

REAL TV IS

- **#2 IN ACCESS BEHIND WHEEL!**
- **10.8/18 IMPROVED ET LEAD-IN NEARLY 2 RTG/SHR POINTS, DELIVERED AS HIGH AS 13.6/22**
- **IMPROVED SEPT/NOV '95 TIME PERIOD AVG. SHARES**



- **5.5/11 BEATS ACCESS HOLLYWOOD AND INSIDE EDITION**
- **EQUALED SEPT/NOV '95 TIME PERIOD AVG. SHARES**



A VIACOM COMPANY



PREMIER
ADVERTISER SALES

Source: NSI WRAP September 9-20, 1996, or as dated.
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FOR REAL.



- 4.5/8 IMPROVED ROSEANNE
3.5/7 LEAD-IN, DELIVERING
UP TO 6.2/12
- IMPROVED SEPT/NOV '95
TIME PERIOD AVERAGES



- #2 IN TIME PERIOD AGAINST
OPRAH!
- 5.4/14 IMPROVED ON
AMERICA'S FUNNIEST VIDEOS
4.2/12

**REAL TV HAS HELD OR IMPROVED
OVER ITS LEAD-IN SHARE IN
25 OF 33 METERED MARKETS!**



Fast Track

Must Reading from

Broadcasting & Cable

September 30, 1996

TOP OF THE WEEK / 6



COVER STORY: INTERFACE X

Simon says no further ownership relaxation

President Clinton's top telecommunications adviser, Greg Simon, says the president thinks ownership restrictions have been lowered enough and that limits on media concentration promote the interest of broadcasters and the nation. / 27

Moonves urges broadcast solidarity

CBS's Les Moonves tells broadcast networks they should work together to stop losing audience to cable. / 27

FCC Chairman Reed Hundt tells attendees at Interface X that TV stations should not only air educational programming for children but also provide free time for political candidates. / 26

Cover and interface photos by Tom Sobolik/Black Star

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Belo acquires Providence Journal Co. A.H. Belo announced its \$1.5 billion acquisition of The Providence Journal Co. / 8 Meanwhile, Belo Broadcasting has offered to supply free airtime to Senate, House and gubernatorial candidates in areas it serves. / 20

Baseball's postseason returns to TV After more than 4,800 regular season Major League Baseball games, Fox, NBC and ESPN are ready to get down to the business of finding the season's winner. Fox, which spent \$575 million for MLB rights through 2000, finally will get to the games for which it paid so much: the World Series. / 12

Cable takes must carry to Supreme Court Cable lawyers think they have a chance of defeating the must-carry rules they say have plagued the industry since the enactment of the 1992 Cable Act. / 16

BROADCASTING / 33

Silver King looking at Washington Barry Diller's Silver King Communications may be considering selling its Baltimore station, with an eye toward an acquisition in Washington. Sinclair Broadcasting reportedly is interested in WHSW-TV, the Baltimore property. / 34

'Lush Life,' 'Party Girl' dropped; 'AMW' revived Following public outcry, Fox has announced that it will keep *America's Most Wanted* on the air. The show was scheduled for final airing Sept. 21. In other moves, Fox dropped the low-rated *Lush Life* and put *Party Girl* on hiatus pending a relaunch later this season. / 36

CABLE / 71

US West faces \$900M extra debt Financial documents show that when US West Media Group acquires Continental Cablevision, it could end up with nearly \$1 billion more in debt than originally planned. / 71

E! adds original-programming block E! Entertainment Television will add its biggest block of original programming to date. Five new series and new specials will bring to more than 100 the number of original programs for the 1996-97 schedule. / 71

Ted Turner says he doesn't expect to make money on TBS's coverage of the 1998 Goodwill Games. His soon-to-be partner Time Warner Chairman Gerald Levin says the games carry an intangible promotional value. / 76



SPECIAL REPORT: PAY TV

DBS sells customers on pay TV

Direct broadcast satellite is boosting premium movie networks, with more than half of DBS subscribers signing up for at least one pay movie channel—a welcome development for major movie services such as HBO and Showtime, which saw subscribers decline in the late 1980s. / 62

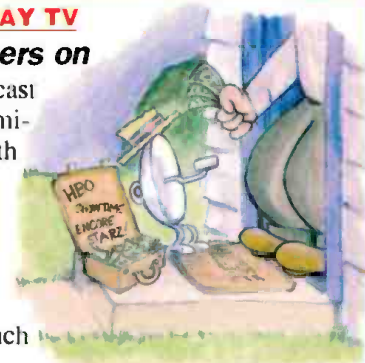


Illustration by Joe Suttitt

Telemedia

NBC makes Olympian showing on 'Net Two Internet sites from NBC—its network site and the one it coproduces with Microsoft to complement MSNBC—scored big in PC Meter's household Internet ratings. / 83

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Special Report: SNG/ENG Tribune Broadcasting's New York WB affiliate WPIX(TV) will be rolling out a next-generation SNG truck this winter that will be the first to use Sony's new digital SNG technology. / 86

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“SEEK WEALTH,
IT’S GOOD”

- Ivan Boesky

Premiere week for broadcast

Despite big stars and splashy debuts, broadcast loses more audience to cable in week one

By Lynette Rice

Hollywood

Despite massive promotional campaigns and big-name stars, the broadcast networks failed to slow the steady loss of viewers to cable during premiere week two weeks ago. Nielsen numbers show.

