to offer a real mix in both packages so they can play in different places. It's in no one's interest to have only dramas and thrillers."

Movies now must again compete with action hours, which over the past several years have driven them from prime time to fringe and weekend time periods, because the same action hours are being forced into the same slots by the debuts of the new networks. In addition, fewer and fewer stations are willing to program different shows each night.

But several factors favor the movie market.

Because of the use of first-run product, many stations now don't have the shelf product that they had in the past, says Lou Dennig, director of programming at station rep Blair Television.

Affiliation switching is also making movies more attractive to some stations, say syndicators. "We took a look at this year and decided two months ago to go ahead with [a movie package] because there was an opportunity in the movie market with previous Big Three affiliates whose affiliation switched," says ITC Entertainment Executive Vice President of Domestic Television Michael Russo. "Some Fox affiliates got time back and some CBS affiliates found themselves without football."

ITC will offer its barter Movie of the Month Network 4, which begins in March 1995 and contains 12 titles, including a mixture of theatrical and tele-movies of mostly male-oriented suspense stories. It includes six broadcast premieres.

In late December, after three weeks of selling, the package was sold in 35 markets covering 35% of the country.

Hearst Entertainment will bring a new movie package, Marquee V, including 14 titles that include six broadcast premieres. In late December, the package was cleared on WABC-TV New York with the sales effort just under way.

"Fortunately our titles are playing opposite sports frequently, which is good because they are made to skew to females," says Rob Corona, senior vice president of domestic sales for Hearst Entertainment. "From a programming standpoint, action hour's terrific, but putting action hour against football is not counterprogramming."

Movies are also often seen by new syndicators as a low-risk entry into the syndication business.

A.H. Belo Corp. and former Columbia TriStar syndication executive Ed Wilson's new production and distribution entity, MaXaM Entertainment, for instance, will begin operations by offering 24 Hallmark Entertainment-produced, off-network MOWs.

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 leaving in September. "It's the right way to start off a new company."

The MOWs will be offered on a cash basis, with half the titles also having a barter window. Stations can begin airing the telefilms in October.

Also active on the movie front is newly formed syndication operation Starcom Entertainment, which is offering its Best Picture Show. That satellite-delivered movie network includes six-day-a-week barter films Monday through Sunday. Most stations run the programming in late night or overnight. "We've made a concerted effort to get away from black-and-white and public domain films

and get into newer stuff," says Jesse Weatherby, Starcom vice president and national sales manager.

The company has rights to 450 to 600 titles at any given time.

Warner Bros. Domestic Television Distribution is offering Volume 32, a movie package the company says has been tailored to the reduced demand for movie titles in today's market.

The package offers stations 27 titles, including recent hits like *Unforgiven*, *The Fugitive* and *The Bodyguard*, over a 10-year period, with three movies a year to run twice each in three-week periods on a

50/50 barter split.

"Now the customer doesn't have to be a traditional or emerging independent [with the need for many movies]; it can be anyone with an occasional need for movies," says Dan Greenblatt, senior vice president, general sales manager, at WBDTD. "There's no cash back-end, no long-term obligation and stations don't have to figure out how to amortize [the titles]."

The broadcast runs of the package will precede a pay cable run on Encore and a basic cable run on TBS. ■

Independents emphasize creative approach

Make up in cleverness what they lack in size

By David Tobenkin

With consolidation in the syndication industry, the launch of the new WB and UPN networks and fin-syn's repeal increasing competition for clearances, the remaining independent syndicators say that now more than ever they must rely on quickness, cleverness and quality product to make up for what they lack in size.

"It's becoming a much more major-oriented industry where smaller players don't have enough leverage to get shows on the air," says Rick Levy, executive vice president/president of Worldwide Sales, at Bohbot Communications. "So what the smaller players have to do is look between the lines, find the projects that can make money but that are not attractive to the major studios. Good small syndicators are very versatile and find ways to survive."

An example, he says, is the company's new weekly half-hour *Talk Music*, a show featuring music critics discussing new albums and videos. It is unlike anything offered by larger syndicators yet is likely too small a project for them to devote the time to creating it and rolling it out, says Levy.

Most independents say the key to their success is to establish a strong niche—kids, movies or reality, to name a few—that allow them to brand their company's product with stations' buyers.

"The most important thing as a smaller syndicator is to have a steady stream of quality programming and provide good marketing support," says James Bennett, president of ACI, who like officials at many smaller syndicators stresses the danger of becoming spread too thin. "The larger syndicators can do three things at

once; we have to carefully choose the targets we go after."

With the cost for clearing a strip—even aside from sales and promotion—frequently topping \$2 million, most smaller syndicators must find clever ways to cut costs. "If you're smaller you have to figure out how you can get on the air without spending that," says Lou Dennig, director of programming at station rep Blair Television.

One way is to bring a project that is naturally receptive to advertising.

"[ITC Entertainment's] *Motorweek* is a good example," says Dennig. "It goes on at 7-9 a.m. on a Sunday morning, displacing a pair of religious shows or paid advertising. So they tell [stations] it's just as easy as the paid advertising spigot. You have to line up some national advertisers and then convince the station that automotive is one of their biggest advertising players, which it usually is. That's a way to expand programming at a reasonable cost that has a positive cash flow."

Many say that with smaller syndicators lacking quantity, the issue of delivering quality, non-exploitative programming becomes more important.

"We have four weeklies on the air making money and they are good clean shows," says David Morgan, president of Litton Syndications Inc. "We want stations to feel our programming is there to help people. School kids write Jack Hanna [host of Litton's *Wild Kingdom*-like show *Jack Hanna's Animal Adventures*] asking for help with their junior high projects."

This year at NATPE, Select will give out 10,000 phone cards bearing the logo of the company's flagship *Blade Warriors* show that will give the recipient 10 minutes of free long-distance calling.

Such support frequently does not end with the clearing of the show.

Cluster Television, for instance, will support its new kids strip *The Littlest Pet Shop* with a collectors club that will be introduced with the show's launch. Every child who registers will be sent a free membership kit. Newsletters will continue to be mailed quarterly with puzzles, games and new product updates.

One necessity at the NATPE conference is to secure a booth near one of the majors, with smaller syndicators hoping that traffic will stop at their booth on the way to or from the larger syndicators' booths that are must-visits for station buyers.

Reliability and personalized service are another selling point for smaller syndicators.

Starcom Entertainment, formed last November to expand parent Starcom Television's activities beyond tape delivery services into syndication, is relying on positive associations that stations may have built up for the company as a reliable satellite deliverer and tape duplicator, says Jesse Weatherby, Starcom vice president and national sales manager.

"It's very important to service the stations properly and take care of them," says Weatherby.

Another way of gaining an edge is to use foreign or ancillary presales to fund actual production of episodes before selling them in the domestic marketplace. At last year's NATPE, ACI had an edge over many other producers of action hours by bringing to market eight completed episodes of *High Tide*.

"Timeframe-wise, you need to be ahead of the pack," says Alan Winters, executive vice president at Kelly News and Entertainment. "We have to be early and produce

**"Petry is the company that
will take KSEE-TV to the next level."**

*Marty Edelman, President, General Manager
KSEE-TV, Fresno-Visalia, California*

**PETRY WELCOMES
KSEE-TV FRESNO
AND
GRANITE
BROADCASTING**

Petry's sophisticated, highly focused national sales teams give KSEE-TV the competitive edge when it comes to performance. Petry's Programming, Research and Marketing also provide strategic support in a fast changing television environment.

**Petry...where providing winning performance
and innovative services are our daily focus.**

PETRY
first in spot television.

shows of a higher quality than the big guys. You also have to be a lot more persistent than bigger companies that have sales forces 10 times bigger than ours."

Others are attempting to thrive by providing alternative syndication services.

Woodland Hills, Calif.-based Network One has syndicated a 24-hour broadcast network globally since December 1993. It now is

delivered to 30 U.S. broadcast affiliates reaching 25 million homes.

"We've positioned ourselves as a whole alternative system," says Chandos Mahon, Network One executive vice president. "We operate like a cable system, but are syndicated."

Affiliates can pay for blocks of programming or for the entire 24-hour feed by handing over 20%-50% of

their commercial advertising time covered by the program. Among the segments provided are late-night bikini-genre programming, Japanese animation and music video-on-demand services.

For those that can somehow acquire it, a library of older programming or a steady supply of off-network product can greatly stabilize a company's bottom line by providing a steady income stream to meet

the company's basic financial demands, even when new projects flop.

But perhaps as important as all those "do's" is the smaller syndicator's understanding of what his or her company or show *can't* do.

"You can't be all things to all people," says Richard Perin, executive vice president of MG/Perin Inc. "You have to understand the economics of the business. You

need to be able to keep a show on until it finds an audience—not have to hit a home run by the second week or you're dead. An independent also has to avoid projects where it cannot sustain the red ink. If I had had *Jenny Jones* [Warner Bros.' syndicated talk show that underperformed for more than a season before it was successfully revamped], I would have pulled it by the 13th week."

What's new at NATPE

A break out of major new first run and off network syndicated shows for 1995-96

Program (Distributor)	Length	Terms	(Loc./Nat. barter split)	Launch
First-Run Strips				
Talk Shows				
Armstrong Williams (Cannell)	30	barter	4/3	Sept.
Richard Bey (All American)	60	cash plus	11/3	Jan.
Carnie (Warner Bros.)	60	cash plus	10.5/3.5	Sept.
Ray Combs (SeaGull)	60	barter	TBA	Sprg
Downey (Western Int'l)	60	barter	9/4	Sept.
George & Alana (Rysher)	60	cash plus	11/3	Sept.
Lauren Hutton and... (Turner)	30	barter	3.5/3	Sept.
Gabrielle Carteris (Twentieth)	60	barter	7/7	Sept.
Paget Show (Group W)	60	barter	TBA	TBA
Charles Perez (Tribune)	60	cash plus	11/3	Mar.
Stephanie Miller (Buena Vista)	60	barter	7/7	Sept.
Tempestt Bledsoe (Columbia)	60	cash plus	10.5/3.5	Sept.
Mark Walberg (Genesis)	60	barter	7/7	Sept.
Reality-Based				
Court TV: Inside America's Courts (New Line Television)	30	barter	3.5/3.5	Sept.
Day & Date (CBS/Group W)	60	cash plus	11/3	Sept.
Detour (Worldvision)	30	cash plus	5.5/1	Sept.
Juvenile Justice (Genesis) (Jan '95)	30	cash	—	Jan.
Juvenile Justice (Genesis) (Sept '95)	30	cash plus	5/1.5	Sept.
LAPD (MGM)	30	barter	4/2.5	Sept.
Living Better (GTV)	60	barter	7/7	Sept.
Thanks a Million (All American)	30	barter	3.5/3.5	Sept.
Game Shows				
Enquiring Minds (Active)	30	barter	4/3	Sept.
Incredible Mall (GTV)	30	barter	4/3	Sept.
Children/Teens				
Bananas in Pajamas (Sachs Family)	30	barter	4/2	Sept.
Beverly Hills Beach Club (SeaGull)	30	barter	3.5/3.5	Sept.
Blinky Bill (Sachs Family)	30	barter	4/2	Sept.
California Dreams (Rysher)	30	barter	3.5/3.5	Sept.
Gargoyles (Buena Vista)	30	barter	3/3	Sept.
Highlander (Bohbot)	30	barter	3.5/2.5	Sept.
Littlest Pet Shop (Claster)	30	barter	varied	Sept.
Mutant League (Active)	30	barter	3.5/2.5	Sept.
Sailor Moon (SeaGull)	30	barter	3.5/2.5	Sept.
First-Run Weeklies				
Reality-based				
Amazing Tails (Litton)	30	barter	3.5/3.5	Sept.
A Year to Remember (TeleMarc)	60	barter	7/7	Sept.
Business Matters (Hearst)	30	barter	4/3.5	Sept.
Coast Guard (MG/Perin)	30	barter	3.5/3.5	Sept.
Confrontation (Wolfson/Satin)	30	barter	3.5/3.5	Sept.
Feelin' Great (TeleMarc)	30	barter	3.5/3.5	Sept.
Hollywood People (DLT)	30	barter	3.5/3.5	Sept.
On the Road Again (Litton)	30	barter	3.5/3.5	Sept.
Out of Control (Fox Lorber)	30	cash	—	Sept.
Prescription for Health (Intl. Tele-Film)	30	cash	—	Sept.
Peter Quarry Show (Intl. Tele-Film)	30	cash	—	Sept.
Planet Fashion (Fox Lorber)	30	cash	—	Sept.
Safe Streets (Kelly)	60	barter	7/7	Sept.
Scams (MG/Perin)	30	barter	3.5/3.5	Sept.
Tales from the Lottery (Wolfson/Satin)	30	barter	3.5/3.5	Sept.
Talk Music (Bohbot)	30	barter	3.5/3	Sept.

Program (Distributor)	Length	Terms	(Loc./Nat. barter split)	Launch
Tilt 23 1/2 (Fox Lorber)	30	cash	—	Sept.
Your Mind and Body (Warner Bros.)	30	barter	3.5/3.5	Sept.
U.S. Customs: Classified (Cannell)	60	barter	7/7	Sept.

Action-Adventure/Drama/Live Performance Series

Baywatch Nights (All American)	60	barter	5/9	Sept.
Beyond Reality (ACI)	30	barter	3.5/3.5	Sept.
Branson U.S.A. (Starcom)	60	barter	7/7	April
Flipper (Goldwyn)	60	barter	6/8	Sept.
Land's End (Buena Vista)	60	barter	6/8	Sept.
The Legendary Journeys of Hercules (MCA)	60	barter	varied	Jan.
The Outer Limits (MGM)	60	barter	7/7	Sept.
Pointman (Warner)	60	barter	5/9	Jan.
University Hospital (Worldvision)	60	barter	5/9	Jan.
Vanishing Son (MCA)	60	barter	varied	Jan.
The Wanderer (DLT)	60	barter	7/7	Sept.

Children/Teens

Action Man (Bohbot)	30	barter	3.5/3	Sept.
Amazin! Adventures 1 (Bohbot)	120	barter	2.5/2.5	Sept.
Ultraforce; Street Sharks; Sky Surfer Strike Force (new)				
Amazin! Adventures 2 (Bohbot) (new)	120	barter	2.5/2.5	Sept.
Gadget Girl; Enchanted Camelot				
Creatures of Delight (Active)	30	barter	2.5/2.5	Sept.
Dragon Ball (SeaGull)	30	barter	3.5/2.5	Sept.
The Dude Gang (Simitar)	30	cash or barter	2.5/2.5	Sept.
G.I. Joe (Claster)	30	barter	2.5/2.5	Sept.
Happy NESS (Active)	30	barter	2.5/2.5	Sept.
Hardy Boys (New Line)	30	barter	3.5/3.5	Sept.
Jelly Bean Jungle (Active)	30	barter	2.5/2.5	Sept.
Life's Little Lessons (Intl. Tele Film)	30	cash	—	Sept.
Magic Knight Rayearth (Summit)	30	barter	2.5/2.5	Sept.
Nancy Drew (New Line)	30	barter	3.5/3.5	Sept.
Out of the Blue (Tribune)	30	barter	3.5/3.5	Sept.
Quest for the Dragon Star (Summit)	30	barter	3.5/3.5	Sept.
Reality Check (Genesis)	30	barter	2.5/2.5	Sept.
Shnookums & Meat (Buena Vista)	30	barter	3/3	Jan.
Sing Me a Story at Belle's Book and Music Shop (Buena Vista)	30	barter	2.5/3.25	Sept.
Timon & Pumbaa (Buena Vista)	30	barter	3/3	Sept.
Success by 6 (Hearst)	30	cash	—	Sept.
Tenko and the Guardians of the Magic (Saban)	30	barter	3/2.5	Sept.
Zooing...Escape to the Wild (Koch)	30	barter	3.5/3	Sept.

Off-Network Series

1995-96 Half-Hours

America's Most Wanted: Final Justice (Twentieth)	30	cash plus	5.5/1.5	Sept.
America's Funniest Home Videos (MTM)	30	cash	—	Sept.
Blossom (Buena Vista)	30	cash plus	5.5/1.5	Sept.
Dinosaurs (Buena Vista)	30	barter	4/2.5	Sept.
The Hitchhiker (Rysher)	30	barter	4.5/2.5	Sept.
Home Improvement (Buena Vista)	30	cash plus	6/1	Sept.
Seinfeld (Columbia)	30	cash plus	5.5/1	Sept.
Shop 'Til You Drop (ACI)	30	cash	—	Sept.
Step by Step (Warner Bros.)	30	cash plus	6/1	Sept.

1995-96 Hours

Baywatch (strip) (All American)	60	cash plus	11/3	Sept.
I Witness Video (All American)	60	barter	7/7	Sept.
MST 3000 (Tradewinds)	60	barter	7/7	Sept.
Tales from the Crypt (Genesis)	60	barter	7/7	Sept.

Future Off-Network

Dr. Quinn, Medicine Woman (MTM)	60	TBA	TBA	F '96
Martin (Warner Bros.)	30	cash plus	varied	F '96
Melrose Place (Worldvision)	60	TBA	TBA	F '96
Grace Under Fire (Carsey-Werner)	30	cash plus	TBA	F '97

Note: January indicates January 1995. Source: Distributors and analysts

"After thorough investigation, I'm totally convinced Petry's performance is second to none."

*Bill Ransom, President, General Manager
WTVH-TV, Syracuse, New York*

PETRY WELCOMES WTVH-TV SYRACUSE AND GRANITE BROADCASTING

Petry's cutting edge technology and highly focused national sales force give WTVH-TV the competitive advantage. Petry's Programming, Research and Marketing services also help develop the strategies needed to win in a constantly changing television marketplace.

Petry...where providing winning performance and innovative services are our daily focus.

PETRY
first in spot television.

NATPE

INTERNATIONAL

TV's multinational forces to be reckoned with

Companies set up shop worldwide to grow new markets

By Morrie Gelman,
special correspondent

What's in a name? If it was NATPE's change to NATPE International in the mid 1980s, it was the realization that the TV programming business was going to be global.

As a scan of NATPE '95 exhibitors attests, television companies are increasingly multinational, operating through well-placed branches or subsidiaries and even separate companies around the world to capitalize on opportunities—existing and potential—in a host of countries and regions.

Consider the acorn that Australian Reg Grundy planted more than 45 years ago. It is perhaps the quintessential television multinational of today, with more than 70% of its revenue coming from Europe, another 20% from Australia and New Zealand and the remainder from the U.S. and elsewhere.

Grundy's organization, Grundy Worldwide Ltd., is widespread, ranging from headquarters in Bermuda to encompass 17 separate production companies in the U.S., UK, France, Germany, Ireland, Italy, Spain, Portugal, Denmark, Belgium, Australia, New Zealand, Finland,

Luxembourg, The Netherlands, Chile and Singapore.

Grundy, which produces an average 40 hours of programming per week worldwide, capitalizes on the talents, language and cultural character of each country in which it operates. Pegged to the company's strategy of establishing owned-and-operated production companies in locations perceived to be emerging broadcasting areas of the world, Grundy is coming to this year's NATPE conference looking to further expand in Eastern Europe, South America and South Africa. Going into the next century, Grundy is counting on these regions for considerable growth, according to CEO Richard L. Barovick.

South Africa, in particular, is considered "a principal" area for expansion. "It is the last English-speaking market to emerge," Barovick says. And in South America, Grundy has a two-person office in Santiago, Chile, and currently is producing a local version of Australian sitcom *Mother and Son* and a telefilm in Paraguay.

"We believe South America, though perhaps [developing] more slowly than Asia, will be a very important market for us," says Barovick. About Eastern Europe he



Fremantle claims more than 93 game shows (like 'Pyramid,' above) in 27 countries.

says: "We've not yet begun to scratch the surface." Again, Grundy is trying to sell and produce—not license formats—in these territories.