The combined audience share of the four major and two emerging networks for the week (Sept. 16-22) dropped 3 points from last year's premiere week showing, from 77 to 74. In contrast, the combined share of 33 basic and seven pay cable networks jumped 3 points, to 35.

Even the return of Michael J. Fox (*Spin City*) couldn't save ABC from posting the biggest decline among the broadcast networks: from 21 to 17. CBS, coming off a rather dismal 1995-96 season, enjoyed the biggest increase, from 16 to 18. It was helped by the return of Bill Cosby in *Cosby* and Rhea Perlman in *Pearl*.

"It's been assumed that the broadcast networks, given their barrage of program promotion, would have a highly successful kickoff. But the truth of the matter is that they've actually lost ground in the race for viewers," says Joe Ostrow, of the Cabletelevision Advertising Bureau, which was quick to trumpet cable's gain.

Zenith Media Research's Betsy Frank says some viewers may have "changed their habits over the course of last year and were sticking with options they had found on cable.

"While we all hesitate to read too much into one week, in all honesty, there's an awful lot to be read in one week," she says. "The fact that we didn't see an overall total-shares increase at the expense of cable is probably a red flag."

Commercial broadcast TV's inexorable two-decade loss of audience to cable has accelerated during the past two years. The over-the-air medium's prime time share dropped 4 points in 1995, to 76, and is down another 2 points for the first six months of this year, according to Nielsen (see chart).



As the gap between cable and broadcasting continues to narrow, the six broadcast networks take solace in knowing that it still takes more than 40 cable networks to deliver less than half the viewers they do. And they know that major advertisers still covet their mass audiences. Broadcasting's most-watched show during premiere week, NBC's 'Seinfeld' (above), attracted 21.5 million TV homes, nearly nine times that of cable's best, Nickelodeon's 'Rugrats' (right).

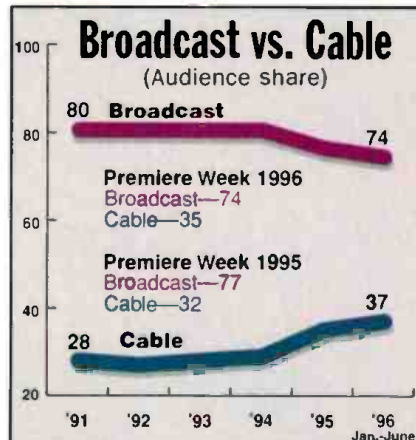
Broadcast networks are hoping that Fox's continued quest for 18-34-year-old viewers, coupled with CBS's return to targeting the 25-54 group, will slow the erosion.

"We all have to make sure that our programming is as good as it can be so we don't keep losing our shares," says Leslie Moonves, CBS president, entertainment, who finds aggressive counterprogramming to shut out new shows particularly harmful.

"The worst thing that can happen to network television is that there are 100 channels with 1 percent of the audience watching and we're not going to be able to afford our programming," he says.

"It's incumbent upon network television to, number one, change some of the things we're doing and, number two, still believe we're the best game in town. We're still getting the largest percentage of the population."

Zenith's Frank says it's doubtful the broadcast networks will coordinate their efforts to stem the cable tide. "It



A share is the percentage of homes with TV sets on that are tuned to a particular program. Here, the broadcast share represents combined shares of six broadcast networks; cable share, those of 41 major cable networks. Totals exceed 100 because of viewing on more than one set in some homes. Source: Nielsen



becomes every man for himself and cross your fingers. And some do better than others."

"Not to be corny, but if we build it I believe they will come," says Fox Entertainment President Peter Roth. "I worry about all forms of competition, but I have to concentrate on the quality of our shows. That's what will get the audience."

Cable's share boost isn't likely to generate a stampede of advertisers. "You would have to buy all...cable networks to get the share of one broadcast network, and how many people buy all at the same time, during the same week?" says media buyer Paul Schulman. "It's not adding up all the cable networks to equal the four majors; it's adding all cable networks and maybe they equal NBC." ■

“SEEK DEBT,
IT’S BETTER”

- Wink Martindale

Congratulations to the entire production team and LIFETIME on your CableACE Award nomination. After 130 episodes, DEBT has quickly grown into LIFETIME’s highest rated series.*



*Daytime, fringe and access programming

Source: NHI, July '96, Monday through Friday, 7AM to 8PM

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www.americanradiohistory.com

Belo now 11th-largest TV group owner

By Elizabeth A. Rathbun

WASHINGTON

AH. Belo's \$1.5 billion purchase of the Providence Journal Co. last week thrusts Belo into nine new TV markets and expands its reach to 11.855% of U.S. TV households.