In Asia, Grundy, which opened an office in Singapore in 1993, for the first time is making samples of some of its most successful programs, including drama serials *Neighbours*, *Shortland Street* and *Sons and Daughters*, and drama series *Mission Top Secret* and *Bony* as well as *Stolen Lives*, available in Mandarin.

Barovick thinks local broadcasters in Asia will appreciate seeing samples of offered programs in their own languages. "A programmer in an Asian market will have a much better sense when he sees *Neighbours* in Mandarin or Cantonese," he says.

Multinational television companies are not all nurtured from seed like Grundy. Worldvision Enterprises Inc.,

currently part of the rapidly expanding multinational Spelling Entertainment Inc. holding company, is the product of a complex series of acquisitions and mergers.

Worldvision's international division, headed by executive VP and chief operating officer Bert Cohen, maintains eight offices around the world, including New York, Los Angeles, Chicago, Atlanta, London, Munich, Paris, Rio de Janeiro, Rome, Sydney, Tokyo and Toronto.

Changing the face of TV distribution

How is multinationalism changing the nature of the television distribution business? The "real business" for U.S. television syndicators going into the next century, says 26-year international TV sales vet Cohen, is going to be in satellite and cable distribution and partnering in

such distribution channels around the world.

"You'll not only become a seller of programs," he says, but the owner of an asset. "Those of us that have the product have the ability to do this," says Cohen, who has been with Worldvision and its predecessor ABC Films since 1968.

He has spearheaded the company's global expansion and was instrumental in the creation of Spelling Satellite Networks to develop and introduce basic cable networks around the world, with Tele-Uno in Latin America (operated in conjunction with Mexico's Multivision) as the first such cable service. Cohen went to the recent MIP Asia market in Hong Kong for meetings with potential partners to try to get into Asia with similar new distribution channels.

With Worldvision's having more than 15,000 hours of



company behind the new syndicated series *Sirens*. The U.S. syndicator, All American Television, has sold the series in more than 135 markets. Toronto's Skyvision Entertainment is targeting the U.S. syndication market with its projects. *Robocop*, distributed by Rysher Entertainment, is a \$38 million sci-fi police series that sold for syndication in the U.S. and 110 other countries. Skyvision is now heading into production with L.A.'s Fred Dryer Productions on *Land's End*, a 22-episode *Hawaii-Five-0*-type series set in Baja, Mexico.

Until the next company cracks the coveted prime time network schedule, Canadian production companies will continue to ply the cable networks, pay TV and syndication markets with their programs—and they have a successful track record. Picking up where CBC left off with its successful miniseries *Love and Hate* on NBC, Cinar's *Million Dollar Babies* miniseries scored a 26% share of the U.S. viewing audience when it aired last November. Cinar is now in production on 13 episodes of *The Little Lulu Show*, scheduled to debut on HBO in fall 1995. Sullivan

Films' *Road to Avonlea* has been airing on the Disney Channel since 1990 and is a family series with perennial appeal.

Los Angeles has become the second home of several Canadian production companies, including Paragon, Alliance and Atlantis. Even smaller companies have opened California offices to be closer to their potential partners. Catalyst Entertainment, producers of *Shining Time Station* for PBS and co-venture partner with NBC Productions in *The Martin Short Show*, just opened an office in Santa Monica. ■

France takes reins of EU as European co-production slides

With culture politics on legislative burner, stricter content quotas sought

By François Godard, special correspondent

Earlier this month, France took the helm of the European Union Council of Ministers for its six-month stint. But for TV free-trade advocates and U.S. distributors, that country's turn could not have come at a worse time.

Most countries favor an open market, but the French want stricter enforcement of content quotas. Their proposal would mean not more than 49% of broadcast programming could be non-European and would require all European-based channels to invest in European production. These issues are being considered by the European Commission, which is reviewing the five-year-old "Television Without Frontiers" mandate that directs TV policy in Europe.

The review, however, seems to have no end, and in January the French succeeded in again postponing a decision on regulatory revision. But a delay may not be enough to turn the table in France's favor: EU free-trade advocates (particularly from Germany and the UK) will likely prevail. Hollywood, which wants an open market, will not give up easily either, having lost the cultural exemption in the GATT debate last year.

The French are pushing increased protectionism of European airwaves based on their own domestic regulations. The goal of France's policy is to support European culture, but there is evidence that in many cases, the rules it applies in its domestic market do the opposite. A good example is the rules on the use of French language in production, which has accelerated a decline in European co-productions.

Despite successes such as the Kirch Group-backed *Bible* series, European co-production is in a state of crisis, say insiders. For one thing, the traditional big co-producers, the state-owned networks, are in dire financial straits. They tend to cut the most expensive program costs—not surprisingly, big-budget miniseries, often on historical topics—which only co-production can finance.

German public networks ARD and ZDF, with ad revenue declining and growing pressure for more commercial programming, are finding it difficult to participate in co-production. In Italy, public network RAI has suffered from managerial instability, thanks to political maneuvering, and its three channels would be bankrupt without heavy state subsidy. The situation is similar in Spain, where RTVE has had almost no international involvement since 1991. France, however, is different: Public broadcasters France 2 and France 3 are both willing to co-produce and are healthy financially.

But France's co-production freedom is severely curtailed by the 1991 so-called *Decret Tasca* from then-communications minister Catherine Tasca. It requires that films and programs qualifying as "French" be shot in the French language. The "French" label is crucial because it qualifies a program for the infamous 40% French-content quota.

As a consequence, frugal broadcasters have little left for international co-production in English and spend only on big projects such as *Scarlett*, *The Bible* or *Fall from Grace*. The decline of co-production was illustrated by data released in late December by Banque de France, which showed that foreign



Frugal broadcasters are increasingly spending only on big budget co-productions like 'Scarlett.'

The emergence of Atlantis

Providing insight into how a Canadian boutique expanded into a leading international independent-entertainment supplier, Peter Sussman of Atlantis Communications starts with Toronto.

The first Atlantis presence in Toronto was meant to be a distribution office. Most of the company's projects have a North American focus, with the primary markets being Canada and the U.S. When it became clear that



Peter Sussman of Atlantis Communications

Europe would be the second most important market, the question soon arose: Where should this office be? Sussman remembers that the initial thinking at Atlantis was Paris or London. "But when we started to investigate further, we realized several things," he says: The cost of an office in Amsterdam was much cheaper than Paris or London. The best English on the Continent is spoken in Amsterdam. Many Dutch people speak English perfectly. The Dutch are among the best traders in the world. The Dutch withholding-tax rules are among the "softest" in the world. Being on the Continent, Atlantis sellers can jump on a train or drive to many of the markets they want to sell, like Paris or Munich. Everywhere else in Europe is only an hour or so by plane. Getting out of the airport in Amsterdam is a much easier exercise than getting out of Heathrow or DeGaulle. From the Atlantis office to the Amsterdam airport is 17 minutes.

Sydney was the next international office and it opened in 1989, one year after Amsterdam but three years before L.A. "We felt at the time that we were still able to accommodate our efforts in Los Angeles from Toronto," says Sussman. "One of us was running down to

Los Angeles probably every month, yet we realized that out of Amsterdam it was very difficult to service the Australo-Asian market.

Sydney was established as a branch office of the Amsterdam office. Out of Sydney, Atlantis does a big sales sweep three times per year covering 15 Asian countries in 17 days. The L.A. office opened in 1992. Before that, "we had been able to access the Hollywood community to sell

as best we could from a distance," recalls Sussman. He says that although Toronto is only a four-and-a-half-hour flight away and only three hours time difference on the clock, "We realized that to really take advantage of what was available in Hollywood, someone had to be there all the time."

Sussman was the one of the four principals in Atlantis who choose to advance the Hollywood connection to the next level of growth. Initially, the L.A. office was Sussman and an assistant. Today it has a staff of 15.

Barbados was opened as an Atlantis office in 1993. "More and more we were producing shows and, more specifically, financing shows, on a global basis," Sussman says. "Obviously, we were always trying to maximize our financial opportunities, and Barbados has an arrangement whereby companies operating out of there can do so on a very tax-favorable basis, provided they do so within the rules available to foreign companies dealing in that country."

Atlantis has four staffers in Barbados, two (and a part timer) in Sydney, and 10 in Amsterdam. In Toronto, not including the two cable channels Atlantis owns and operates in Canada, there are about 125 people. ■

STORIES THAT DEFY EXPLANATION

FROM AROUND THE WORLD - AND BEYOND!



26 GRIPPING HALF-HOURS

Truth is stranger than fiction. And this exciting new series focuses on the other side of reality.

Eyewitness accounts of the miraculous, the mysterious, the unknown, the unbelievable. Monsters, ghosts, vampires, voodoo queens, aliens, werewolves - they're all here to challenge the imagination. Meet the people who have encountered bizarre beings and experienced rare phenomena.

Viewers everywhere will respond to the spellbinding true adventures of MYSTERIOUS TALES.

NATPE Group W Booth 4700



**WESTINGHOUSE
BROADCASTING
INTERNATIONAL**

10877 Wilshire Boulevard, Ninth Floor, Los Angeles, California 90024-4341, Telephone: 310-446-6040 FAX: 310-446-6089

© 1995 GROUP W PRODUCTIONS

World Radio History

investment by French broadcasters dropped from \$103 million in 1991 to \$58 million in 1992 and to \$24 million in 1993.

Meanwhile, investments in France by foreign broadcasters had dropped from \$19 million to \$11 million from 1991 to 1993. According to data from INA, a TV consultancy, the total value of fiction co-production (dramas and sitcoms) involving a French partner had dropped to 479 million, down 21% since 1991. Particularly affected by the new rules are projects with North American partners, which, according to INA's researcher Jean-Pierre Jezequel, "have declined dramatically in total number of programs, duration and financial commitment, largely because traditional partners of French producers cannot shoot in any language but English."

Canada remains the leading French co-production partner, but the value of the programs shot in 1993, at \$27 million, represented only 34% of those produced in 1991. Steven DeNure, president of Toronto-based Alliance Productions, says his co-production

work with France has practically vanished because of French regulation. "France was a valuable partner in the past. French broadcasters were very outward-looking," he says. For him, the biggest losers are French producers because foreigners, such as Alliance, can "find other ways." For instance, the four TV movies based on Harlequin novels produced for CBS by Alliance were shot in Hungary in partnership with Germany's Ufa Film and Television, a subsidiary of Bertelsmann, "a project we could have carried out with the French before."

Further challenging the protectionist agenda is the growth of foreign sales of French programs. Still, according to the Banque de France data, the country's foreign sales of programs and films have grown since 1991, reaching \$346 million in 1993. Of course, the country still buys more than it sells, but its deficit seems to have peaked, at \$365 million in 1992. In 1993 the figure almost halved, to \$203 million, its lowest level since television deregulation started in 1987. Left to themselves, it seems

French producers and broadcasters can do well on the international market. And it is questionable whether

more restrictions on program trade at the European level would be of any help to producers. ■

Europe to deregulate cable TV nets

Late last month, the European Commission moved one step further in its plans to liberalize the European Union's telecommunications industry, vowing to enact a law that will permit cable TV networks to be used for certain telecom services starting in 1996. The law aims to give service providers free access to cable infrastructure—thereby breaking down the powers of monopoly-prone PTTs (the public telephone monopoly)—and is intended to clear the way for new online services, such as home shopping and banking, and interactive games, databases and education services.

In the UK's still-infant cable sector, MSOs already are permitted to offer telephone services, while British Telecom, the dominant phone operator, will not be able to offer entertainment services until 2002. Many of Europe's other cable networks, however, remain government-owned and -operated and their infrastructures restricted to TV broadcasting. Service providers have few options and are obliged to rent access from the national telecom operators such as Germany's Deutsche Telekom (currently slated for privatization).

The commission's proposals will not apply to full voice telephony until January 1998, unless individual member states choose to liberalize earlier. The European Cable Communications Association heralded the move as a major breakthrough for multimedia in Europe. —MA

Argentine cable: hub of Latin investment activity

U.S. companies getting into the market, which has reached 45% cable penetration

By Andrew Paxman,
special correspondent

After years of anticipation, U.S. cable companies are finally getting a piece of the action in Argentina, Latin America's most lucrative cable market. Thanks to a bilateral accord signed last September, TCI, Continental and several other U.S. players have been buying into a market whose 45% penetration generates some \$1.5 billion in annual subscriber fees.

The accord came at a crucial time for Argentine MSOs, since rapid consolidation among the country's 1,200 systems had driven prices up to a heady \$1,100 per subscriber. At the same time, much of the industry's hardware needed upgrading or replacing, prompting the major Buenos Aires MSOs to start the expensive process of installing fiber optic cable.

First in was Continental, which anticipated the bilateral accord by signing a technology-sharing agreement with Video Cable Comunicacion (VCC) during the summer. VCC is Argentina's largest MSO, with some 600,000 subs. A few weeks after the

U.S.-Argentine pact, Continental played its expected hand by announcing a 50% purchase of VCC's holding company, Fitelco, for around \$150 million. The deal also netted Continental a successful children's cable network, Cablin.

But a much bigger swoop came in early December, when Argentina's largest single system, 450,000-subscriber CableVision, opted to cast its lot with TCI. Owner Eduardo Eurnekian had been courting foreign players for some time, pressed by mounting debts (including \$52 million owed to the government) from his other media interests. These include broadcaster America 2, bottom-ranked among the five Buenos Aires-based networks.

TCI pledged a whopping \$700 million for an 80% stake, although 12.5% of that (i.e., 10% of the total company) was set aside for Carlos Avila, a cable programmer who conducted the negotiations. Further, both Time Warner and US West are set to buy undisclosed parts of TCI's stake. However, the deal will close only when Eurnekian has upped his subscriber count to 650,000; he has until

June 30 to do so.

The past eight months have seen several other deals emerge, with investors less keen to draw the spotlight. In July, media group Clarin, publisher of the largest-circulation daily paper and owner of number-two broadcast network Artear (Canal 13) as well as several cable/satellite channels, sold a 30% share in its cable operation Multicanal.

The price was \$96 million—plus another \$54 million should Multicanal subscribers reach a certain number in three years—and the buyers were Coinca, a group of Argentine investors linked to Citibank P, which generated speculation that the investors were fronting for a U.S. cabler. Multicanal executive director Omar Dirrocco has said the firm will use the cash to expand into the rest of South America; it might also seek a foreign technology-sharing accord.

(Among the country's Big Four operators, therefore, only magazine publisher Editorial Atlantida, which runs top-rated broadcaster Telefe [Canal 11] as well as cable systems amounting to 330,000 subscribers, lacks an

international partner.)

Another less publicized entrant is Arlington, Va.-based Pierce Investment Banking, which has a share in a majority-Argentine-owned holding company that buys stakes of up to 25% in regional systems—reportedly 12 to date, totaling 200,000 or so subscribers.

In return, the operators get management advice plus discounted programming, equipment and financing. Should any member decide to bail out, however, the holding company has the right of first refusal to buy out the operator. Falcon Cable, the first U.S. player into Mexico, recently teamed with Pierce, and is interested in more.

Smaller operators are generally wary of the big MSOs, which could eventually overwhelm them by offering rival services more cheaply in the same communities (no system holds exclusivity rights to its native town), thus forcing them to sell out for next to nothing. They face the choice of selling out now, while prices are high, or risking staying independent—preferably within a purchasing union—and undertaking extra investment as the public demands more services.

On the programming front, the influx of foreign services continues to be rivaled by new domestic ones, often cloning U.S. formats. Approximately 85 services are now available on satellite, with new (usually Argentine) channels appearing monthly. There also exist a dozen or so

in-house channels (produced by the MSOs) that are not available on satellite.

Competition is especially fierce in news and movies. In news, four local services vie with CNN, NBC and, strongest of all the imports, Televisa's ECO. In movies, U.S.-originated HBO Olé, Cinemax, Cinecanal and TNT have to compete against three local satellite services and several in-house movie channels. Other hot genres are kids, music, sport and women's/telenovelas (four or five services each). With more services planned, it will not be long before weaker ones start to die out, analysts concur.

The heat is forcing some pan-regionals to start fine-tuning toward local tastes. In the fall, ESPN began down-linking its signal in Buenos Aires, substituting a few hours of U.S. fare with local sports, and then up-linking on an Argentine satellite. SUR does similar fine-tuning, but with the recent launch failure of PanAmSat's Pas-3 bird, other programmers that want to do likewise may have to wait awhile for the necessary transponder space.

Competition is also encouraging operators and programmers to look more seriously at attracting advertisers. Cable ad spending reached \$110 million in 1994 and is projected at \$150 million for 1995. Industry insiders say this potential new revenue source is encouraging the MSOs to be more honest about their subscriber numbers. (Operators have tradi-

CBC MAKES IT ALL

THE NATURE OF THINGS

(49 x 60:00)

This acclaimed

DOCUMENTARY SERIES

explores the world we live in.



STREET LEGAL

(124 x 60:00)

The lives of four trial lawyers
are chronicled in this steamy

DRAMATIC SERIES.



THE BEACHCOMBERS

(88 x 60:00)

The beautiful Pacific Coast
provides the backdrop for this
delightful **FAMILY SERIES.**



MOVIES (29)

The best in dramatic
entertainment,
from centre ice...



CBC International Sales

TORONTO: Box 500, Station A,

Toronto, Ontario,

Canada M5W 1E6

Tel: (416) 205-3500

Fax: (416) 205-3482

LONDON:

43/51 Great Titchfield St.,

London W1P 8DD, U.K.

Tel: (71) 412-9200

Fax: (71) 323-5658

SEE US AT NATPE,

BOOTH #5250



to centre stage



CBC offers a package
of **ORIGINAL MOVIES.**



tionally understated their subscription count, to pay less per-subscriber charges to license holders.)

Just how many more channels the Argentine subscriber is willing to pay for is much debated. With so many already offered, Buenos Aires subscribers now pay up to \$35 P, twice what Mexico City subscribers pay. On the other hand, both VCC and Multicanal, once their fiber optic nets are in place, intend to increase their offerings from 40 to 80 channels, and at least five pan-regional services are expected to enter Argentina in the next 12 months. ■

Four music companies join Star TV

BMG, EMI, SONY and Warner sign on Asian music video channel

By Meredith Amdur

Rupert Murdoch's Star TV earlier this month (Jan. 5) mounted a major challenge to MTV, signing on a slew of major recording labels as joint-venture partners to its Asian music video channel, Channel [V].

After six months of talks, BMG, EMI Music, Sony Pictures Entertainment and Warner Music Group have joined the pan-regional satellite channel as equity partners. Channel [V]

became Star TV's own music vehicle after MTV Asia left the package last spring. Serving greater China, India and Southeast Asia, Channel [V] mixes popular Western offerings with local Asian pop and rock. The channel offers two separate feeds, one targeting Chinese-speaking areas in northeast Asia and a second, more international, beam for the rest of its 53-country footprint. Star TV claims a reach of some 220 million people across Asia, India and the Middle East.

Although the new consortium partners will continue to supply video programming to other services, the Asian deal is the latest move to challenge MTV's global dominance of the satellite music channel market. The same four companies (along with PolyGram) are partners in VIVA, a local German music channel that competes with MTV Europe. For its part, MTV Asia launched a dedicated Indian channel last October and has plans for two other 24-hour Asian services later this year. ■

Passage to India: full steam ahead for TV

By Meredith Amdur

Nineteen ninety-five is expected to be a busy year for production and infrastructure investments in Asia's most promising entertainment market.

India's Foreign Investment Promotion Board (FIPB) recently approved a joint venture between The Hindustan Times group, UK publishing and media conglomerate Pearson and broadcaster TVB of Hong Kong, which intends to set up studio facilities in India to produce TV films and video programs in various Indian languages. With 45 million TV homes, India is undergoing something of a TV revolution inspired by the launch of Star TV and Zee TV three years ago.