For a company looking to grow in a hurry, last week's merger is a perfect deal, says broker Brian Cobb of Media Venture Partners. Before this, Belo had not bought any TV stations this year, but was known to be looking to expand. "Belo wanted to grow, and Providence Journal has some great markets. It's just a great fit," Cobb says.

Great by Wall Street standards too. Pro-Jo's stock reached a 52-week high of 29 7/8 on Friday, closing at 29, up 8 1/8. Belo's stock fell 3 27/64 to close at 34 5/64.

Each Pro-Jo share will be exchanged for \$12.33 in cash plus .533 share of Belo stock. That translates into roughly \$5.7 million for Pro-Jo Chairman Stephen Hamblett, who owns 186,300 Class A shares, while former president Trygve Myhren would walk away with roughly \$5.2 million for his 168,750 shares.

The deal, which Dallas-based Belo initiated, expands Belo's TV stations from seven to 16, including five stations in the top 50 markets. Using FCC standards, the stations increase Belo's household reach

from 7.986% to 11.855%, making it the nation's 11th-largest broadcaster, according to BROADCASTING & CABLE's list of the top 25 groups.

There are no station overlaps except in Seattle, where Pro-Jo owns NBC affiliate KING-TV and Belo owns UPN affiliate KIRO-TV. Belo is negotiating with another broadcaster to trade KIRO-TV for a station or two elsewhere, says Michael D. Perry, Belo's senior vice president/chief financial officer.

Pro-Jo also gives Belo NBC affiliates for the first time—five of them. And Pro-Jo takes Belo into a new business: cable programming. Pro-Jo owns 65% of America's Health Network and 46% of the Food TV Network.

Both companies for years have combined broadcasting with newspapering. Belo owns the *Dallas Morning News*, while Pro-Jo owns the *Providence Journal-Bulletin*. That is compatible with Belo's emphasis on owning TV stations with strong local news departments. Pro-Jo's two Fox affiliates, however, offer no news. Their "potential" is being evaluated, Perry says.

The deal, valued at 12.1 times estimated 1996 cash flow, will largely be financed under Belo's \$1 billion credit facility, Perry says. Belo expects to pay \$587 million in cash and issue 25.4 million shares in exchange for Pro-Jo's 47.6 million shares.

BELO IN BRIEF

A.H. Belo Corp. (NYSE:BLC)

11.855% U.S. coverage/16 stations

Each full market is counted only once
 WFAA-TV Dallas (ABC, ch. 8)
 KHOU-TV Houston (CBS, ch. 11)
 KING-TV* Seattle (NBC, ch. 5)
 KIRO-TV** Seattle (UPN, ch. 7)
 KXTV Sacramento, Calif. (ABC, ch. 10)
 KGW-TV Portland, Ore.* (NBC, ch. 8)
 WCNC-TV Charlotte, N.C.* (NBC, ch. 36)
 WVEC-TV Norfolk, Va. (ABC, ch. 13)
 WWL-TV New Orleans (CBS, ch. 4)
 KOTV Tulsa, Okla. (CBS, ch. 6)
 KASA-TV Santa Fe, N.M.* (Fox, ch. 2)
 WHAS-TV Louisville, Ky.* (ABC, ch. 11)
 KREM-TV Spokane, Wash.* (CBS, ch. 2)
 KMSB-TV Tucson, Ariz.* (Fox, ch. 11)
 KTVB Boise, Idaho* (NBC, ch. 7)
 KHNL Honolulu* (NBC, ch. 13) and
 satellites KHBC-TV Hilo, Hawaii* (ch. 2)
 and KOGG Waituku, Hawaii* (ch. 15)

LMAs

KTTU-TV* Tucson, Ariz. (UPN, ch. 18)
 KFVE(TV)* Honolulu (UPN, ch. 5)
 KSKN(TV) Spokane, Wash. (Ind., ch. 22)
 KONG-TV* Seattle [not yet on air]

Other media holdings: Belo Productions Inc., 5 newspapers (including the *Dallas Morning News*), 7 community newspapers, DFW Printing Co. Inc., buying 21% of Press-Enterprise Co., *Providence Journal-Bulletin*, NorthWest Cable News*, 46% (managing general partner) of Food TV Network*, 65% of America's Health Network*, 1 LPTV*, Rhode Island Horizons* (local online service), investor in Peapod* (interactive online shopping) and Starsight*

*Providence Journal holdings

**Will be sold to meet FCC regulations

Source: BROADCASTING & CABLE, Nielsen January 1996 DMA estimates

CBS: Two down, one to go in Dallas

WASHINGTON—CBS Radio has to get rid of one more FM in Dallas/Fort Worth to comply with FCC local ownership limits.

CBS and SFX Broadcasting Inc. last Thursday agreed to swap CBS's KTXQ(FM) and KRRW(FM) Dallas for SFX's WHFS(FM) Annapolis, Md./Washington. That brings CBS to six FMs in Dallas and to the local ownership limit of five FMs in the nation's capital.

In July, CBS reported to the FCC that it had to get rid of two "extra" FMs in Dallas that it had acquired as part of CBS's \$4.9 billion merger with Infinity Broadcasting Corp. Infinity already had agreed to get rid of a third.

The ownership cap says that no broadcaster can own more than eight stations—including five FMs or five AMs—in major markets such as Dallas. CBS recently met the cap in Chicago by selling two stations

to minority-owned broadcasters N. John Douglas and Spanish Broadcasting System Inc. CBS also has pledged to sell an additional station in an undisclosed market to a minority-controlled purchaser.

The CBS-SFX swap reintroduces SFX to Dallas after a short absence. The company in May closed shop there, trading KRLD(AM) to CBS and selling KTCK(AM) to Susquehanna Radio Corp. As part of that deal, SFX gave up its Texas State Radio Network. In return, SFX got CBS's KRRW-FM Houston.

"This swap is consistent with our strategy of exiting markets where we operate only a single station and building groups of strong FM stations in markets," SFX Executive Chairman Robert F.X. Sillerman said in a statement.

The value of the CBS-SFX Dallas exchange was not available. Broker was Star Media Group Inc. —EAR

Jacor swaps TV for 6 radios

It's trading Tampa V to Gannett for AM-FM combos in L.A., San Diego, Tampa

By Elizabeth A. Rathbun

WASHINGTON

In an unusual swap, Jacor Communications Inc. will trade its TV station in Tampa, Fla., for six of Gannett Co. Inc.'s major-market radio stations.

In exchange for giving Gannett CBS affiliate WTSP(TV) St. Petersburg/Tam-

pa (ch. 10), Jacor gets into Los Angeles for the first time, with Gannett's KIIIS (AM)-KFMC(FM). Jacor also adds Gannett's WDAE(AM)-WUSA-FM Tampa to its six holdings there, for a total five FMs and three AMs. And in San Diego, Jacor grows to three FMs and two AMs with Gannett's KSDO(AM)-KCLX-FM. Los Angeles is the nation's second-largest market, according to Arbitron. San Diego and Tampa rank 15 and 21, respectively.

Meanwhile, Gannett grows to 16 TV stations reaching 16% of U.S. TV households, the company says. Although "we will miss" the radio stations, Gannett Broadcasting President Cecil L. Walker said in a statement, "[we] look forward to remaining in the [Tampa] market on the television side."

As first reported in BROADCASTING & CABLE June 24, negotiations between Jacor and Gannett originally involved both of Jacor's TV stations and all of Gannett's 11 radio stations. But Gannett couldn't take both TVs. Jacor's other TV is WKRC-TV Cincinnati, where Gannett has pledged to sell its WLWT (TV) so that it can continue to own the

Cincinnati Enquirer newspaper.

Notice of the one TV/six radio swap was delayed by the need for FCC approval of Jacor's \$774 million purchase of Citicasters Inc., which had owned the two TVs. That approval was granted earlier this month. At the same time, the FCC granted temporary waivers to allow Jacor to own TV and radio stations in Tampa and Cincinnati.

While "there's no doubt that owning both radio and TV properties in a single market presents some outstanding opportunities," Jacor CEO Randy Michaels said in a statement last Thursday, "the chance to build on our established positions in the San Diego and Tampa radio markets and to make our first entry [into Los Angeles] created an opportunity too good to pass up."

Gannett, meanwhile, is left with an AM-FM combo in Chicago and one in Houston, and an FM in Dallas. It intends to retain the WUSA call letters in Tampa.

News of the deal was reflected in the companies' stock. Jacor's rose, from closing at 31 3/8 last Wednesday to 33 1/2 last Thursday. Meanwhile, Gannett's fell from 70 1/8 to 69 7/8. ■

FCC asked to deny Tribune waiver

By Chris McConnell

If the FCC is going to change the rules on newspaper/broadcast crossownership, says Knight-Ridder, it should do it in a formal rulemaking and not through waivers.

The newspaper publisher has asked the FCC to block Tribune's bid for a permanent waiver of the rule to allow it to own the *Fort Lauderdale Sun-Sentinel* and WJZL(TV) Miami. Tribune is seeking the waiver in connection with its \$1.13 billion bid to acquire Renaissance Communications.

Knight Ridder, which owns *The Miami Herald*, says a permanent waiver of the rule would grant Tribune "a unique competitive advantage there."

"Numerous economic benefits and efficiencies can be realized through common ownership of a newspaper and television station in the same market," Knight-Ridder Senior Vice President Frank McComas said.

But the company maintains it does not oppose a relaxation of the crossownership restriction, maintaining "justifications for the antiquated rule have become dubious at best." What Knight-Ridder says it opposes is altering the rule in the context of individual waiver requests such as Tribune's rather than through a formal rulemaking.