The telcos are also looking to join the entertainment bandwagon. AT&T

is expected to finalize a joint venture with an as yet unnamed Indian entertainment industry partner to exploit broadband CATV network technology. The \$67 billion U.S. telco giant will supply the know-how with the local partner sourcing the necessary software. Video on demand, home shopping, interactive advertising, games and educational services are all on the strategic agenda.

India's still largely unregulated cowboy cable market serves some 12 million homes, generating upward of \$450 million in annual subscription fees.

Given that India's film industry is already the most prolific in the world (800-900 films per year, triple Hollywood's output), much of the investment is going to local TV production

initiatives to fill the expanding number of satellite outlets. "When [a country's] got nearly 1 billion people, you've got to take notice...and recognize that if you put a Western film next to an Indian one, there is just no comparison when it comes to consumer acceptability," says Michael Jay Solomon, whose Solomon International Enterprises recently teamed up with L.A.-based Amritraj Entertainment to spend \$50 million producing miniseries and feature films, investing in satellite channels and building entertainment complexes throughout India.

India's TV sector had long been a government-controlled affair until Hong Kong-based Star TV lifted the snore factor three years ago. Now a wide assortment of local enterprisers and Western investors, such as News

Corp., Sony Pictures, Time Warner, Falcon Cable, Disney, Canal+ and Solomon International Enterprises and others, are ready to put their cash and expertise behind a range of new satellite channels and production entities.

Still, Western programmers are confident that increased TV exposure to international fare will whet viewers' appetites for more. "People have been tuned in to watching Hindi [and other Indian language] films that are all of essentially the same style [musical dramas] and story," says Sarabjit Singh, general manager of Paramount Films of India (and the UIP representative). Audiences, he says, have not really been exposed to much foreign product and it's still too soon to know how such films will be accepted by the vast majority of the population. ■

Ricki Lake takes talk on road

Teen talker finds niche in international market

By Meredith Amdur

In only its fourth month in the UK, the U.S.'s hit teen-targeted talker is already making ratings waves and proving that the fast-talking interactive American style of talk show can find—and hold—international audience.

Even in a country like the UK, where tabloid newspapers dole out large helpings of shock journalism and personal exposés, tabloid talk was a new twist for daytime TV.

Having replaced the successful *Oprah* (which has since moved to satellite service BSkyB), *Ricki* is fast finding its own distinctive niche among younger female audiences and making the "confessional courtroom" a more acceptable form of entertainment.

Indeed, *Ricki*—and *Oprah* before it—is slowly shaking Brits out of their traditional reserve.

"Topics can be provocative and shocking for some British viewers," says Rachel Wells, VP, marketing and sales support, for Columbia TriStar International Television. "We did a focus group before the launch of the show and one British subject commented that the topics discussed 'are what we think about but would never say.'"

Although the British press had a field day mocking the American penchant for airing its personal dirty laundry in front of national (and now international) audiences before *Ricki* took to the air on Channel 4, the public has since warmed to this distinctly American style of TV psychosocial analysis. Channel 4 has renewed *Ricki* in its 5 p.m. weekday slot. Claiming an average of 2.1 million viewers, the show has moved into the top 20 of all Channel 4 programs and will expand to two airings per week.



Ricki has been renewed on Cannel 4 in the UK.

The show is also reportedly performing well in Sweden (TV6), New Zealand, the Philippines and Australia. Columbia recently concluded deals in Malaysia, Finland and Holland, and the Italians reportedly have expressed interest.

But U.S. talk shows like *Ricki* are finding a new breed of homegrown competition in the UK and other

countries. Homegrown talker Vanessa Feltz's show has captured a strong audience in a 2 p.m. weekday slot since it launched last August. The show is the product of a venture between ITV Network Television and Multimedia Entertainment in the U.S. The company is helping launch similar local talk shows as far away as Thailand. ■

Illegitimate births.
Illegal adoptions.
Mysterious deaths.
*But, she had only
the best of intentions.*

SULLIVAN ENTERTAINMENT PRESENTS

Butterbox Babies

THE SHOCKING STORY OF THE IDEAL MATERNITY HOME
STARRING SUSAN CLARK

**SULLIVAN
ENTERTAINMENT**

110 DAVENPORT ROAD, TORONTO, ONTARIO, CANADA, M5R 3R3 • TEL (416) 921-7177 • FAX (416) 921-3691

9465 WILSHIRE BLVD., SUITE 605, BEVERLY HILLS, CALIFORNIA, 90212 • TEL (310) 247-0166 • FAX (310) 247-1945

SEE US AT
NATPE
TELEFILM CANADA
STAND 2600

• Hermanos de leche. 26x30' • Vecinos. 65x30' • Buscavidas. 20x60' • Canguros. 26x30' • The Wanderer (El Herrante) 14x60'
• Compuesta y sin novio 13x60' • El gran juego de la Oca 39+26x180' • ¡Que loca peluqueria! 26x30'.

FANTASIA ANIMADA

Spirou y Fantasio 52x30' • Chip y Charly. 26x30' • Delfy. 33x30' • David Copperfield. 1x93' Y...miles de cosas más.

5º Aniversario



Antena 3 Televisión

Avda. Isla Graciosa, s/n. 28700 San Sebastián de los Reyes, Madrid. División Internacional: Tel.: 623 08 29. Fax: 654 85 20. Madrid, España/Spain.

World Radio History

CHINA**Basic data**

Population (000): 1,166,144
 GNP per capita (US\$, 1992): 380
 TV households: 160,000,000
 Average daily viewing (min): 147
 Total advertising expenditure (\$ million, 1993): 1,928
 TV advertising expenditure: 36.1%
 Broadcast standard: PAL, System D
 Regulatory body: Ministry of Radio, Cinema & TV, 2 Fu Xing Men Wai Jie, PO Box 451, Beijing
 Tel 01 862753
 Exchange rate: \$1=Y8.7
 Time difference (+/- GMT): +6/+8

Leading buyers:**Asian buyers guide**

Last December, some 3,500 TV programmers convened in Hong Kong on a mission to mine what many hope will be the most lucrative TV market in the world. Although the cash results were less than spectacular, few came away doubting the long-term potential for growth. Within 10 years the Asia-Pacific region should comprise as many as 400 million TV households, which will be served by some 2,000 terrestrial and satellite-delivered channels. India alone will claim 150 million TV households by the end of the decade. But for the time being, the task of providing programming to the diverse region's 2 billion people falls to an array of long-standing national terrestrial broadcasters, infant private commercial networks eager to compete, and satellite channels serving both local and panregional needs. Below, BROADCASTING & CABLE offers programming profiles of some of Asia's up-and-coming markets, broadcasters and buyers.

INDIA**Basic Data**

Population (000): 883,473
 GNP per capita (US\$, 1992): 310
 TV households: 35,000,000
 Average daily viewing (min): 150
 Total advertising expenditure (\$ million, 1993): 840
 TV advertising expenditure: 21.1%
 Cable penetration: 10.0%
 Satellite penetration: 9.4%
 Broadcast standard: PAL, System B
 Regulatory body: Ministry of Information & Broadcasting, Shastri Bhavan, New Delhi 110 001
 Tel +91 11 382 639
 Exchange rate: \$1=Rupee31.37
 Time difference (+/- GMT): +5.5

+91 22 611 1646 /
 +91 22 202 3007
 Ku-Band service available on GALS-1 satellite
Corporate profile
 Publicly supported: no
 Ownership details: Siddhartha Srivastava 51%, public holding 51%
 Year established: 1990
 Delivery system: Satellite
 Number of households

reached: 15 million
 Broadcast language: Hindi, English
 Geographical territory covered: 84 countries across Asia, part Africa, part Europe
Personnel
 Chief executive: Siddhartha Srivastava
 Program director: Hoong Tee Kwan
 Head of acquisitions: Wilfred

Lobo (all genres). Tel: +91 22 610 4617/8 ext 38
 Head of co-production: Narendra Upadhyaya
Audience share: 15%
Advertising share: 5%
Programming budget: \$2 million
Program sources
 Produced in-house: 13%
 Commissioned from external producer: 28%
 Acquired: 59%

Top-rated programs
 Hindi Feature Films, film
 ATN World news, news
 British Variety Entertainment, variety/entertainment

Star TV, India
 504 Ambadeep Building 14, Kasturba Gandhi Marg
 New Delhi 110001
 India
 Telephone + 91 11 331

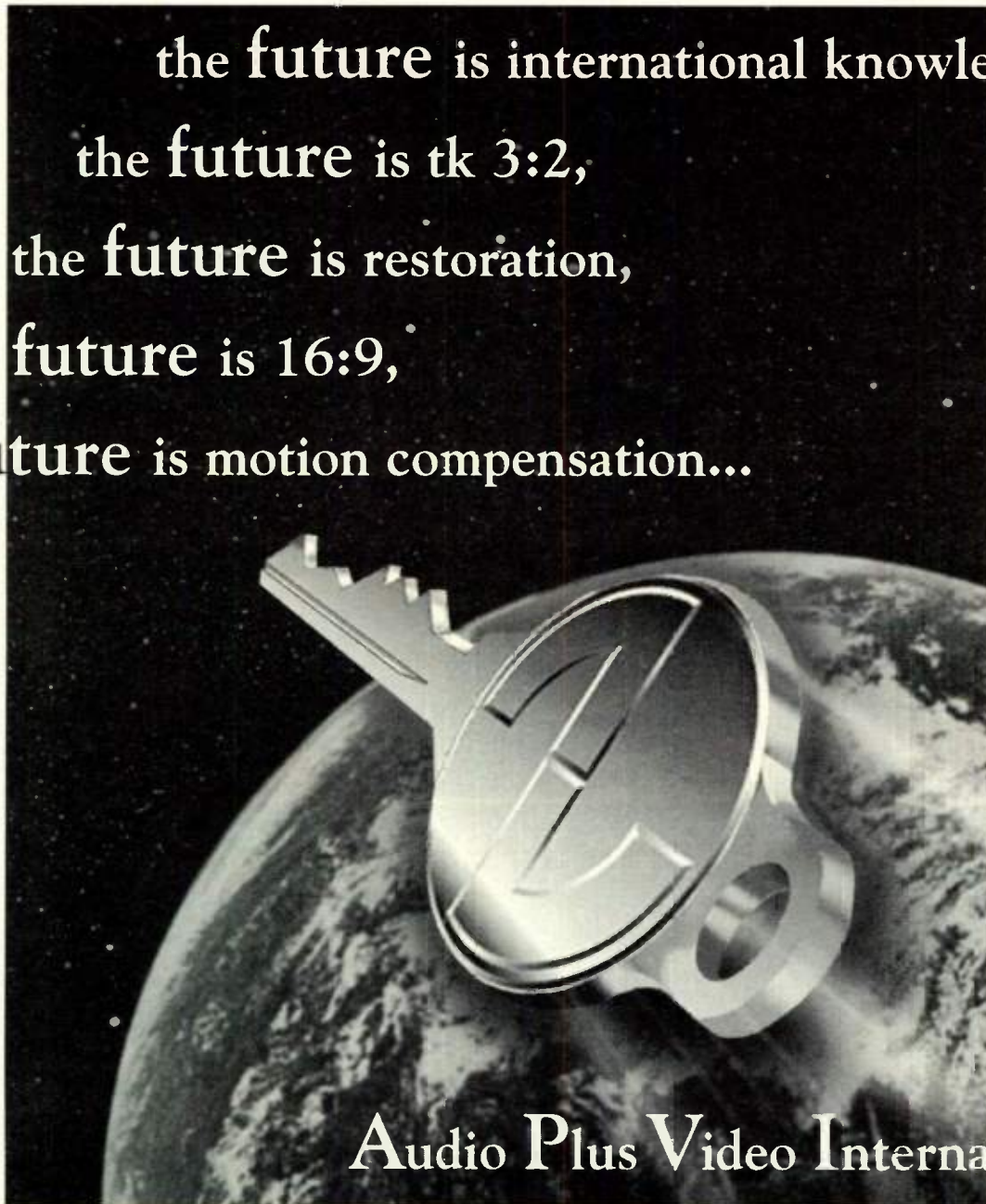
9446/5463
 Fax + 91 11 372 2694
 Pan Asian Satellite Service.
 Head Office: 12th Floor, Hutchison House, 10 Harcourt Road, Central Hong Kong. Tel +852 532 1888; Fax +852 524 4093.
Corporate profile
 Publicly supported: no
 Ownership details: Star Television Asia
 Year Established: 1991
 Delivery system: satellite
 Number of households reached: 3.3 million
 Broadcast language: Hindi, Urdu, English
 Geographical territory covered: India, Asia
Personnel
 Chief executive: Charlie Horrell (manager of Indian operations)

Zee TV
 135 Continental Building
 Dr. Annie Besant Road
 Worli
 Bombay
 India
 Telephone +91 22 492 0931/+91 22 493 1930/1935
 Fax +91 22 493 1938/5188
 Zee 2 to launch in late 1994

Corporate profile
 Publicly supported: no
 Ownership details: Star TV Hong Kong 49.9%; non-resident Indians 50.1%
 Year established: 1992
 Delivery system: satellite
 Number of households reached: 4-7 million
 Broadcast language: Hindi, English
 Geographical territory covered: India
Personnel
 Chief executive: Digvijay Singh (president)
 Program director: Kamlesh Pandey
 Head of acquisitions: Rohit Misra
Audience share: 20%
Advertising share: 25%
Programming budget: \$4 million
Programming breakdown
 Children's/youth: 5%
 Sports: 1%
 Film: 13%
 Games: 10%
 News: 2.5%
 Talk: 45%
 Religious: 4.5%
 Regional language programming: 19%

Program sources
 Produced in-house: 40%
 Commissioned from external producer: 45%
 Acquired: 15%
 Acquired from the U.S.: 15%
Top-rated programs
 Antakshart, game, Tuesday, Friday, 18:00, 23:10
 ZEE Horror Show, drama series, Friday, Saturday, 21:30, midnight
 Parompara, drama series, Wednesday, Friday, 21:30, 00:10
 Tara, drama series, Tuesday, Saturday, 21:00

The future is digital,
 the future is international knowledge,
 the future is tk 3:2,
 the future is restoration,
 the future is 16:9,
 the future is motion compensation...



Audio Plus Video International

Your key to the future.

AUDIO PLUS VIDEO INTERNATIONAL INC.

A Video Services Corporation Company

240 Pegasus Avenue Northvale, NJ 07647 • Tel: 201-767-3800 • Fax: 201-767-4568

RTVE PRESENTS NEW PRODUCTIONS



GUITARRAS

MUSICAL PROGRAMS IN
HIGH DEFINITION

13 Eps x 30'



TORERO

MUSICAL PROGRAM IN
HIGH DEFINITION

55'

COMPañIA ARTISTICA DE
ANTONIO CANALES.

LAS AVENTURAS DEL PROFESOR THOMPSON

ANIMATION SERIES

26 Eps x 30'

Prod: TVE. S.A. & FILMAN S. A.



EL DETECTIVE BOGEY

ANIMATION SERIES

26 Eps x 30'

Prod: TVE S.A. & NEPTUNO
FILMS.



ERASE UNA VEZ... LOS INVENTORES

ANIMATION SERIES

26 Eps x 26'

Prod: TVE S.A. & PROCIDIS



TIEMPOS MEJORES

FEATURE FILM

Dir: Jorge Grau

Cast: Arturo Fernández, Toni
Cantó, Milly Carlucci, Lia
Chapman

Prod: Cartel.

SIETE MIL DIAS JUNTOS

FEATURE FILM

Dir: Fernando Fernan Gómez

Cast: José Sacristán, Pilar Bardem,
Maria Barranco

Prod: Rosa García, P.C.



MAR DE LUNA

FEATURE FILM

Dir: Manuel Matji

Cast: Emma Penella, José
Sánchez

Prod: Lotus Films.



FAUNA CALLEJERA

DOCUMENTARY

12 Eps x 30'

Dir: Luis Miguel Dominguez

Prod: TVE S.A.



AL FILO DE LO IMPOSIBLE

NEW EPISODES IN ANTARTIDA

5 Eps x 30'

Dir: Sebastián Alvaro.

LA REGENTA

DRAMA SERIES

3Eps x 104'

Dir: Fernando Mendez-Leite

Cast: Aitana Sánchez-Gijón,
Juan Luis Galiardo, Hector Alterio

Prod: TVE S.A.



EL JOVEN MUSSOLINI

DRAMA SERIES

3 Eps x 90'

Dir: Gian Luigi Calderone

Cast: Antonio Banderas,
Claudia Koll, Meme Perlini

Prod: TVE S.A.



VILLARRIBA Y VILLABAJO

COMEDY

26 Eps x 60'

Dir: José Luis García Berlanga,
Carlos Gil, Josexto San Mateo

Cast: Juanjo Puigcorbe, Ana
Duato, Carlos Tristancho.



EL ENIGMA DALI

DOCUMENTARY

52'

Dir: Jordi Llado.

Contact us at NATPE Stand # 7400

WORLDWILDE SALES

Dirección de Operaciones Comerciales RTVE.

Tel: 34 (1) 581 70 00 - 581 79 63

Fax: 34 (1) 581 78 13 - 581 77 57

Edificio Prado del Rey - 28223 Madrid - Spain.



rtve

Snake & Ladder, game, Monday, Thursday, 20:00, 23:10

INDONESIA

Basic Data

Population (000): 184,274
 GNP per capita (US\$, 1992): 670
 TV households: 8,600,000
 Average daily viewing (min): 180
 Total advertising expenditure (\$ million, 1993): 581
 TV advertising expenditure: 43.4%
 Satellite penetration: 1.3%
 Broadcast standard: PAL, System B
 Regulatory body: Department of Information
 Address: Department of Information, Jl. Medan Merdeka Barat 9, Jakarta Pusat 10110
 Tel 021 377 408
 Exchange rate: \$1=Rupiah2150.8
 Time difference (+/- GMT): +7/+9

Leading buyers:

RCTI

Jalan Raya Dejuangan
 Kebon Jeruk, Jakarta
 Indonesia
 Telephone +62 21 530 3540
 Fax +62 21 530 3535
 RCTI and partner commercial channel SCTV have been Indonesia primary national private broadcasters since August 1993.

Corporate profile

Publicly supported: no
 Ownership details: PT Bimintara 65%, PT Raiawali 35%
 Year established: 1988
 Delivery system: terrestrial
 Number of households reached: 14 million
 Broadcast language: English, Indonesian
 Geographical territory covered: Indonesia

Personnel

Chief executive: Andy Ralie
 Program director: Farida Tajib

Head of acquisitions: Peter Langlois (All genres)
 Head of co-production: Alex Kumara
Audience share: (RCTI) 40% (SCTV)12%

Advertising share: both channels combined 50%

Programming budget: both channels \$12 million

Programming breakdown

Children's/youth: 5%
 Sports: 5%
 Drama/fiction: 40%
 Film: 20%
 Games: 7%
 News: 20%
 Talk: 1%
 Religious: 2%

Program sources

Produced in-house: 10%
 Commissioned from external producer: 10%
 Acquired: 70%
 Acquired from the U.S.: 60%

Top-rated programs

MacGyver, action series, Friday, 20:00
 Tak Tik Boom, game, Friday, 19:00
 Prime Time Movie, film, Wednesday, 20:00
 Kuis Lifebuoy, game, Wednesday, 19:30
 BS Sho, sitcom, Monday, 19:30

SCTV

Jalan Raya Dejuangan
 Kebon Jeruk, Jakarta
 Indonesia
 Telephone +62 21 530 3540
 Fax +62 21 530 3535
Corporate profile
 Publicly supported: no
 Year established: 1990
 Delivery system: terrestrial
 Geographical territory covered: Indonesia

PHILIPPINES

Basic Data

Population (000): 64,187

GNP per capita (US\$, 1992): 770
 TV households: 2,800,000
 Average daily viewing (min): 180
 Total advertising expenditure (\$ million, 1993): 328
 TV advertising expenditure: 65.5%
 Cable penetration: 9%
 Satellite penetration: .04%
 Broadcast standard: NTSC, System M
 Regulatory body: Department of Transportation & Communications, Philcomcen Building, Ortigas Avenue, Pasig, Metro Manila
 Tel: +632 2 721 3781
 Exchange rate: \$1=Peso27.57
 Time difference (+/- GMT): +8

Leading buyers:

ABS-CBN Broadcasting Corp. (Channel 2)

Mo. Ignacia St. Corner Bohol Ave.
 Quezon City 1103
 Philippines
 Telephone +63 2 924 4101
 Fax +63 2 924 1568

Corporate profile

Publicly supported: no
 Ownership details: Eugenio Lopez and the Lopez family 75%, publicly held
 Year established: 1953
 Delivery system: terrestrial, satellite
 Number of households reached: 5.8 million
 Broadcast language: Tagalog, English

Personnel

Chief executive: Eugenio Lopez III
 Program director: Rosario Santos-Concio (vice president, programming)
 Head of acquisitions: Gina Leviste

Audience share: 69%

Advertising share: 40%

Programming breakdown

Children's/youth: 11.4%
 Sports: 4.0%
 Drama/fiction: 25.1%
 Film: 12.2%
 News: 16.4%
 Variety: 20.8%

Program sources

Produced in-house: 60%
 Commissioned from external producer: 26%
 Acquired: 14%
Top-rated programs
 Regal Presents
 Tagalog Favorites
 TV Patriot, news
 Maala-Ala Mo Kaya, drama

GMA Radio Television Arts

RBS Building
 EDSA
 Quezon City
 Philippines
 Telephone +63 2 997 021
 Fax +63 2 924 3066

Corporate profile

Publicly supported: no
 Delivery system: terrestrial and satellite

Personnel

Chief executive: Menardo Jimenez
 Program director: Lenny Parto

IBC Channel 13 (Intercontinental Broadcasting Corp.)