"Allowing the cross-ownership rule to be administered through a system of ad hoc waivers would create mass confusion in the media market," Knight Ridder said. It asked that the FCC grant only a six-month waiver if it decides not to deny the waiver request entirely. ■

New TV applications flood FCC

WASHINGTON—FCC officials are sifting through a mountain of new TV station applications.

Some 300 hundred of them arrived before the Sept. 20 deadline for filing bids for new NTSC stations, and officials last week said the applications were still trickling in from the FCC's filing location.

"There's still a lot of interest in TV stations," Washington communications lawyer David Oxenford says of the last-minute onslaught. "There is a land-rush mentality that develops in this type of situation," adds Todd Gray, another lawyer representing new station applicants.

The TV station land rush stems from a July FCC decision to stop accepting the NTSC applications after Sept. 20. Commissioners set the deadline as part of the FCC effort to develop a plan for matching each NTSC broadcaster with channels for digital television.

The FCC already had about 300 of the applications pending when it announced the deadline in August, and later that month said it had received another 47.

None of the new applications will receive a digital TV channel assignment under the current FCC plan, which limits digital TV assignments to applications that were pending on Oct. 24, 1991.

The FCC also has a freeze on granting applications for new TV stations in the top 30 markets, although lawyers speculate that at least some of the applicants will be seeking a station in those markets in hopes that commission officials will consider waiving the freeze on a case-by-case basis.

"It may very well be that there was some pent-up demand," Gray says. —CM

NO ONE GOOD

(WHAT KIND OF SICK MIND)



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Fox's first year of baseball coverage will be capped off with World Series coverage

Baseball's postseason returns to television

All games will be available nationally

By Michael Katz and Steve McClellan

NEW YORK

With more than 4,800 Major League Baseball games out of the way, Fox, NBC and ESPN are ready to get down to the business of finding the season's winner. Tomorrow (Oct. 1), the triumvirate will begin televising all postseason games and will try to make baseball fans forget about last year's coverage debacle that left many viewers unable to watch their favorite teams.

After spending \$575 million for MLB rights through 2000, Fox finally will get to the games for which it paid so much money: the World Series. The network will try to bring to postseason the innovations it demonstrated throughout the season with its Saturday games. It is negotiating with MLB and the playoff teams to put microphones on the coaches and managers, inside the bases and on the designated hitter as he warms up between at-bats.

"I think we've done a lot of things in regular season that, had we done them in the postseason or World Series, would be legendary," says Ed Goren, executive producer of Fox Sports.

The biggest change from its regular-season coverage that Fox will bring to the postseason is a three-man team in the booth instead of its usual two. Bob Brenley will be added to the regular duo of Tim McCarver and Joe Buck, who at 26

will become the youngest broadcaster ever to call World Series play-by-play.

Fox has moved the World Series' start times earlier to be more "fan friendly," with the first pitch being thrown no later than 8:15 p.m. ET and as early as 7:30. Previous World Series games began at 8:35 or 8:40. "We will cut back on pregame activities," says Goren. "We've taken the attitude that we want to get to the game action as quickly as possible."

Promotion of the postseason games will be key this year, not merely to draw viewers but to inform them of the dates and times of what is shaping up to be a confusing schedule because of the short lead times and a new format. Last year, many fans were disgruntled over regionalization of much of the playoffs, but this time around each of the possible 24-41 postseason games will be televised nationally.

The divisional playoffs, on ESPN beginning Tuesday, are the first postseason games on cable. "It's certainly another milestone in ESPN's history," says John Wildhack, ESPN senior vice president of programing. Wildhack expects the games to be among the network's highest-rated programs, although he says they may not exceed ESPN's record 7.5 rating for Cal Ripken's record-breaking 2,131st consecutive game on Sept. 6, 1995.

While both Fox and ESPN have been warming up during the regular season, NBC will enter the postseason relatively cold, with just one 1996

1996 POSTSEASON BASEBALL NETWORK COVERAGE

DIVISIONAL PLAYOFFS

(ALL ESPN)

October 1 thru October 7

CHAMPIONSHIP SERIES

DATE	TIME	LEAGUE	NETWORK
Oct. 8	8 p.m.	AL	NBC
Oct. 9	4 p.m.	AL	NBC
	8 p.m.	NL	FOX
Oct. 10	8 p.m.	NL	FOX
Oct. 11	8 p.m.	AL	NBC
Oct. 12	4 p.m.	NL	FOX
	7:30 p.m.	AL	NBC
Oct. 13	4 p.m.	AL	NBC
	8 p.m.	NL	FOX
Oct. 14	7 p.m.	NL	FOX
Oct. 15	8 p.m.	AL	NBC
Oct. 16	4 p.m.	NL	FOX
	8 p.m.	AL	NBC
Oct. 17	8 p.m.	NL	FOX

WORLD SERIES

(ALL FOX)

DATE	TIME	HOME TEAM
Oct. 19	7:30 p.m.	AL
Oct. 20	7:30 p.m.	AL
Oct. 22	8 p.m.	NL
Oct. 23	8 p.m.	NL
Oct. 24	8 p.m.	NL
Oct. 26	7:30 p.m.	AL
Oct. 27	7:30 p.m.	AL

game under its belt, the All-Star Game. Ed Markey, NBC Sports spokesman, says that because of this, the network will not try any new gimmicks.

With much more postseason Major League Baseball ad inventory than in years past, more advertisers than ever this season are linking their baseball buys on Fox and NBC to other daypart purchases, including prime time (where most of the games will air), late night and weekends. Sources say that pricing by Fox and NBC for the playoffs is comparable, with division-round spots going for \$90,000-\$125,000. League Championship Series spots are pegged at \$125,000-\$150,000. Fox is getting \$250,000-\$325,000 per 30-second spot, sources say. Pricing is said to be comparable to what The Baseball Network got last season. There's still plenty of inventory left, which is not unusual for postseason play because advertisers tend to wait until the last minute to see who the finalists are. ■

Ness wants to count LMAs

Cites difference in TV, radio rules

By Chris McConnell

WASHINGTON

Local marketing agreements (LMAs) should count toward TV ownership under the FCC's rules, Commissioner Susan Ness said last Friday.

Addressing the Washington Area Broadcasters Association, Ness cited the difference between radio and TV LMA regulation: Radio LMAs count toward a broadcaster's ownership limit; TV LMAs do not.

"This makes no sense," Ness said. "I'm in favor of counting LMAs toward ownership in both radio and TV."

FCC officials are hoping to take up the issue in October, when they launch a review of the commission's ownership and attribution rules.

Ness said last week that she favors reviewing the ownership rules in a formal rulemaking proceeding rather than through individual requests for waivers of the existing rules: "Otherwise, communications lawyers and their clients have to guess at whether our ruling in a specific case means that the FCC would or would not approve of another case where the facts may be more or less different."

Ness also said that the FCC needs to review its process for evaluating requests to waive restrictions on TV/radio combinations. Commission staff are reviewing several such "one-to-a-market" waiver requests. This month the FCC granted temporary waivers to Jacor, allowing the company to own five radio and one TV station in both the Cincinnati and the Tampa/St. Petersburg/Sarasota, Fla., markets.

Ness said that companies seeking such waivers frequently count distant stations among the "other voices" serving a market where the waiver is sought. She also discussed the pending advanced-TV standard, maintaining that she still thinks the commission should adopt a standard. But she also voiced hopes that battling computer and broadcast industry engineers can resolve their differences about the standard's technical makeup. ■

Closed Circuit

WASHINGTON

FCC NOI on radio-newspapers

FCC commissioners late Friday were preparing to issue a notice of inquiry on the commission's newspaper/radio crossownership restriction. An FCC official says the inquiry will invite comments on whether the FCC should revise its policy on granting waivers to the rule. The inquiry is not expected to lead to a proposal to alter the newspaper/radio rule itself but rather the FCC's policy on waiving the restriction. Broadcasters have expected an FCC review of the restriction since February, when FCC commissioners said they would review it within the year.

DENVER

Carriage consummation?

A highly placed News Corp. source says Fox and Cablevision Systems are close to consummating a carriage deal for Fox News Channel. Fox expects early this week to announce who, in addition to TCI, Comcast and Continental, will be carrying the channel. It was not clear whether FNC would be offered to all 2.7 million Cablevision subs.

HOLLYWOOD

'Ink' in the pink?

The cast of CBS's *Ink* is expected to have its first read-through Wednesday of the retooled sitcom and will begin filming the new pilot Oct. 8 under new executive producer Diane English, a source close to the show says. Progress is going so well—with emphasis on an ensemble cast—that English should have at least two episodes in the can by the time the Ted Danson/Mary Steenburgen comedy debuts Oct. 26.

LONDON

NBC, Fox vie for stake in IFE?

NBC and Fox are understood to be rival bidders for an equity stake in International Family Entertainment (IFE), the parent company

of Family Channel, FiT TV and family entertainment producer/distributor MTM Entertainment. According to Paul Newton, senior VP, business development, IFE, "discussions have not been conclusive" because of disagreements over voting rights. Given IFE's plans to roll out channels internationally, Newton said, it would make "huge sense for NBC to have a major cable channel and huge sense for IFE to have access to NBC's programming."

NEW YORK

News Corp. vs. TW

Sources at News Corp. say they may file legal papers as early as today (Sept. 30) concerning their claim that Time Warner broke a promise to carry Fox News Channel to between 5 million and 7 million of its cable subscribers at the launch of the service next week. In addition to a court filing, News Corp. is expected to file a brief with the Federal Trade Commission, urging it to explore the antitrust implications of Time Warner's alleged breach—arguing that the company acted to protect its own soon-to-be-acquired news service, CNN, when its merger with Turner Broadcasting System closes.