Broadcast City, Capital Hills, Diliman
 Quezon City
 Philippines
 Telephone + 63 2 9315080
 Fax + 63 2 9318028

Corporate profile

Publicly supported: yes
 Ownership details: 50% private, 50% government
 Delivery system: terrestrial
 Broadcast language: English

Personnel

Chief executive: Rino Basilio
 Program director: Reynaldo Benedicto

SINGAPORE

Basic Data

Population (000): 2,814
 GNP per capita (US\$, 1992): 15,750
 TV households: 720,000
 Average daily viewing (min): 111
 Total advertising expenditure (\$ million, 1993): 521
 TV advertising expenditure: 32.8%
 Cable penetration: 3.0%
 Broadcast standard: PAL, System B
 Regulatory body: Ministry of Information & the Arts, 460 Alexandra Road 36-00, PSA Building, Singapore 0511
 Tel: 270 7988
 Exchange rate: \$1=S\$1.58
 Time difference (+/- GMT): +8

Leading buyers:

Singapore Broadcasting Corp. (Channels 5,8,12)

Channel 5

Caldecott Hill, Andrew Road
 Singapore 1129
 Singapore
 Telephone +65 256 0401
 Fax +65 3551195

Corporate profile

Publicly supported: yes
 Ownership details: government channel undergoing private flotation
 Year established: 1980

Delivery system: terrestrial
 Number of households reached: 720,000

Broadcast language: English, Chinese, Malay, Tamil
 Geographical territory covered: Singapore

Personnel

Chief executive: Moses Lee (general manager)

COME TO THE ROCKIES

CALL FOR ENTRIES 16TH BANFF TELEVISION FESTIVAL

Entries are now being accepted, with two new categories added to the prestigious competition for 1995 — Information Programs and Animation Programs. These new program genres join the customary categories at Banff: Made-for-TV-Movies, Mini-Series, Continuing Series, Short Dramas, Comedies, Social & Political Documentaries, Popular Science Programs, Arts Documentaries, Performance Specials and Children's Programs.

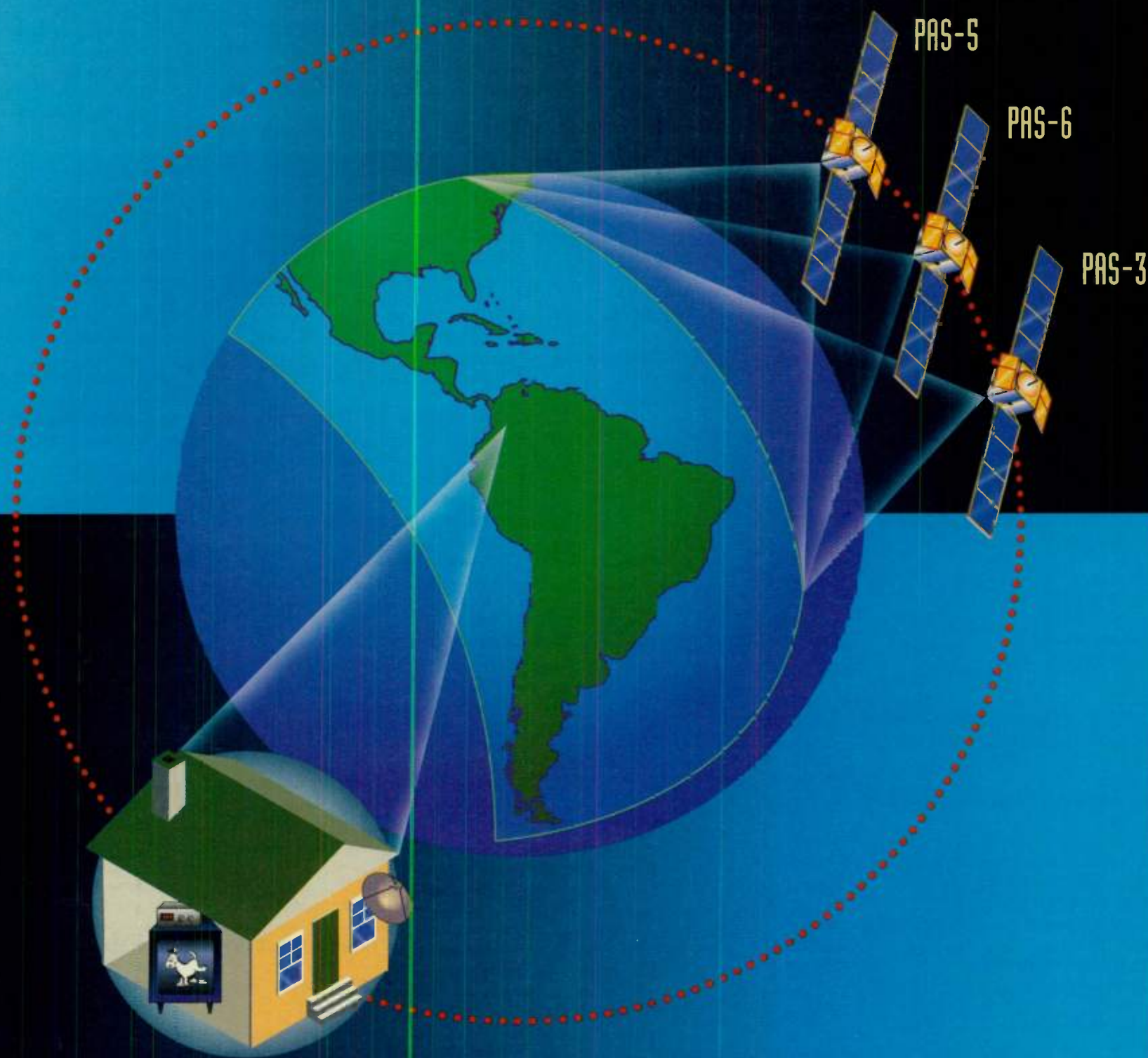
The festival's selection committee will screen all eligible entries and choose nominees for the twelve categories. These nominees will be announced at MIP-TV in April. An international jury will view the nominees and select winners of the Banff Rockie Awards, including category winners, a maximum of two Special Jury Awards and the Grand Prize. The Banff Rockie Awards will be presented on June 19.

Programs originally produced in English or French must have been telecast for the first time between April 1, 1994 and April 1, 1995. All other programs must have been telecast for the first time between April 1, 1993 and April 1, 1995.

DEADLINE FOR FORMS, FEES & CASSETTES: FEBRUARY 24

BANFF TELEVISION FESTIVAL · JUNE 18 - 24, 1995
BOX 1020, STATION 39, BANFF, ALBERTA, CANADA T0L 0C0
PHONE 403-762-3060 FAX 403-762-5357


LATIN AMERICAN DTH IS PANAMSAT.



With PAS-3, PAS-5 and PAS-6, PanAmSat will deliver direct-to-home TV to Latin America.

Three satellites, 120+ digital direct-to-home channels, one satellite company.

PanAmSat, signaling in Latin America's future.

 PanAmSat

ONE PICKWICK PLAZA • GREENWICH, CT 06830 • USA • TEL 1/203/622/6664 • FAX 1/203/622/9163

Program director: Sandra Buenaventura, Tham Loke Kheng (manager Channel 5)

Audience share: (daily cume) 50%
Advertising share: (all SBC channels) 31.6%

Programing breakdown

Children's/youth: 9%
Sports: 8%
Drama/fiction: 42%
Talk: 16%
Information, education, culture: 25%

Program sources

Produced in-house: 34%
Acquired: 66%
Acquired from the U.S.: 48%

Top-rated program

A Nation on Parade

Channel 8

Caldecott Hill, Andrew Road

Singapore 1129

Singapore

Telephone +65 256 0401

Fax +65 3551195

Corporate profile

Publicly supported: yes
Year established: 1980
Number of households reached: 720,000

Broadcast language: English, Chinese, Malay, Tamil

Geographical territory covered: Singapore

Personnel

Chief executive: Moses Lee (general manager)

Program director: Sandra Buenaventura
Caldecott Hill, Andrew Road

Singapore 1129

Singapore

Telephone +65 256 0401

Fax +65 3551195

Corporate profile

Year established: 1980
Number of households reached: 720,000

Broadcast language: English, Mandarin

Geographical territory covered: Singapore

Personnel

Chief executive: Moses Lee (general manager)

Program director: Sandra Buenaventura (acquisitions and programing), Amy Chua (manager, Channel 12)

Audience share: (daily cume) 17%

Advertising share: (all SBC channels) 31.6%

Programing breakdown

Children's/youth: 9%
Sports: 8%
Drama/fiction: 42%
Talk: 16%
Information, education, culture: 25%

Program sources

Produced in-house: 34%
Acquired: 66%
Acquired from the U.S.: 48%

Top-rated programs

Preview and Malaysia Cup Final
Soccer—Malaysia Cup, Semi-Final
Soccer—Malaysia Cup 93, Quarter Final

Singapore CableVision Pte. Ltd.

150 Beach Road 30-00 Gateway West
Singapore 0719

Singapore

Telephone +65 299 5088

Fax +65 299 6313

Corporate profile

Publicly supported: yes

Ownership details: Singapore International Media (wholly owned subsidiary of Temesak Holdings) 65%, Singapore Broadcasting Corp. 35%

Delivery system: terrestrial

Personnel

Chief executive: Chang Long Kiat (general manager)

Program director: Sandie Lee

SOUTH KOREA

Basic data:

Population (000): 43,663
GNP per capita (US\$, 1992): 6,790
TV households: 10,800,000
Average daily viewing (min): 132
Total advertising expenditure (\$ million, 1993): 4,404

TV advertising expenditure: 28.3%

Satellite penetration: 3.1%

Broadcast standard: NTSC, System M

Regulatory body: Ministry of Communications, 100 Sejongno, Chongno-ku, Seoul 110-777

Tel: 2 750 2800

Exchange rate: \$1=W809.22

Time difference (+/- GMT): +9

Korean Broadcasting System, KBS 1 & 2

18 Yoido-dong Youngdungpo-gu

Seoul 150-790

South Korea

Telephone +82 2 781 1000

Fax +82 2 781 3089

Corporate profile

Publicly supported: yes

Delivery system: terrestrial

Broadcast language: Korean

Personnel

Chief executive: Too-Pyo Hong

Program director: Hyung-Woo Kang

Audience share: KBS 1 17%, KBS 2 25%

TAIWAN

Basic Data

Population (000): 19,000
GNP per capita (US\$, 1992): 8,330
TV households: 7,000,000
Average daily viewing (min): 157
Total advertising expenditure (\$ million, 1993): 3,099

TV advertising expenditure: 33.5%

Cable penetration: 37%

Satellite penetration: 3%

Broadcast standard: NTSC, System M
Regulatory body: Government Information Office, 2 Tientsin Street, Taipei

Tel 02 322 8888

Exchange rate: \$1=Taiwan\$26.41

Time difference (+/- GMT): +8

China Television Co.

120 Chung-Yang Road, Nankang

Taipei

Taiwan

Telephone +886 2 789 6321/+886 2 783 8308

Fax +886 2 783 3069

Corporate profile

Publicly supported: no
Year established: 1969
Delivery system: terrestrial
Number of households reached: 5.5 million

Broadcast language: Mandarin, Chinese, English

Personnel

Chief executive: Yung Kwei Shih

Program director: Yueming Sung

Head of acquisitions: William Hu

Advertising share: 30%

Programing budget: \$4 million

Programing breakdown

Children's/youth: 8%

Sports: 4%

Film: 8%

Games: 10%

News: 14%

Program sources

Produced in-house: 72%

Acquired: 28%

Acquired from the U.S.: 28%

THAILAND

Basic Data

Population (000): 57,992
GNP per capita (US\$, 1992): 1,840
TV households: 10,049,000
Average daily viewing (min): 107
Total advertising expenditure (\$ million, 1993): 989

TV advertising expenditure: 50.2%

Cable penetration: 1.5%

Satellite penetration: .4%

Broadcast standard: PAL, Systems B & M
Regulatory body: Ministry of Communications, Tahnon Ratchadamnoen Nok, Bangkok 10100

Tel: 2 282 3857

Exchange rate: \$1=Bt25.25

Time difference (+/- GMT): +7

IBC Cable TV (International Broadcasting Corp.)

1376/1 Nakorn Chaisri Road, Dusit

10300 Bangkok

Thailand

Telephone +66 2 281 8181

Fax +66 2 243 5987

Corporate profile

Publicly supported: no

Ownership details: Shinawatra Group of Cos.

Year established: 1989

Delivery system: cable

Number of households reached: 100,000

Broadcast language: Thai, English

Number of subscribers: 90,000

Personnel

Chief executive: Phensom Damapong

Program director: Attaphon Na Bangxang

Head of acquisitions: Chanchai Tien-Ngam

Top-rated programs

America's Funniest Home Videos, Monday-Thursday, 20:00

Cinema Cinema Cinema, film, Sunday, 18:30

Demi Gods and Semi Devils, drama, Monday-Wednesday, 19:00

Royal Thai Army Television—Channel 5

Phaholyothin Street, Sanampao

Bangkok 10400

Thailand

Telephone +66 2 271 0060-9

Fax +66 2 270 1510

Central authority for regional broadcasters:

Eastern Region: Channel 4 Rayong, Channel 8 Prachinburi

Northern Region: Channel 4 Phrae, Channel 4 Lampang, Channel 5 Chiang Mai, Channel 12 Chiang Rai, Channel 3 Phetchabun, Channel 11 Phitsanulok, Channel 8 Nakhon Sawan

North Eastern Region: Channel 5 Buri Ram, Channel 5 Sukon Nakhon, Channel 11 Khon Kaen, Channel 10 Ubon

Ratchthani, Channel 8 Nakhon

Ratchasime, Channel 6 Nong Khai

Southern Region: Channel 4 Prachuap Khiri Khan, Channel 8 Songkhla, Channel 4 Surat Thani, Channel 3 Phuket, Channel 3 Yala, Channel 5 Nakhon Si Thammarat, Channel 4 Narathiwat, Channel 7 Satun

Corporate profile

Publicly supported: yes

Personnel

Chief executive: Jarupun Burana-songkarm (managing director)

Audience share: 20%

Thai Sky TV

21 TST Tower, 9th floor, Viphavadi-rangsit Road, Jatujak

Bangkok

10900

Thailand

Telephone +66 2 237 8977

Corporate profile

Publicly supported: no

Thai TV Channel 3 (Bangkok Entertainment Co.)

Vanit Bldg.

11261 New Petchburi Rd.

Bangkok 10400

Thailand

Telephone +66 2 253 9970

Fax +66 2 253 9928

Central authority for regional broadcasters:

Central Region: Channel 6 Nakhon Sawan

Eastern Region: Channel 6 Rayong, Channel 7 Trat, Channel 6 Prachinburi

Northern Region: Channel 3 Chiang Mai, Channel 3 Sukhothai, Channel 8 Chiang Rai, Channel 11 Phetchabun, Channel 6 Lampang, Channel 6 Phrae, Channel 7 Nan, Channel 6 Mae Hong Son, Channel 6 Tak

North Eastern Region: Channel 2 Nakhon Ratchasima, Channel 6 Ubon Ratchthani, Channel 7 Sakon Nakhon, Channel 12 Udon Thani, Channel 7 Surin, Channel 7 Kohn Kaen, Channel 12 Loei

Southern Region: Channel 6 Prachuap Khiri Khan, Channel 11 Chumphon, Channel 11 Nakhon Si Thammarat, Channel 6 Surat Thani, Channel 11 Phuket, Channel 9 Yala, Channel 2 Songkhla, Channel 11 Ranong, Channel 6 Trang, Channel 11 Satun, Channel 6 Phangnga

Corporate profile

Publicly supported: no
Year established: 1970

Delivery system: satellite
Broadcast language: Thai

Personnel

Chief executive: Praparn Maleenont

Program director: Pracha Maleenont

Head of acquisitions: Amphon Maleenont

Audience share: 25%

Program sources: Acquired: 18.1%

Top-rated programs:

Tukka Reung Rabum, drama, Monday and Tuesday, 20:30

Kluen Chee Wit, drama, Wednesday, 20:30

Sisan Banterng, magazine, daily, 20:25

Katoon Mansa, cartoon, daily, 20:20

News, news, daily, 20:00

—From *TV International* directory of program buyers 1994-1995, a publication from the publishers of BROADCASTING & CABLE TV International

THE DISCOVERY CHANNEL IS NUMERO UNO IN LATIN AMERICA.

LACTAP's recently completed study shows that a higher proportion of viewers rate The Discovery Channel as "one of my favorites" or "very good" than any other Latin American pan-regional network.