Sony circles KW

There was word from some circles last week that Sony Pictures Entertainment was talking to King World about buying the company. But sources at both companies downplayed the rumors, saying that nothing unusual appeared to be going on behind the scenes, although they said it was possible talks were going on at some level. "But I doubt it," said a KWP source. "Roger [King] really does not want to give up control." King World has explored merger talks for the past two years, most recently this summer with New World. While News Corp.'s acquisition of the latter was said to have killed that deal, sources say Roger King balked at New World's final offer long before the company agreed to be bought by News Corp.

Loral buys AT&T Skynet

Gets early jump on domestic fixed satellite service

By Glen Dickson
NEW YORK

With its \$712.5 million purchase of AT&T Skynet Satellite Services last week, Loral Space & Communications rapidly accelerated its entry into the domestic fixed satellite market.

Last May, domestic service newcomer Loral was awarded two orbital slots by the FCC to launch two hybrid C-band/Ku-band birds, which were scheduled to be operational by 2000. The Skynet buy gives Loral four existing Telstar satellites, with two new hybrid AT&T birds, Telstar 5 and Telstar 6, planned for launch in 1997 and 1998. (Telstar 5, however, will simply replace the aging C-band Telstar 303 satellite.)

"The Skynet buy was a beautiful strategic move by Loral," says Grace Leone, president of reseller EFC Satellite Services. "With one stroke, Loral becomes a well-established player in the domestic market with two very powerful and desirable birds in the 401 and 402R."

Leone says that the short life span of the Telstar 300-series birds was



Telstar 402R is included in the Loral buy

reflected in Loral's purchase price. "They're both inclined orbit—that certainly limits their marketability," she says.

The Loral buy shouldn't have much impact on current Telstar customers, says Leone: "The market determines prices, not any arbitrary decision by a carrier."

Michael Kokernak, Shop at Home's vice president of affiliate and investor relations, agrees: "Telstar 402R has been a great transponder for us. Loral's a very good company—we have enough things going on in our day-to-day business that this isn't of great concern. But it may provide us with some internation-

al opportunities in the long run."

Loral's international plans are open to speculation. While the company is planning worldwide telephony service with Globalstar, a network of 48 low earth orbiting (LEO) satellites, and data service with Ka-band CyberStar birds, Loral doesn't own any international capacity for broadcast video distribution.

"Who can they buy to give themselves an international presence?" asks Leone. "PanAmSat's gone and Columbia has TDRSS, which is pretty limited. I would say Orion Atlantic would be a target."

Neither Orion Network Systems President Neil Bauer nor Loral CEO Bernard Schwartz was available for comment at press time. A Loral spokesperson did say that "everybody knows we're interested in building the business" but that Loral doesn't comment on "industry rumors." ■

TCI targets Hartford for HITS

NEW YORK—Tele-Communications Inc. will start sending a digital programing service via head-end-in-the-sky (HITS) to Hartford, Conn., on Oct. 21.

An unspecified number of households will receive the 80-channel service that TCI will provide through HITS, a satellite-based system for beaming digitally compressed programing to cable systems. TCI isn't saying what its marketing plans are yet. "We will have a full range of a la carte and packaged options so that customers will be able to target what they want and, in effect, target a rate they want," said Brendan Clouston, president of TCI Communications, during a press briefing last week.

TCI says it has letters of intent from 145 MSOs representing 34 million subscribers, but Clouston didn't identify other MSOs using HITS to transmit digital services to their headends.

Comcast Cable and Cox Cablevision are testing the same General Instrument DCT-1000 digital boxes that TCI is using. Lynn Elander, Cox director of product development, said the MSO will launch a digital service in at least one system next year. —RT



Johnson feted at Kaitz dinner

Some 1,800 cable executives packed the New York Hilton last Wednesday to honor BET Holdings Chairman Bob Johnson at the annual Walter Kaitz dinner. The event raised more than \$1 million for the foundation of the same name, which promotes minority employment in the cable industry. Celebrating the moment (l-r): Ralph Roberts, Comcast; Paula Winn, Walter Kaitz Foundation; Bob Miron, Advance Communications; Sheila Johnson; Bob Johnson; Debra Lee, BET, and Spencer Kaitz, California Cable Television Association.

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DBS makes retrans bedfellows of broadcasting, cable

Negotiations have supplanted battles typical of first-round retransmission consent talks

By Price Colman

DENVER

If 1993 retransmission consent talks between broadcasters and cable MSOs fueled a war of words, this year's round looks more like *Let's Make a Deal*. The reason for the change in attitude is simple: Broadcasters and MSOs have a lot more to lose than to gain by being combative. Both face a common—and growing—enemy in DBS.

"Broadcasters are just as threatened by DBS as [are] cable operators," says Michael Ruggiero of ATV Broadcast Consulting. "That's going to create some really interesting bedfellows."