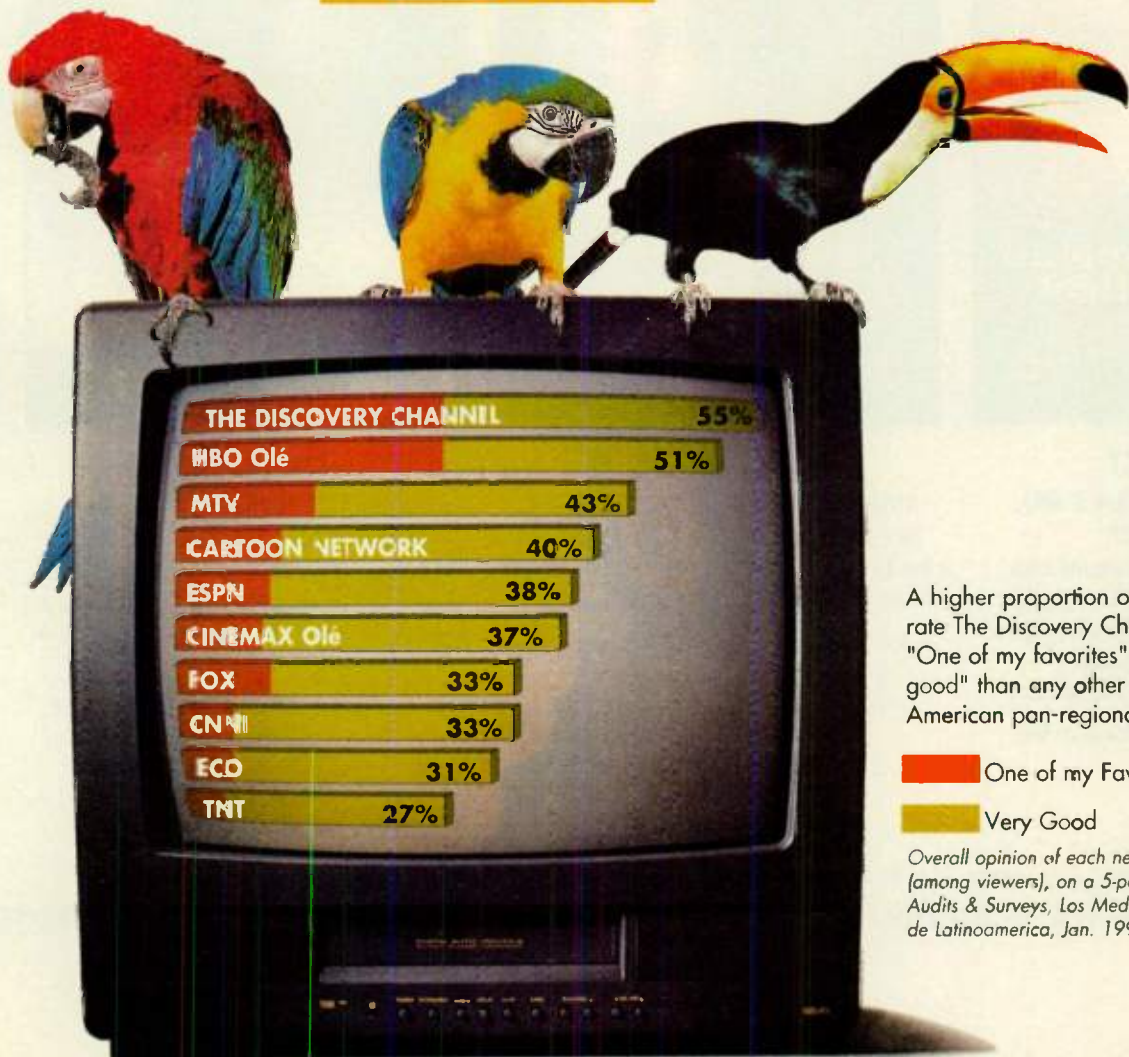
The first comprehensive study on Latin American media and product usage "Los Medios y Mercados de Latinoamerica" shows The Discovery Channel programming outpacing every other pan-regional network including HBO Olé, MTV, ESPN and CNNI. Most surprising is the fact that The Discovery Channel has only been in Latin America for barely a year, during which, it has grown to 3 million households.

The Discovery Channel Latin America offers its viewers a five-genre all Spanish (35% Portuguese in Brazil),



world of exciting programming about Nature, World Cultures, History, Science and Technology and Human Adventure.

The Discovery Channel Latin America. One year old and already número uno.

Call Cathy Pratt today for more information on how to use The Discovery Channel Latin America's success story to your client's advantage:
 (212) 751-2220 ext. 5121;
 Fax: (212) 843-4102



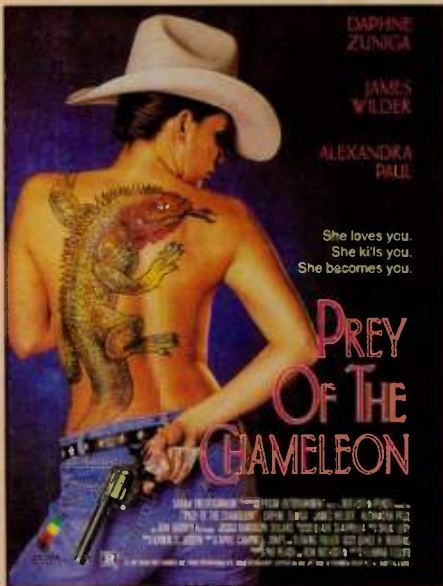
A higher proportion of viewers rate The Discovery Channel as "One of my favorites" or "Very good" than any other Latin American pan-regional network.

 One of my Favorites
 Very Good

Overall opinion of each network (among viewers), on a 5-point scale. Audits & Surveys, Los Medios y Mercados de Latinoamerica, Jan. 1995

PRISM PICTURES PRESENTS...

Free Television World Premiere • 12 Outstanding Full Length

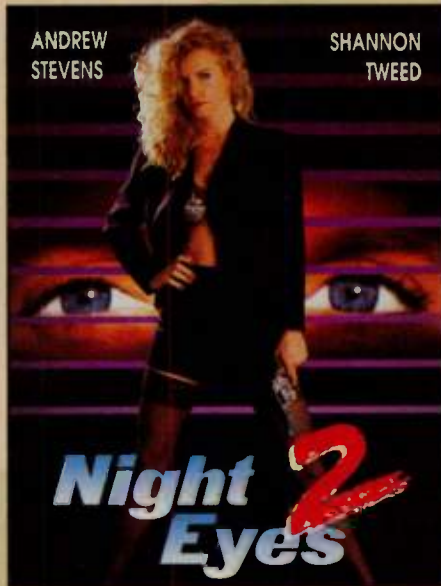


PREY OF THE CHAMELEON

DAHPNE ZUNIGA, JAMES WILDER, ALEXANDRA PAUL

Daphne Zuniga is a serial killer who assumes the exact identities of her victims – until now, they have all been women.

Avail: 1/95 Run Time: 89:33 Released: 5/92

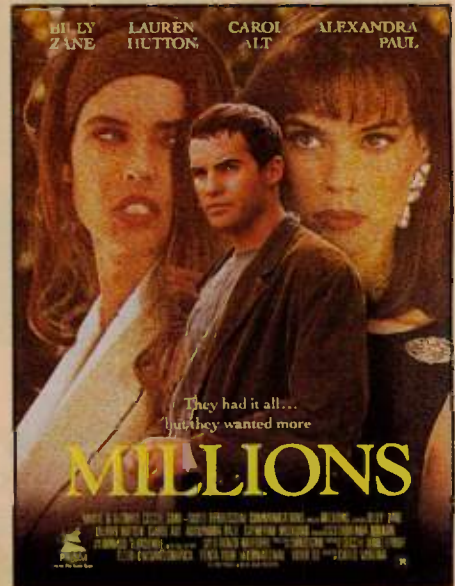


NIGHT EYES 2

ANDREW STEVENS, SHANNON TWEED

A security expert becomes involved in a sordid love triangle and a murderous blackmail plot. The stunning, sexy sequel to NIGHT EYES.

Avail: 1/95 Run Time: 95:46 Released: 3/92



MILLIONS

BILLY ZANE, LAUREN HUTTON, CAROL ALT, ALEXANDRA PAUL

To a family of millionaires money is everything and the heir to the vast fortune is willing to do anything to get it all.

Avail: 1/95 Run Time: 93:34 Released: 8/92

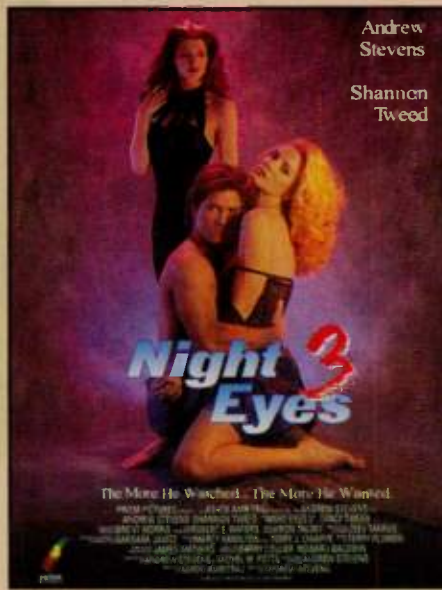


TROPICAL HEAT

RICK ROSSOVICH, MARYAM D'ABO, LEE ANNE BEAMAN

An investigator becomes infatuated with an exotic and beautiful widow. Through palaces, primitive villages and ancient jungle temples, they're drawn into a steamy tale of blackmail, eroticism and murder.

Avail: 2/96 Run Time: 80:50 Released: 8/93



NIGHT EYES 3

ANDREW STEVENS, SHANNON TWEED

He's hired to protect the superstar lead of a top TV cop show from a stalker. Soon he finds the more he watches...the more he wants her.

Avail: 5/96 Run Time: 95:32 Released: 9/93

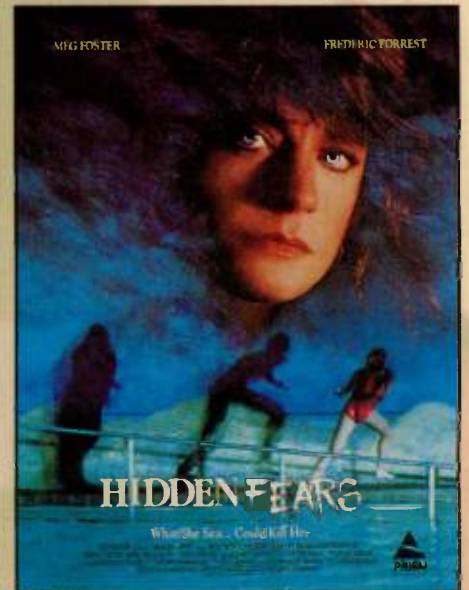


FOREVER

SEAN YOUNG, KEITH COOGAN, DIANE LADD, SALLY KIRKLAND

A hot-shot director moves into a haunted house and meets a beautiful woman, who's a ghost. He quickly becomes torn between the here-and-now and the supernatural.

Avail: 5/96 Run Time: 90:39 Released: 12/93



HIDDEN FEARS

MEG FOSTER, FREDERIC FORREST

A wife carries the gruesome memories of her husband's murder. Years later she confronts the killers and exposes a terrifying and tragic secret. What she saw...could kill her.

Avail: 6/96 Run Time: 89:58 Released: 12/93

All Films Edited for Television.

PRISM PICTURES: Barry Collier, Chairman / 1888 Century Park East, Suite 350, Los Angeles, CA 90067 Tel: (310) 277-3270 Fax: (310) 203-8036

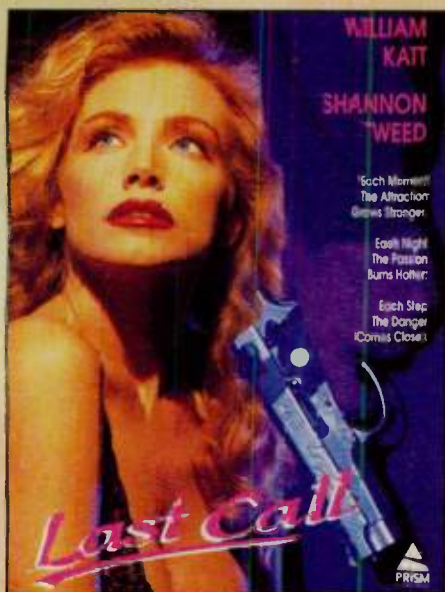
CONTACT: Sy Shapiro, Vice President Domestic Syndication / Dee Gee Wilkinson, Administrative Assistant / AT NATPE '95 BOOTH 2601

PRIME TIME ONE

Theatrical Films • With Hollywood's Hottest Stars



PRISM
PICTURES



LAST CALL

WILLIAM KATT, SHANNON TWEED

An exotic performance artist snags the imagination of a corporate square. They discover a common enemy and their lust for each other turns into a lust for revenge.

Avail: 1/95 Run Time: 96:00 Released: 2/91



ILLUSIONS

ROBERT CARRADINE, HEATHER LOCKLEAR, EMMA SAMMS

A woman recovering from a nervous breakdown tries to save her crumbling marriage. Her paranoia flares up when she discovers her husband and her sister are unnaturally *too* close.

Avail: 6/95 Run Time: 95:41 Released: 10/92



NIGHT TRAP

ROBERT DAVI, MICHAEL IRONSIDE, LESLEY-ANNE DOWN

A demonic killer is stalking the Big Easy during Mardi Gras and no one can stop him. A suspense thriller in the tradition of "Angel Heart."

Avail: 12/95 Run Time: 91:04 Released: 7/93



BITTER HARVEST

PATSY KENSIT, STEPHEN BALDWIN, JENNIFER RUBIN

A young man falls prey to two promiscuous women who are masters of seduction and manipulation. Their explosive relationship leads to sexual discovery, robbery and murder.

Avail: 6/96 Run Time: 95:09 Released: 11/93



HUCK & THE KING OF HEARTS

CHAUNCEY LEOPARDI, DEE WALLACE STONE, JOE PISCOPO, JOHN ASTIN AND GRAHAM GREENE
A card shark and young Huck go searching for Huck's long-lost grandfather. From Hannibal, Missouri, to the neon lights of Las Vegas they find adventure and friendship. Based on Mark Twain's "The Adventures of Huckleberry Finn."

Avail: 7/96 Run Time: 103:00 Released: 2/94

Come meet Shannon Tweed, the seductive super-star of LAST CALL and NIGHT EYES 2 & 3, at the Prism Booth #2601



The Show in Las Vegas



Cable ups programing ante

New pavilion will showcase off-cable net fare

By Rich Brown

Cable is becoming a bigger force at NATPE in more ways than one. As buyers, cable networks are becoming bidders in a growing number of deals. As sellers, they are offering more off-net product than ever.

In fact, NATPE for the first time ever will feature a cable pavilion when it opens its annual convention this week in Las Vegas. E! Entertainment Television, Playboy, Spice, The Discovery Channel and The Outdoor Channel will be among the exhibitors. And 328 preregistered cable executives will be among the buyers and sellers walking the floor of the show.

Although cable networks have had limited experience launching off-cable series, the tide appears to be turning. Fox earlier this month debuted an edited weekly-broadcast version of *Dream On*, the adult sitcom that has aired on HBO since 1990. The deal follows an earlier agreement with Fox to air edited versions of HBO's *Tales From the Crypt*, which currently enjoys strong ratings as part of the broadcaster's Saturday morning lineup.

And there's still more to come. HBO recently cut a deal with Rysher that enables the syndicator to shop 70 episodes of its highest-ever rated original series *The Hitchhiker*. The network also is busy shopping its big-budget original movies and is preparing a roll-out of the critically acclaimed comedy series *The Larry Sanders Show*.

Lifetime also is becoming a launching ground for original off-net programing with *Shop 'Til You Drop*, a game show that is now being shopped in syndication after four years on the cable network. Producer Stone Stanley Productions has struck a deal with syndicator ACI to shop reruns of the show with first-run episodes targeted for the 1996-97 season.

Judy Girard, senior vice president of programing and production at Lifetime, hopes to be able to convince syndicators at NATPE that the women's network is a good place to incubate new shows. She says networks like Lifetime provide a better environment for new shows than does the TV station syndication marketplace because it is a less intense arena with greater opportunity to develop product on-air. Debuting a show on Lifetime also enables a syndicator to try out new ideas that might be considered too experimental for syndication, she says.

Court TV and New Line Television have high hopes for the network's syndicated weekly spin-off series *Court TV: Inside America's Courts*, which debuted on TV stations in fall 1993. The



Genesis's 'Tales From the Crypt'

partners will be looking to push a daily syndicated version of the show to stations at NATPE this week.

Meanwhile, cable networks continue to look to buy off-net programing to supplement the original shows on their sched-

ules. Despite an increase in original production at the nation's cable networks, off-net programing like USA's *Murder, She Wrote* consistently ranks among the highest-rated series on basic cable.

Although Lifetime has made a major push into original programing in the past year, Girard says the network still is looking to strengthen its off-network acquisitions with series that can duplicate the success of its *Designing Women* reruns.

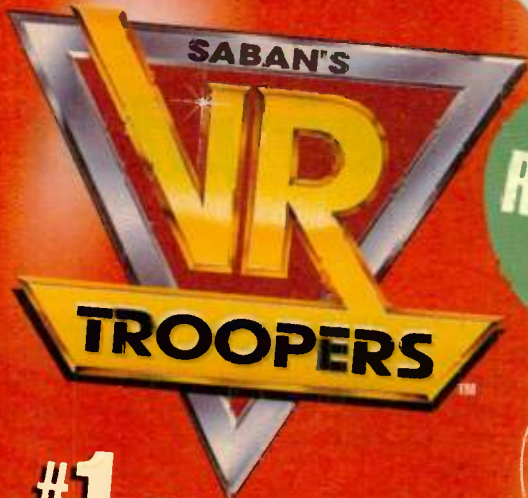
TNT is becoming a bigger shopper in the syndication marketplace as many of the movies in the Turner Broadcasting library shift to sister network Turner Classic Movies. Since TCM's debut, new additions to the TNT lineup have included *In the Heat of the Night*, *Starsky and Hutch* and *Kung Fu: The Legend Continues*. TNT was among the basic cable networks said to recently be eyeing off-network rights to *Melrose Place*, the hit Fox drama currently being shopped by Worldvision.

The Family Channel is expected to continue to be a buyer of off-net hours with the possible addition of *Dr. Quinn, Medicine Woman*, the off-net CBS drama that is being shopped to TV stations by MTM TV Distribution. (MTM and Family Channel are owned by International Family Entertainment.)

E! Entertainment Television also is surfacing as a buyer for off-net dramas. The network recently began airing *Hotel* on weeknights at 8 and is said to be in the market for additional hours to add to its lineup. The network has been among those reportedly eyeing off-net hours *Picket Fences* and *Melrose Place*.

A major effort for E! at NATPE will be shopping several of its original series to international customers, says Christopher Fager, senior vice president, business and legal affairs. E! this week will open its first-ever booth at NATPE, which he says has become the most important international

Entertaining Kids is our Biz!



#1 Syndicated Kids Strip!

RENEWED!

RENEWED!



#1 New Weekly Teen Series!

SABAN



NEW for 1995!



RENEWED for 1995!

ADVERTISING SALES BY



**SEE US AT NATPE
BOOTH #2400**



one world entertainment
a division of mtv network

Source: Nov. 1994 Nielsen Cassandre Ranking Report. ©1995 Saban. All rights reserved. SABAN'S VR TROOPERS, TENKO AND THE GUARDIANS OF THE MAGIC, ENTERTAINING KIDS IS OUR BIZ!, and the logos thereof are trademarks, and SABAN is a registered trademark, of Saban Entertainment, Inc. and Saban International N.V. SABAN'S VR TROOPERS is a co-production with Toei Company of Japan. SWEET VALLEY HIGH is a registered trademark of Francine Pascal and is used with permission. CREEPY CRAWLERS is a trademark of DHS Holdings Limited.

market for E! behind the MIDEM gatherings. Fager says the network already has 50 customers in more than 100 countries for its original programming, with international sales representing as much as 15% of the network's annual revenue. He says E! has seen a boost in its sales with the proliferation of new movie channels overseas seeking interstitial material in Hollywood.

New product being offered for sale by E! at NATPE will include 26 half-hour episodes of the Brandon Tartikoff-produced *Q&E!* and hour-long live specials covering major Hollywood movie premieres. Some of the other shows being licensed by E! include *The Gossip Show*, *FYE! For Your Entertainment*, *E! News Week in Review* and *Behind the Scenes*.

Among other cable networks looking to sell off-net product to international buyers at NATPE will be MTV, which is pitching its new *Sandblast* gameshow. Country Music Television will be working from the

booth of one of its parent companies, Gaylord Entertainment, to sell the music video network in Asia, Latin America and elsewhere around the world.

Comedy Central this year will be going to NATPE for the first time as both buyer and seller. The network has just hired former Broadway Video executive Adrian Blake to handle international distribution, and he will be at NATPE looking to license such original Comedy Central series as *Politically Incorrect*, *The A List* and *Comic Justice*. The network also will be seeking international partners for such programming as its new *Exit 57* comedy series.

Comedy Central, like virtually all of the basic cable networks, is always on the lookout for acquisitions to supplement its original programming and existing library. Happy with the performance of movies on the network, it is trying to build its movie library, says Ben Zurier, vice president of development and acquisitions.

Some cable network programming executives say they could face less competition for movie packages as more independent TV stations fill their schedules with first-run programming from the UPN and Warner Bros. networks.

Based on Comedy Central's recent success with British import *Absolutely Fabulous*, Zurier says he will be on the lookout for more international programming. He says the network also will be keeping an eye out for some of the smaller series, like short-lived cult hit *Police Squad*.

Zurier says some syndicators are better than others at recognizing the importance of cable networks as buyers at NATPE. He says Columbia Pictures Television, for example, is among those companies that aggressively court cable companies with such gestures as an annual dinner at NATPE.

"Some syndicators get it, and others are learning," says Zurier. ■

Infomercial marketers make their pitch

Companies tout increasing numbers of blue-chip infomercial advertisers

By Rich Brown

Despite its somewhat checkered past, the infomercial business is luring a number of top manufacturers and cable industry players who see promise in the long-form commercial format.

Infomercial marketers will have the chance to make their pitches to TV stations at next week's NATPE meeting in Las Vegas. They also will be keeping a sharp eye out for international broadcasters, who are becoming bigger players in the infomercial business. Twenty-six countries now are represented among the National Infomercial Marketing Association's membership of 500 companies, including virtually all of Europe, many Pacific Rim countries, South Africa and Egypt.

The infomercial industry will be out in force at this year's convention with its second annual infomercial pavilion, a large booth featuring up to 20 of the top infomercial marketers in the country. The industry also will be represented with two NIMA-sponsored sessions at the convention: "Infomercials: Boon or Boondoggle," with Bob Steres of Petry, Robert Finke of WPRI-TV Providence, R.I.; Katie Williams of Williams Television Time, and Jan Wade of WHAE-TV Knoxville, Tenn.; and "Electronic Retailing and Can It Work for Broadcasting," moderated by Earl Greenberg of Transactional Media.

The infomercial business continues to be dogged by persistent perception problems; an article in *Forbes* earlier this month referred to the industry as "infested with



Dianne Warwick's *Psychic Friends Network* has generated over 4 million calls since its inception in 1991. Tony Little, (l) sold more than 200,000 "AB Isolators" in two months.

scam artists" and described at least three companies (Twin Star, Regal Communications and National Media) as having filed or being close to filing for bankruptcy protection. Nevertheless, the magazine said infomercials may yet have a bright future.

Indeed, some top manufacturers already have started to get their feet wet in the infomercial business. Infomercial executives are eager to tout the well-established and reputable companies that

are making their entry into the business: Magnavox, Sega, Toyota, Apple Computers and Phillips Electronics, among others. The companies describe their big-ticket merchandise during the 30-minute infomercials and then provide an 800 telephone number that supplies the names of local dealers. The ads mark a departure from the more traditional infomercial promoting lower-priced merchandise that is immediately sold through an 800 number.

"There's a lot of experimentation going on with different formats," says NIMA's Helene Blake.

The infomercial business took in about \$1 billion in sales in 1994, up from \$900 million in 1993, says Blake. She says the industry has shown progressive growth every year except 1991, when

the Gulf War and the recession took their toll on sales. Infomercial revenue currently is split 60%-40% between broadcast and cable, according to Blake.

The cable industry clearly is looking to get a bigger piece of the pie. QVC last year launched a direct marketing division, QDirect, which in its first project sold \$200,000 in soccer merchandise to World Cup fans watching ESPN. Home Shopping Network followed its lead a few months later, teaming with infomercial producer Kevin Harrington to create HSN Direct, producing long-form commercials for worldwide distribution.

Twelve of the nation's top cable networks now offer more than 20 hours per week of infomercial programming, according to the Cabletelevision Advertising Bureau. The CAB says those with the most paid programming hours per week are Lifetime (52), Black Entertainment Television (48), and The Nashville Network and The Discovery Channel (42 each). Infomercials also are finding more time on cable as many of the new networks, such as America's Talking and fX, fill out their schedules with several hours of infomercials each week.

The proliferation of new cable networks also is leading to all-infomercial formats. New York-based Consumer Resource Network, launched by marketing company Visual Services Inc. and advertising veteran Joseph O'Donnell, is a 24-hour channel designed to let corporations produce and air long-form programming promoting their wares. The network, which is testing in

three markets and will be available nationally via satellite in late 1995, plans to pay cable system operators a per-subscriber fee for carriage. Charter companies already producing informational programming for CRN include Ford Motor Co., Schering-Plough Pharmaceuticals, The State Farm Insurance Companies and Fidelity Investments.

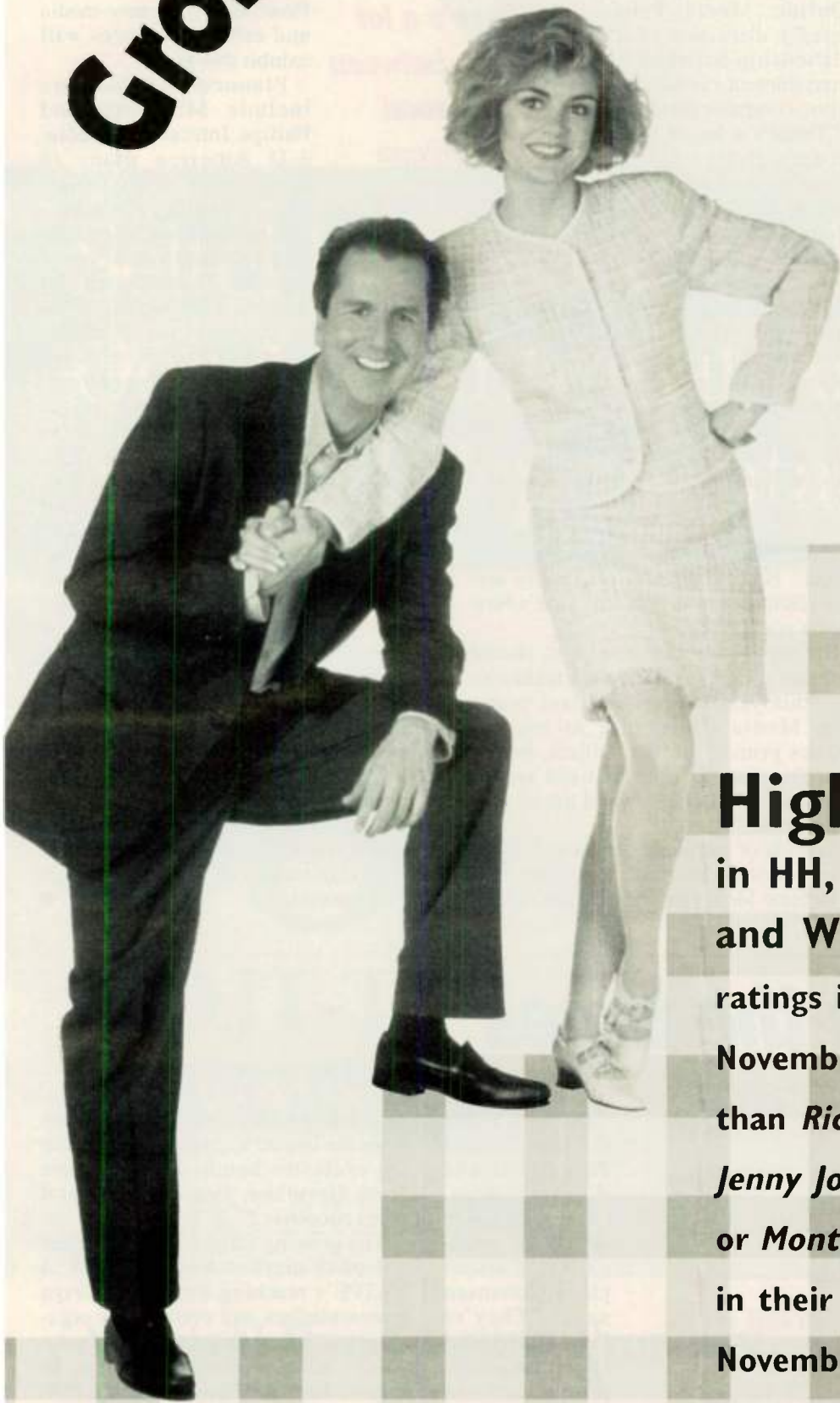
"We welcome the proliferation of new networks," says Katie Williams of Williams Television Time, an ad agency with about \$67 million in billings in 1994, primarily tied to infomercials. "Infomercials are often a main part of their advertising revenue."

However, there could be a limit to how many infomercials on cable networks will be tolerated by cable system operators, many of whom are tired of giving the long-form commercials a platform without seeing any of the revenue.

MSOs instead are coming up with ways to make the money themselves. Top multiple system cable operators Cox Cable Communications and Jones Intercable recently formed a joint venture to combine their fledgling infomercial networks, Consumer Information Network and Product Information Network, which allow MSOs to share in the merchandise revenue. The combined Cox-Jones networks reach 2.4 million households nationally.

"As you study the infomercial industry, it is the fastest-growing advertising segment in America," says Greg Liptak, president of Jones Satellite Networks and program director, Product Information Network. In the past 10 years, he says, the industry's annual

Growing & Growing...



Up 27%
since its premiere,
posting a 2.8 HH
rating and an 11
share in November
of 1994.



#2 in HH,
W18-49 and
W25-54 ratings

among all
syndicated talk
shows launched in
1994, outdeliver-
ing *Gordon Elliot,*

Susan Powter,
Marilu, Jones &
Jury and Judge for
Yourself.



Higher

in HH, W18-49
and W25-54

ratings in its first

November sweeps

than *Ricki Lake,*

Jenny Jones

or *Montel Williams*

in their first

November

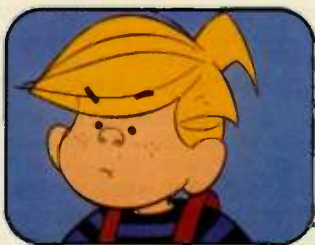
sweeps.



**mike
& maty** 

Sources: November 1994 NSI weighted averages (M-F clearances from 9A-1P)

Here Kiddie,



Getting kids to climb up on the couch and curl up with us is easy. After all, we've got Garfield, television's funniest feline and syndication's top-rated strip in the most recently completed broadcast season. Our lineup also boasts Dennis the Menace, Woody Woodpecker, Bullwinkle and lots of other programs to keep kids purring for hours.



See us at NATPE Booth #3481

Kiddie.



Wanna bag the older cats? We've got adult classics, too. Like Bewitched, The Odd Couple and The Brady Bunch. Timeless shows that keep viewers laughing year after year.

So don't just sit there. Grab the cat by the tail.
Call The Program Exchange at 212-463-3500.



Evergreens are always in season

The floor show in Las Vegas

Asterisk indicates new program or service. Numbers in bold are booth/pavillion numbers at Sands Expo Center

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 Lisciandro. 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 Storrier, 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 Botsmaster*. 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, Victory 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 Utland*, *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 Olvides 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 Her-*

itage 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

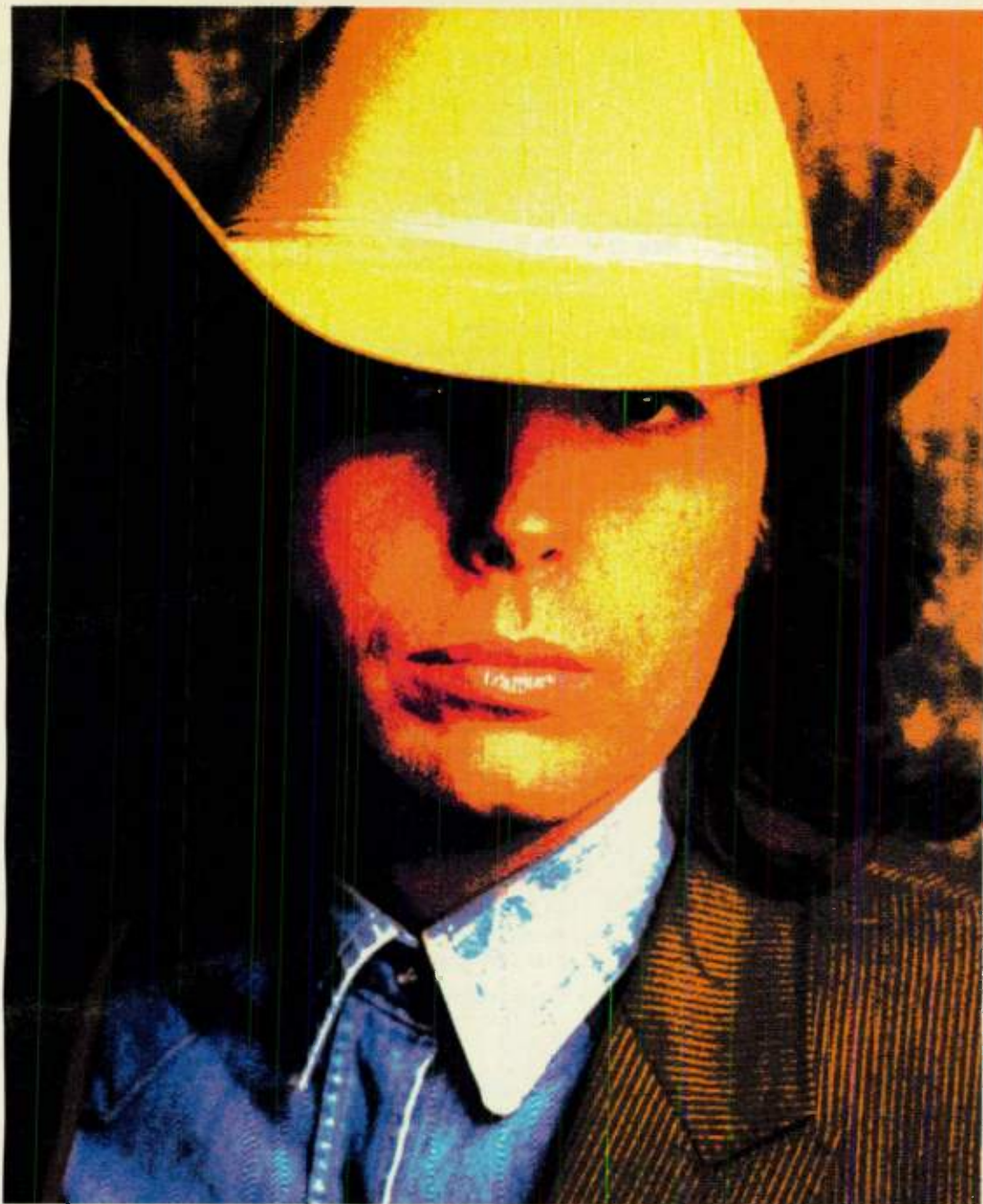
9470 Wilshire Blvd.
Beverly Hills, CA 90212

Staff: Ruta Lee, Toni Holt Kramer, 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,



THE
OTHER
SIDE OF
COUNTRY IS
FUN
BREAK-
THROUGH
UNIQUE
HOT
HIP
NON-STOP



It's continuous. 24 hours a day. More hot country videos than you can get anywhere else. Give your subscribers music around the clock. CMT: Country Music Television.

For more information, call Francie Leader, in the East at (203) 965-6427 or Craig Chambers, in the West at (303) 771-9800.

ALL DAY. ALL NIGHT. ALL VIDEO. ALL RIGHT!



© 1994 Group W Satellite Communications. CMT, the CMT logo and THE OTHER SIDE OF COUNTRY are registered service marks, and COUNTRY MUSIC TELEVISION is a service mark, of Country Music Television, Inc.

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, syndicators, 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: Rich Frank, Randy Reiss, Mort Marcus, Janice Marinelli Mazza, Tom Cerio, Jim Packer, Ken Werner, Joanne Burns, Marian Effinger, Helen Faust, Andy Lewis, Sal Sardo, Mark Workman. New York office—Lloyd Komesar, Gina Grant, John Rosenberg. Chicago—John Rouse, Susi D'Ambr, Steve Orr Jr. Los Angeles—Jed Cohen, Rod Winterrowd. Atlanta—John Bryan, Brad Bennett. Dallas—David McLeod. Buena Vista ad sales—Mike Shaw, Howard Levy, Jim Engelman, Norman Lesser, Cathy Thomas, Noreen McGrath, Eddie Meister. Buena Vista Productions—Mary Kellogg-Joslyn, David Simon, David Snyder, Screech Washington, Suzy Polse. Buena Vista International—Etienne De Villiers, Edward Borgerding, Travis Wynne, Orest Oljnyk. 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—*Capellu 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, Clayoquot, 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 Donovan, 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 Lovers 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 02

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*. Animated—*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 Huckleberry Finn*. New features—*Out*



A 24 HOUR TV NETWORK

with 24 Hour Compensation

Owned / Operated Stations

SEVEN

Affiliated Stations

TEN

ALL FULL POWER STATIONS

20 MILLION HOMES

AND GROWING

AFFILIATE COMPENSATION

65%

of gross revenue

VISIT THE PAXSON COMMUNICATIONS SUITE

AT

NATPE

AFFILIATE INFORMATION

Mr. Dean Goodman, President

PAXSON TELEVISION

18401 U.S. Highway 19 North

Clearwater, FL 34624

1-800/572-9766

Fax: 813/532-0208

THE INFOMALL TV NETWORK

A Service of Paxson Communications Corp.

A NASDAQ LISTED COMPANY

Lowell 'Bud' Paxson

Chairman



INFOMERCIALS • INFOTAINING • INFORMATIVE • INNOVATIVE • INTERACTIVE

*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: Aljandro 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 Smergia, 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. VeriCheck—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 and Stacom-4). Programs include half-hour news journals, magazine programs, and features, documentaries and reports on special topics. Programs are offered in German, English and Spanish. Networks and cable systems can rebroadcast Deutsche Welle programs from satellite by signing a broadcast agreement. Retransmission is free.

Devillier Donegan Enterprises 2500
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
Geislagsteig, 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*, *Flizz*, *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*, *Hannay*, *London Embassy*, *Lytton's Diary*, *Mr. Palfrey of Westminster*, *Minder*, *The One Game*, *Reilly: Ace of Spies*, *Rock Follies*, *Rumpole of the Bailey*, *Taggart*, *Tex*, *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**, *Adventure*, *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

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: *Buttons & Rusty Holiday Cartoon Specials** (nine specials), *'96 Calendar Girls of Pool & Billiards**, *The 10th Frame** (magazine format bowling series).

Encyclopedia Britannica North America 3661
310 S. Michigan Ave.
Chicago, IL 60604

Envista Tridimensional Television 5500 C
2514 N. Ontario St.
Burbank, CA 91504

Erasmus Film Gmbh 7200
Bavariafilmplatz 7
Geislagsteig, 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 Laffer Yu, John Bonanni, Tom Hagel, Michael Fox, Paul Slagle, 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*.

Etcetera 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*, *Wataatow*.

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. Program: *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 DragonStar*, *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 Valow. 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. Canada—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 Eupho Question*, *The Foster Portfolio*, *Epicac*, *Fortitude*, *More Stately Mansions*, *African Skies*, *Neon Rider*, *Kelly*. Miniseries—*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 Bielowicz, 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 Filippelli, Paula Miranda, Carla Prado, Geraldo Case, Robert Campbell. Programs: *A Viagem (El 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 Shriver, 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*, *Beagle's About*, *The Troubleshooters*.

Granit-Film 7200
Bavariafilmpplatz 7
Geiselgasteig, 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*, *Charlie Byrd: 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 4UH

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 airtime 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.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, docu-

mentaries 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 Shri- ra, 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 Didley'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*.

Hel 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*.

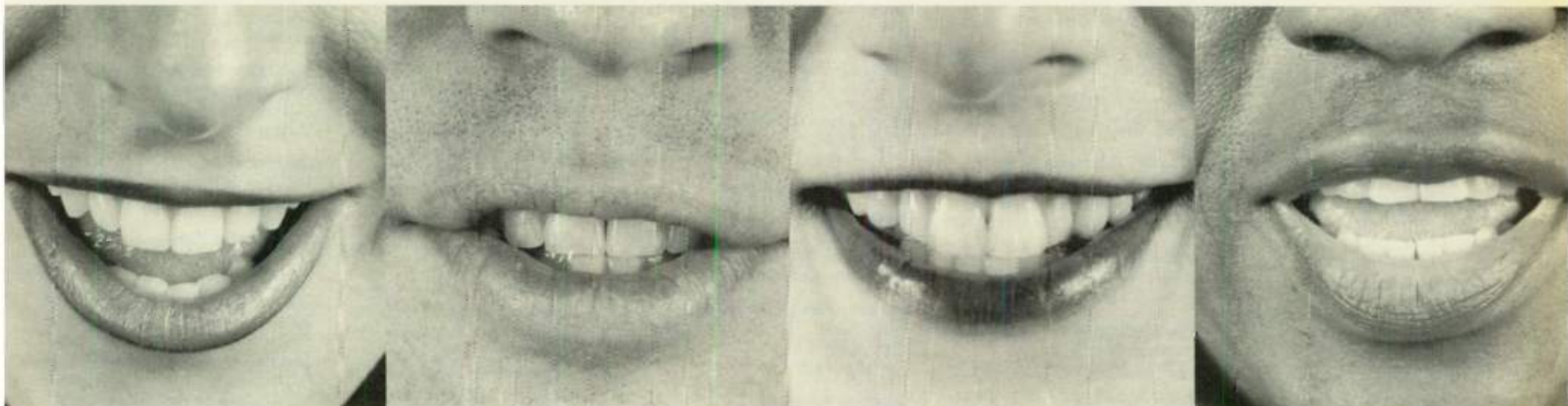
Katherine O'Brien
Monte Libano #180
Mexico D.F., Mexico 11

Katz Television Group
125 W. 55th St.
New York, NY 10019

Staff: Tom Olson, Jim Lucille Luongo, Paul Michael Hugger, Jack Higgin Ozer, Swain Weiner, Michael man, Bill Carroll, John von Sr Ruth Lee, Bill Hall, Janet May Conklin, Lisa Hollaender, Rosenthal, Regina Kitson, Jennifer Darnobid, Scott Greaves. Service: Television representation and programming consulting.

Kelly News & Entertainment 7325
1111 Santa Monica Blvd.

In the world of international television, one name is on everyone's lips.



Broadcasting & Cable International



No matter what language they speak, electronic communications executives the world over read *Broadcasting and Cable International*.

Why? Because nobody provides in-depth international media business coverage — on television, cable, satellite and interactive — like we do.

After all, as the sister publication of the leading U.S. weekly, *Broadcasting & Cable*, we've got over 60 years of experience. And, with correspondents and editorial bureaus based in five continents, we're always ready to report electronic news when and where it happens.

This February, executives will be turning to us for the latest news from Monte Carlo, including a Primetime update in Europe, the Latin American TV ad market, strategies for dealing with emerging markets, the new global media order, a look at pan-regional channels and much, much more!

Find out how you can get your message in the publication that speaks every industry decision maker's language...

Broadcasting & Cable
International

Bonus Distribution: The Monte Carlo TV Festival, American Film Market

Advertising deadline: January 13, 1995 • **Materials deadline:** January 20, 1995

New York
(212) 337-6944
fax (212) 337-6948

Los Angeles
(213) 549-4115
fax (213) 937-5272

United Kingdom & Europe
(44) 71-437-0493
fax (44) 71-437-0495

Asia
(81) 06-956-1125
fax (81) 06-956-5015

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
Pflisterstrasse 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 Basse, 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 Seguier
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 PWJ**, *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 Labrythe*, *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 Highett 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*. 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*.

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 Anspach, Isabelle Creveau. Programs: *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 Vrbanic. 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*. Features/packages—List of a Lifetime I, List of a Lifetime II, Universal Pictures Debut Network III. Off-network series—*Amen*, *Charles in Charge*, *Coach*, *Gimme A Break*, *Harry and the Hendersons*, *Kate & Allie*, *Leave it to Beaver*, *The Munsters*, *The Munsters Today*, *The New Dragnet/The New Adam 12*, *The New Leave it to Beaver*, *Out of this World*. Hours—*Airwolf*, *The A-Team*, *Alias Smith & Jones*, *Baretta*, *The Bionic Woman*, *BJ/Lobo*, *Black Sheep Squadron*, *The Bold Ones*, *Emergency*, *Hollywood Premiere Network*, *Ironsides*, *It Takes a Thief*, *Kojak*, *Knight Rider*, *Magnum*, *Marcus Welby MD*, *Northern Exposure*, *Rockford Files*, *Simon & Simon*, *Myster Movies (Columbo, McCloud, McMillan, Banacek)*.

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*, *Columbo*, *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*, *Psycho VI: The Beginning*, *The Return of Sam McClood*, *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—*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

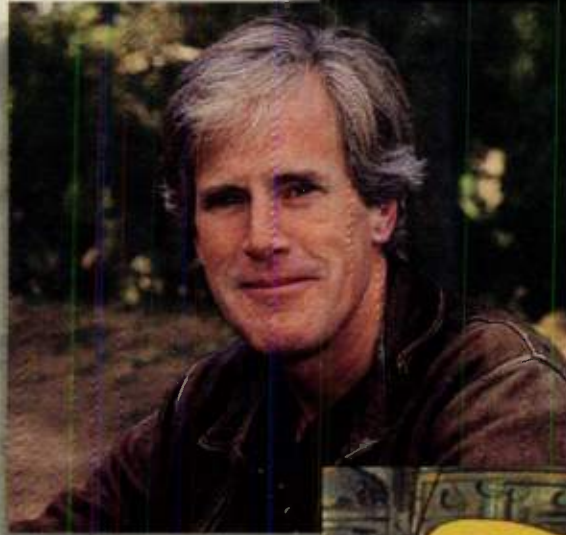
Staff: Gary Marenzi, Josh Elbaum, William Lee, Ana Francois, Guy Petty, Gilberto de Turenne, Carolyn Stalins, Osvaldo Barzelatto, Felipe Vial, Ernesto Lombardi, Juan Pablo Carpenter, Zyla Temeltas, Mina Patel, Ada LaGreca. Programs:

WE'VE GOT THE RIGHT TIME



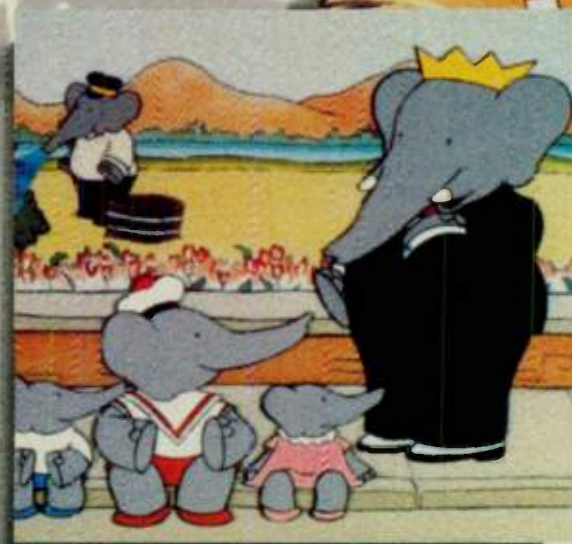
**BOOGIES
DINER**

**RESCUE
911**



**ON THE ROAD
AGAIN**

MADELINE



BABAR



INTERNATIONAL FAMILY ENTERTAINMENT
ADVERTISER SALES

SEE US IN BOOTH #1550

New York Office: 1140 Avenue of the Americas • 11th Floor • New York, NY 10036 • (212) 997-1842
Chicago Office: 444 N. Michigan Ave. • Suite 1900 • Chicago, IL 60611 • (312) 222-0043
Detroit Office: 100 W. Big Beaver Rd. • Suite 250 • Troy, MI 48064 • (810) 740-9400
©1995 International Family Entertainment Advertiser Sales. All Rights Reserved.

Ikegami Skin *The Fountain of*

Hundreds of years after Juan Ponce de León set sail in search of The Fountain of Youth, the engineers at Ikegami have invented a technology that results in a more youthful on-screen appearance.

Skin Tone Detail, which earned Ikegami a 1994 Technical Emmy for the development of "Controlled Edge Enhancements Utilizing Skin Tones," removes undesirable blemishes, imperfections and even age lines for a more youthful and healthier television appearance.

Compared favorably with photographic airbrushing, this easy-to-use "electronic" airbrushing, has made Ikegami the camera name most-requested by on-air personalities and celebrities.

Skin Tone Detail is a feature incorporated in all Ikegami's current top-of-the-line cameras: the HK-377/377P, HK-366/366P, HK-355A/355PA, Field/Studio Cameras, and the HL-57 10-Bit Digital Portable Camera. There are over 700 Ikegami cameras in use, worldwide, that have this Emmy-Award winning feature.

For that more youthful on-air appearance and demonstration of this important feature, call the nearest Ikegami Regional Sales Office.



Ikegami cameras shown in this ad have the Skin Tone Detail feature which received the Engineering Emmy Award for technical achievement.



HK-377 & HK-377P Ultra Wide Band Camera System.



HK-366 & HK-366P Wide Band Camera System.



HK-355A & HK-355PA Camera System.



HL-57 10-Bit Digital Portable Camera.

Tone Detail: *Youth Discovered.*



Wrinkles and age spots...



*disappear to reveal a more youthful appearance.**



Laugh lines and crows feet...



*are softened to take years off your age.**

**Effects computer created to demonstrate the benefits of Ikegami's Skin Tone Detail.*

For an actual demonstration of The Fountain of Youth Feature, contact your regional sales office.

T H E P R O F E S S I O N A L S C H O I C E

Ikegami Electronics (U.S.A.) Inc. 37 Brook Avenue, Maywood, NJ 07607 East Coast: (201) 368-9171
West Coast: (310) 534-0050 Southeast: (305) 735-2203 Southwest: (214) 869-2353 Midwest: (708) 834-9774

Ikegami[®]

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—*"Montirol"*, *"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
Geiseltal, 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'Connor, 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*, *Sportslife*, *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**, *XXs & 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

Visit Us at NATPE at Booth 5551

STILL PUTTING ON THE DOG.

—After 40 years, Lassie is still
running in the black.

BE PREPARED FOR **LONG** SYNDICATION RUNS WITH PROPERTIES THAT **ORIGINATE ON FILM.**

She survived five marquee titles, three families, and six leading canines, and became top dog in syndication. That wasn't a goal when Lassie began performing cinematic heroics. Nevertheless, Lassie lives on because film origination made her a viable syndication property. Film has longevity. That means no disappointments when you go to the vault years from now. With videotape, who knows? And EASTMAN Film offers uncompromised telecine transfer to any TV format in the world, with film resolution exceeding all expectations for tomorrow's widescreen and high-definition television displays. With video origination, your property could be extinct. Film has legs. No matter what lies ahead in programming, you're prepared to run and rerun with properties that originate on EASTMAN Film.



Motion Picture &
Television Imaging

© Eastman Kodak Company, 1994. Eastman is a trademark.

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, Kathy 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 Hildebrand, Ron Meyer, Tom Hargreaves, Jane Ryan, Lucinda Stovall, Beth Bachrach, Catherine Herkovic, Mike Stack, Dave McCubbin, Susan Whiting, 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.

O**One World Entertainment 6350**

151 Broadway, 9th Floor
New York, NY 10036

Staff: Harvey K. Ganot, Karl Kuechenmeister, Michael Spalding, Tom Burke, Christopher Pearse, 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

P**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 Firaglio, 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 Honeymooners*, *The Most Episodes*, *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 Show-*

case 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, Wigmore St.
London, England W1H 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, Joesphine 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 Berenstain 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**R.M. Associates International Ltd. 9101 B**

46 Great Marlborough St.
London, England W1V 1DB

Radio-Television 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

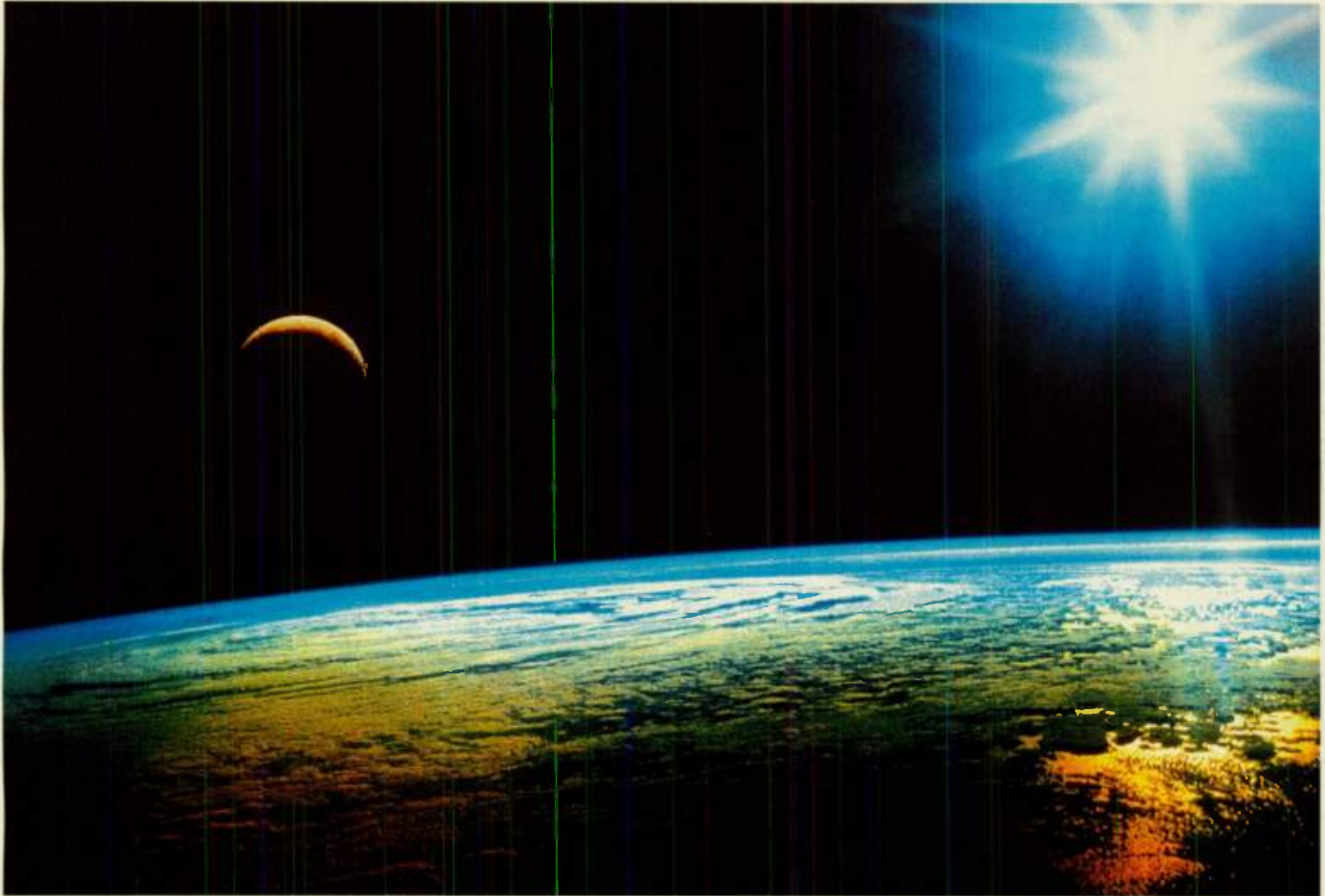
3414 Peachtree Rd., Suite 300
Atlanta, GA 30326

Rose Entertainment 4401

Corinth Gardens
2211 Corinth Ave., Suite 305
West Los Angeles, CA 90064

Staff: Rosamaria Gonzalez, Carlos

**FROM OUR POSITION IN SATELLITE COMMUNICATIONS,
WE HAVE AN EXCELLENT VIEW OF THE FUTURE.**



GE-1. GE-2. GE-3.

A NEW ERA IN SATELLITE COMMUNICATIONS IS DAWNING.

For excellence in satellite communications, look to the leader who's looking to the future: GE Americom. With our acquisition of the Spacenet and GSTAR fleets, we now operate fourteen satellites — at prime locations in the domestic arc.

But our vision goes much farther. Our new hybrid, GE-1, will take satellite technology and service to new levels. GE-2 and GE-3,* our planned new hybrids, will strengthen our lineup with more satellite resources for cable programmers.

Of course, we'll never lose sight of the things that have always set us apart: the best in quality service and customer satisfaction. So call us today **(609-987-4230)**, and find out how we can make your future as bright as ours.



GE American Communications

* ORBITAL SLOT APPLICATIONS FOR GE-2 (85° W.) AND GE-3 (127° W.) PENDING FCC APPROVAL.

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 Lecouna, 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 Wichester. 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, Carrie King, Helen Hoffman. New York: Station

sales—Steve Mulderrig, Scott Gaulocher, Stacey Antonino. Research—Carol Forace, Erin Scanlon Manning. Advertiser sales—Marcy Abelow, Dick Bailey, Tim Davis, Wanda Meyers, Marlene Rochman. Station sales—Chicago: Will Allmendinger, William Castleman, Cyndy Wills; Nashville: Sam Fuller, Annette Johnson; Los Angeles: Taylor Fuller, Gene Lavelle. Programs: Talk—*Geraldo*, *The Charles Perez Show**. First-run series—*Out of the Blue**, *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*. Advertiser sales—*Beyond Reality*, *L.A.P.D.*

Trimark Television 5700
2644 30th St.
Santa Monica, CA 90495

Staff: Richard Reisberg, Barry Barnholtz, Sergio Agüero, Don Gold, Victor Sun, Christine Dowson, Michael Cole, Sarah Jennings, Jennifer Kruse-Huszi. 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*, *Newsource Live*, *CNN Live Breaking Coverage*, *CNN Excerpting*, *Newsource 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.*, *Rimbas 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*,

See Us At
NATPE
Booth #7701

Nobody's More Tuned-In To The **HOME** Shopper.

She has money to spend and Home Shopping ClubSM is where she loves to spend it. She's style-conscious, cares about her looks, and tends to make the household purchase decisions. Small wonder she loves the variety, quality and value viewers expect from HSC.[®] We even know which magazines she reads and the national consumer brand products she likes. And he likes, we should add, because a lot of our programming appeals to men and women alike.

*Nobody knows the home shopper like Home Shopping Network. Equipped with this information, HSN supports Affiliates with targeted marketing support. It's called helping you make money. And that's another great reason, perhaps the best reason of all, **HOME** is where you want to be.*

 **HOME**SM Is Where You
Want To Be.

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 Petten, 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 Sothorn 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).

Unitel Video D-2
510 W. 57th St.

New York, NY 10019
Staff: Joe DiBuono, Dave Micciulla, Bill Vassar. Services: Providing full-service teleproduction facilities.

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: Novellas—*La Mujer Prohibida* (*The Forbidden Woman*), *Bellisima* (*Beautiful*), *Mundo de Fieras* (*World of Fury*), *Ines Duarte*, *Secretaria* (*Ines Duarte, Secretary*), *Pasionaria* (*Pasionate*), *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: Extincion 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 Tigrillos*. Comedies—*Bienvino* (*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, Bobyn 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 Kantrowitz, 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 min-

utes), *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-for—*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, Barbary 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

Frankly speaking, you can't afford to miss the third annual:

IRTS Foundation Industry Conference

sponsored in part by *Broadcasting & Cable*

Thursday, February 9, 1995 • NY Marriott East Side

Channel Surfing: The Programming Pipeline

Sessions:
(9:00 AM – 5:00 PM)

"The Entertainment All Stars: Programmed to Win"

"News on Trial: A Cross Examination"



"Sports: A Brand New Playing Field"

Keynote Luncheon

Super Panel:

A Frank Discussion About Television



Alan Frank

WDIV-TV Detroit

Barry Frank

Trans World Int'l.

Betsy Frank

Zenith Media USA

Rich Frank

The Walt Disney Co.

Bob Frank

SFM Media

Bill Frank, Chris-Craft; **Paul Frank**, William Morris Agency; **Reuven Frank**, NBC News; **Sandy Frank**, Sandy Frank Productions, and **Ave Butensky**, TVB (Moderator).

IRTS Foundation Industry Conference, sponsored in part by *Broadcasting & Cable*
Channel Surfing: The Programming Pipeline • February 9, 1995 • NY Marriott East Side

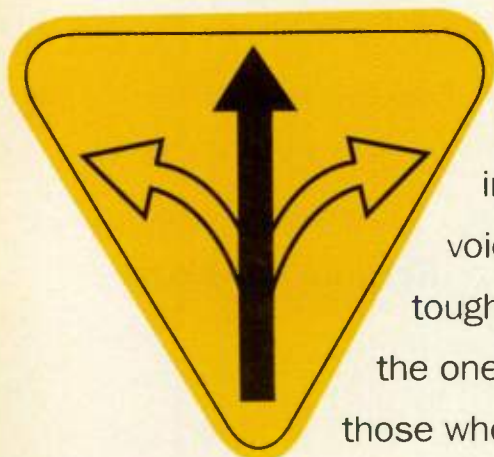
Name: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Fax: _____

Please check one: IRTS Foundation Member @ \$250
 Non Member @ \$300

Please make checks payable to IRTS Foundation and mail to:
IRTS Foundation Industry Conference
420 Lexington Avenue, Ste. 1714
New York, NY 10170
Phone: 212-867-6650 • Fax: 212-867-6653

Target The Real Decision-Makers On The Information Highway...

...With **TELEMEDIA WEEK Magazine.**
From The Publishers Of Broadcasting & Cable



As more and more people get involved in the interactive world of video, voice and data, it's getting tougher and tougher to separate the ones in the driver's seat from those who are taking a back seat.

But only *Telemedia Week Magazine*, devoted entirely to the information highway from the TV point of view, puts you on the express lane to the real decision-makers: a hand-picked audience of top management and technology leaders in cable systems, telephone companies, broadcasting, program development, computer hardware and software companies.

Telemedia Week Magazine focuses on the real issues decision-makers need to know including in-depth coverage on:

- The programming applications that will drive the information highway.
- Construction of broadband interactive networks by cable operators and telephone companies and the consumer services being developed for them.
- The cost and nature of building the technical plant.
- The transition to digital technology and high-definition TV.
- The definitive story on Washington, as its legislative and regulatory mandate shapes the information highway and its component industries.

To order your free copy
or to get information
on how to advertise,
call us at (212) 337-6940.

Pay per view takes off with DBS

Satellite customers find higher quality with veritable in-home video store

Home Shopping Network has launched its new online store on both Prodigy and the Internet. Jeff Gentry, president of

HSN Interactive, says the initial rollout of its online shopping service has thus far "exceeded expectations." Gentry says that although

HSN Interactive is participating in a couple of the interactive television trials around the country, its focus is on building online services that

will be available over broadband networks in the future. The online home shopping service developed by Home Shopping Interac-



Oracle's information superhighway exhibit

Telemedia

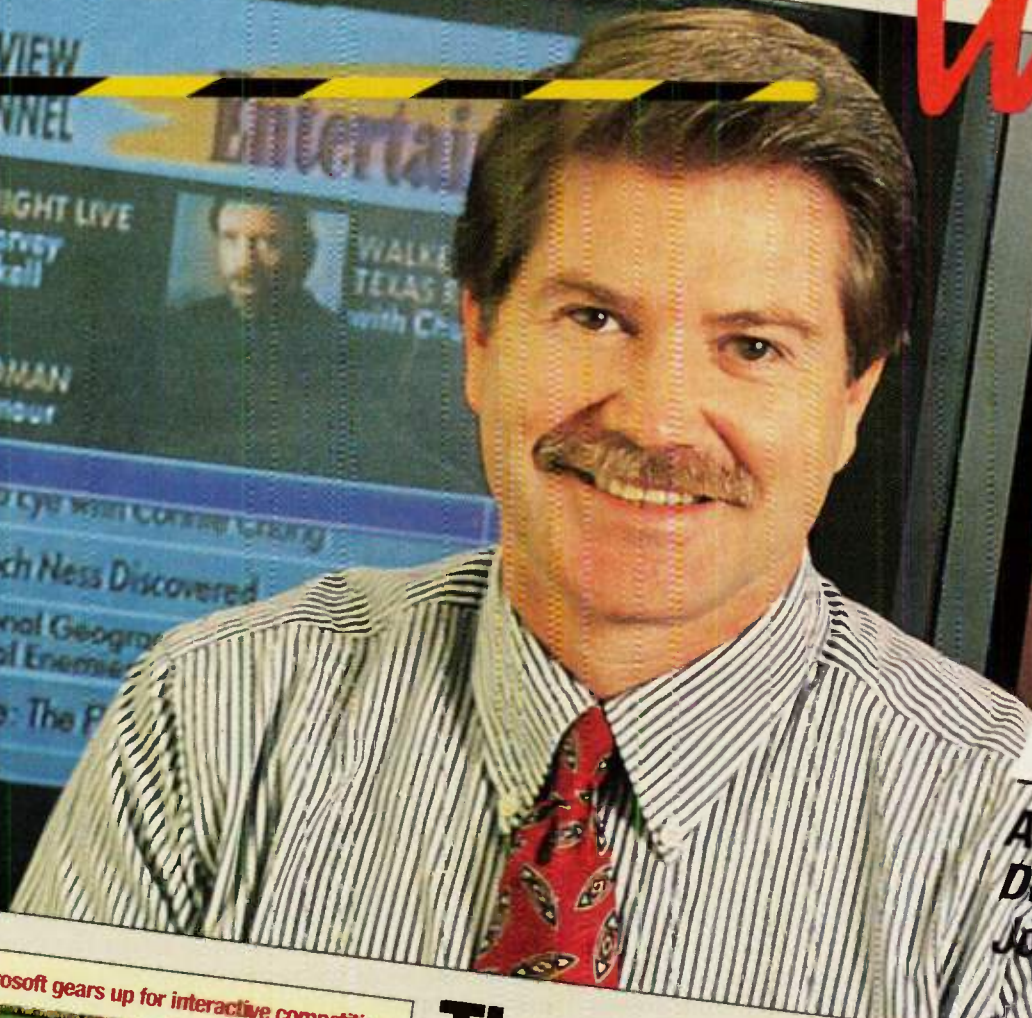
THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

The State of the Art

According to Discovery's John Hendricks

See page 30



Microsoft gears up for interactive competition



Even if interactive television is a long way from arriving in the homes of millions of Americans, Microsoft is aggressively positioning itself to be the global software leader for this nascent marketplace. Cable and telco network operators are setting up

See page 21

Telephony over cable TV in Japan

First Pacific Networks said it is working with Fujitsu and Tomen to provide a trial residential telephone service to 300 households on Yokohama TV Corp.'s hybrid fiber/coax cable system in Japan. Japan's regulatory policy allows its

See page 24

The set-top box: key to the highway

By Mark Berniker

America Online, Apple Computer and Medeor Inc. next month will announce the launch of an electronic shopping service that combines the storage capability of CD-ROM with the communications and transactions options of online services.

The CD-ROM/online service will be called 2Market and is an outgrowth of En Passant, a pilot venture between Apple, EDS and Redgate Communications. The hybrid CD-ROM/online home shopping service will be delivered to personal computers and marks a departure from the linear home shopping service offered over cable television.

America Online acquired Redgate Communications earlier this year and the newly merged entity is quickly moving to create the home shopping venture and other services that combine the CD-ROM and online platforms.

"We can't talk about the specifics and will make a formal announcement concerning the launch on Nov. 21," says Lisa Cort, a 2Market spokesperson. She says the new venture is under non-disclosure agreements not to release the names of the national merchants involved, but she says that more than 20 will be part of

Telemedia

Week

Magazine

The Interactive World of Video, Voice and Data.

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Meeting progress halfway

The National Association of Broadcasters television board has opted for the prudent position toward FCC Chairman Reed Hundt's initiative proposing a liberalization of the multiple ownership limits. Hundt's scheme would open up the possibilities, in stages, to a maximum 50% coverage of total television homes. The NAB plan endorsed the first stage—up to 30% of homes (the current limit is 25%). Beyond that, it is electing to wait and see.

Freedom is hard to get used to. Broadcasters have been cooped up for so long in a regulated world that there's a tendency to head for FCC cover whenever there's a glimpse of open skies. This page, on the other hand, has been hankering for release for so long that the Hundt proposal seems timid. We think there should be no multiple ownership limits at all, and that redress of bigness issues should be left to the courts and the antitrust division. As far as we're concerned, the only government regulation that's worth its salt is the First Amendment.

So we're glad the NAB has left the door open. What this industry needs is a resurgence of free enterprise and possibility. The future is going to be hard enough to handle without being tied down by the past.

Quid pro no

There seems to be some light at the end of the tunnel on the Reed Hundt watch. The chairman's approach to multiple ownership is one we'd grade as (relatively) liberal, and his marketplace approach to digital television promises to be at once open-minded and forward-thinking. If only he could shake free of the social compact that dogs his administration—the same old social compact that's been hanging over broadcasters' heads since the beginning of air-time. As a condition of existence, broadcasters have been denied the right to editorialize, required to suffer the fairness doctrine, been cut to the nub on the number of facilities they could own, and one thing after another to secure their second-class citizenship. Now, with facilities so abundant and media so many that scarcity is no longer an excuse for government intervention, the FCC is threatening to come up with new ways to breach the First Amendment as a condition of progress.

There seem to be at least three arrows in the Hundt bow: children's television, reduction in TV violence and (if one can be singled out as worst of all) free time for politicians. This page summarily rejects all three on grounds of First Amendment infringement. We are so committed to a free-press approach to radio and television that the idea of governmentally imposed program dictates is anathema. But the sad thing is, those in positions of power and many in the audience are loath to release the electronic media from their influence.

Until there is a national consensus that the First Amendment is the way to go, each of these infringements must be opposed on its own. There must not be a trade-off between all the things that broadcasters require (a rise in multi-

ple ownership or a second channel) and what the politicians seek to acquire or impose.

Thus far, Reed Hundt has succeeded in keeping the quid away from the quo, although gravity may be against him with the second channel. There's so much at stake in that regard that broadcasters will face enormous pressure to justify their occupancy of precious spectrum. For our part, the record of the medium to date is compelling, but we're an easier sell than most. Somebody out there ought to be putting the defense team in place.

This is the moment to set broadcasting free. It's time to accord the over-air medium first-class citizenship for the 21st century. That's an ambition any FCC can pursue righteously.

The show in show business

It's NATPE time, just in time to remind broadcasters that all the other issues of their days and nights—politics and pressures and all manner of media madness—are just there to make possible what goes on the air.

It's a staggering amount of product, of course, but still just enough to satisfy one person at a time. From early morning to late night, whether news or entertainment or sports, the variety of television defies keeping up with.

So too with NATPE itself. In addition to the main tent, with hundreds of exhibitors from here and abroad presenting thousands of shows, this year there are additional pavilions for infomercial providers, cable programmers and high-tech companies. Considering Aaron Spelling's prolificacy (production deals with ABC, CBS, NBC, Fox, UPN, WB and for first-run, cable, international, theatricals and even CD-ROM) there might well be a pavilion for our cover subject and NATPE's Lifetime Achievement Award winner. He's everywhere.

By now, the number of television possibilities out there must be in the billions—and here comes the superhighway with its infinite possibilities. TV programmers no longer can operate under the "Field of Dreams" motto: "If you build it, they will come." There will be a hundred people building it. Perhaps the new maxim should be: "If you promote it well enough, and its appeal is either broad enough or correctly targeted, they may stop by."

Those with brand identity will have a big head start. Building or heightening brand identity will be an imperative in that imposing new media future. Just look at the new network players hoping to establish just such a brand. Familiar names and faces—be they mice or peacocks or even frogs—will always be welcome in TV homes. Even more so, perhaps, as the cacophony of competing voices increases.

Distinctive, quality local programming is another way of establishing brand identity. And given the seismic shifts in the network/station relationship, local TV stations increasingly will look to their own devices—and programming—to set themselves apart from the other 499 channels.

We'd be dismayed if we didn't know that when it comes to television hits, there's always room for one more.

Lawrence B. Taishoff, chairman
Peggy Conlon, publisher

Editorial

Donald V. West, editor/senior vice president
Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Eggerton, assistant managing editor
David R. Borucki, art director
Rick Higgs, systems manager
Kim McAvoy, Washington bureau chief
Elizabeth Rathbun, assistant editor
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 Petrozzello, 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
& Cable**

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
Theresa Skrapits, production manager
212-463-6527; Fax 212-463-6655

Cahners Consumer/ Entertainment Publishing Division

John J. Beni, senior VP-general manager
Lawrence B. Taishoff, adviser
Richard Vitale, VP-operations & planning
Deanna Gould, VP-telemarketing
Barrie Stern, VP-creative services
James Borth, circulation director

**Cahners Publishing Co./
Reed Publishing (USA) Inc.**
Robert L. Krakoff, chairman-CEO

Advertising

□ New York 212-337-6940; Fax 212-337-6947
Randi T. Schatz, international sales director
Millie Chiavelli, director of cable advertising
Robert Foody, Karen Brady, account executives
Stacie Mindich, marketing/sales support coordinator
Joan Miller, executive secretary
Sandra Frey, executive assistant
Patrick Church, advertising billing/contracts
Antoinette Fasulo, classified advertising manager
Classified 212-337-7073; Fax 212-206-8327
□ Los Angeles 213-549-4113; Fax 213-937-5272
Gary Rubin, national marketing director,
director of syndication advertising
Michael Brooks, account executive
□ Washington 202-659-2340
Doris Kelly, sales service manager

Advertising Representatives

Ayer Communications (West Coast equipment
advertising): 714-366-9089; Fax 714-366-9289
Yukari Media (Asia): (81) 6 956 1125;
Fax (81) 6 956 5015
Max Montocchio, BCC (United Kingdom & Europe):
(44) 71 437 0493; Fax (44) 71 437 0495
Broadcasting & Cable Yearbook
Editorial 908-464-6800 Circulation 800-521-8110
Advertising 212-337-6943

**INTRODUCING
THE FIRST PROGRAM
DESIGNED TO PULL
NEWS WATCHERS
INTO YOUR
EARLY NEWS.**

Day & Date

DAY & DATE is a live, personality driven strip based on news and information. DAY & DATE takes the format of the network morning shows and adds the energy and edge that afternoon audiences have come to demand.

From studios in New York, our hosts will call upon bureaus in Los Angeles, Chicago and Washington to bring viewers a dynamic hour as only a live broadcast can do. Each day, guest contributors in studio and via satellite will focus on what's happening in the world, and in entertainment, lifestyle trends, health, consumer affairs and legal issues.

All this – live, 52 weeks a year – makes DAY & DATE an important addition to a station's early fringe lineup. And the ideal complement to your early news.



HOSTS
DANA KING
PATRICK VANHORN

**GROUP W
PRODUCTIONS**
A WESTINGHOUSE BROADCASTING COMPANY

“ It usually takes a while to build a following for a news magazine, but, in Los Angeles, 'EXTRA' finished on par with last November's household ratings performance for 'ET.' In addition, 'EXTRA' beat 'ET's' November '93 NSI performance in adults, Women and Men 25-54. Best of all, 'EXTRA' surpassed KCBS' 'Hard Copy' in all of the key demographic groups. If this is how the show performs after its first sweep, we're looking forward to what's coming up next. ”

Carole Black
President
& General Manager
KNBC-TV, Los Angeles



EXTRA
THE ENTERTAINMENT MAGAZINE

World Radio History

TIME-TELEPICTURE
Television



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company
© 1995 Warner Bros. All Rights Reserved



TURN ON THE POWER.



Babylon 5

Babylonian Productions, Inc.



Kung Fu:

The Legend Continues

Warner Bros. Television



History of Rock 'n' Roll

Time Life Television

Telepictures Productions,
QDE Productions &
Andrew Solt Production

OU
SHO
ARE RE

**THE
POWER
OF OUR
COMMITMENT.**





EXTRA

A Time Telepictures
Production



Jenny Jones

QDE Productions
in association with
Telepictures Productions



Carnie

Telepictures Productions



Pointman

A Pointman Production
in association with
Warner Bros. Television





One of the most important and expensive decisions that you make is what programs to acquire. In today's multi-channel cable environment, it's harder than ever to successfully introduce new shows. And more expensive than ever to be noticed by viewers and advertisers. That's why it makes sense to stay with a company that will stay with you. A company that won't cut and run when times get tough.

Warner Bros. is that kind of company. Our shows come with the Warner Bros. commitment. A commitment of support in good times, and bad.

We nurtured Jenny Jones for four seasons, building a long-term franchise with stunning demos. We're backing EXTRA with an unprecedented program and marketing commitment, making it the #1 new strip of the season. Our family of off-network sitcoms are given continuing support from the first season, through the second cycle, and beyond. And, we devoted those same resources to build PTEN, generating higher primetime CPMs for its member stations.

In broadcasting there are no guarantees. But there are track records of success. And it's Warner Bros.' commitment of long-term support that has allowed us to build our own red hot record. Year after year. And show after show.

Step By Step

Bickley/Warren Productions,
Miller-Boyett Productions
in association with
Warner Bros. Television



Martin

HBO Independent
Productions



Fresh Prince of Bel-Air

QDE Productions
in association with
NBC Productions



Family Matters

Bickley/Warren Productions,
Miller-Boyett Productions
in association with
Warner Bros. Television



Full House

A Miller-Boyet Production
in association with
Warner Bros. Television



Living Single

A SisterLee Production
in association with
Warner Bros. Television



Your Mind & Body

Time Inc.
Ventures Television



OUR
DOWNS
ED HOT.



**LET US TURN ON
THE POWER FOR YOU.**

**DOMESTIC
DISTRIBUTION**

DICK ROBERTSON
SCOTT CARLIN
DAN GREENBLATT
WILLIAM HAGUE
JACQUELINE HARTLEY
DAVE HEDRICK
JEFF HUFFORD
JIM KRAMER
JOEL LEWIN
VINCE MESSINA
MARK O'BRIEN
DAMIAN RIORDAN
MARK ROBBINS
CHRIS SMITH
ERIC STRONG
MARY VOLL
ANDREW WEIR

MEDIA SALES

CLARK MOREHOUSE
JULIE KANTROWITZ
CLIFFORD BROWN
ROSEANN CACCIOLA
JEAN MEDD
PAUL MONTOYA
DIANE RINALDO

**INTERNATIONAL
DISTRIBUTION**

JEFF SCHLESINGER
JOSH BERGER
DONNA BRETT
KEVIN BYLES
DAVID GUERRERO
MICHEL LECOURT
RICHARD MILNES
ROSARIO PONZIO
JORGE SANCHEZ

**PAY-TV, CABLE &
NETWORK FEATURES**

EDWARD BLEIER
ERIC FRANKEL
JEFFREY CALMAN



WARNER BROS.
A Time Warner Entertainment Company

JAN 12

\$4.95

Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 128 No. 2 67th Year 1998 A Cahners Publication

PERIODICAL
LIBRARY USE ONLY

ANNUAL NATPE SURVEY
DONNY & MARIE
MOST LIKELY
TO SUCCEED

**King Brothers:
Who'll Stop the Reign?**

**Echostar Offers
Local TV via DBS**

**FCC to Keep the Lid
on Local TV Ownership**

*****3-DIGIT 165
BC103804 JAN99 REG 707
MERCYHURST COLLEGE
HAMMILL LIBRARY
501 E 38TH ST.
ERIE, PA 16546-0001

TOP OF THE WEEK / 3
BROADCASTING / 95
CABLE / 99
TECHNOLOGY / 108
Telemedia
PAGE 110

World Radio History