Tuesday, Oct. 1, is the deadline for broadcasters to elect either retransmission consent or must carry to gain cable carriage. Although most of broadcast's big guns—Westinghouse/CBS, NBC, Disney/ABC and Fox—have made their corporate retrans strategy for O&Os fairly clear, the picture is less well defined at the affiliate level.

Three of the top five broadcast groups—NBC, ABC and Fox—are relying on six-year retrans deals negotiated in 1993. CBS intends to use its

new cable channel Eye on People as its bargaining chip. Only Tribune hasn't given a clear signal on how it will approach the issue.

But the top cable MSOs now find themselves in a considerably stronger negotiating position than during the first round of negotiations in 1993.

Credit for that is spread between Rupert Murdoch and the soon-to-be-launched Fox News Channel (FNC) and the fact that many of the deals negotiated in 1993 were for six years.

The Murdoch factor is fairly straightforward.

When the News Corp. chairman offered to pay as much as \$11 per sub to operators to carry FNC, it diluted the

Retransmission consent strategies of the top 10 broadcast groups:

1. Westinghouse/CBS—Strategy: Retrans with a second channel, Eye on People; March 31 launch. Although CBS has downplayed Eye on People's importance in retrans, analysts see it as the key bargaining chip.

2. Tribune—Strategy: Unclear at this point. Tribune reportedly has put out feelers for using Nostalgia Television and/or the Popcorn Channel.

3. NBC—Strategy: Retrans, second channel, MSNBC. NBC successfully employed America's Talking as a second-channel retrans strategy in 1993-94, gaining carriage to about 21 million cable viewers. Because the retrans deals typically were for six years, NBC simply swapped MSNBC for AT, maintaining contracts that run through 1999.

4. Disney/ABC—Strategy: Retrans, second channel, ESPN 2. Like NBC, ABC negotiated six-year retrans deals in 1993-94, using EPSN 2 as the second-channel bargaining chip.

5. Fox/New World—Strategy: Retrans, second channel, FX. Fox negotiated six-year contracts in 1993-94.

6. Silver King—Strategy: Must carry, at least for now. A spokesperson says that, with a programming shift from Home Shopping Network to local news and entertainment in the offing, the station group is keeping its options open.

7. Paxon Communications—Strategy: Must carry. Paxon has and probably will continue to use must carry for most of its stations, says chairman/owner Bud Paxon. He's confident that the Supreme Court will keep must carry in effect. If the high court doesn't, "we'd wind up paying cable operators [for carriage] just like we did during my 10 years at Home Shopping Network," Paxon says.

8. Chris Craft—Strategy: Undisclosed.

9. Gannett—Strategy: Declined to discuss the issue.

10. Univision—Strategy: Must carry.

—PC

clout other broadcasters might have had in employing the second-channel retrans strategy. That approach has been along the following line: We'll give you network carriage free, and in return you provide a channel for a second service at a nominal per-subscriber, per-month fee.

During the 1993 round of retrans talks, the larger broadcasting groups opted for the second-channel strategy, sensing potential new revenue streams. That led to the creation of a slew of new services, among them ABC's ESPN 2, NBC's America's Talking, Fox's FX, Court TV and Tribune/Providence Journal's Food Channel. In addition, a slew of regional news networks and other local channels were created to exploit

the retrans angle. Most, however, are still operating in the red.

Conspicuous by its absence in the 1993 retrans arena was CBS. Although instrumental in getting the 1992 Cable Act passed with provision for broadcasters to use either retrans or must carry to gain cable carriage, CBS failed to capitalize on the situation and was forced to move forward without a cable-channel strategy.

CBS, newly purchased by deep-pocketed Westinghouse/Group W, arrived at the 1996 retrans party barely a month ago when it unveiled its Eye on People.

Although CBS executives have sought to downplay Eye on People's importance as a second-channel retrans chip, its O&O stations are using it as exactly that.

The network is clearly facing an uphill climb, although the negotiating environment is by all accounts friendlier than it was three years ago. Cable channel space is even more at a premium and CBS reportedly has put a 30-cent-per-subscriber-per-month charge on Eye on People.

"Here is a high-priced, un-

proven, lots-of-baggage network coming to cable operators negotiating for precious channel position, and MSNBC has a sleek, proven retrans plan that can't make it?" said a source familiar with CBS. "I'm not saying Eye on People can't make it. Maybe CBS can be successful by putting it on the table and letting cable operators massage it into a carriage deal and negotiate the price down from 30 cents.... That's high for an unproven channel."

NBC has, in fact, gained substantial cable carriage for MSNBC, its 24-hour cable news channel joint venture with Microsoft. Much of that is the result of six-year retrans contracts NBC negotiated in 1993 (when it was allied with Group W) for MSNBC's predecessor

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America's Talking. Those translated into MSNBC's launching in July with more than 20 million cable subscribers. And since then, a number of MSOs have negotiated non-retrans deals to carry MSNBC.

But that's a problem for NBC affiliates who may have hoped to use MSNBC as a retrans strategy. Earlier this month, NBC made the situation even tougher for affiliates. After sending out retrans/must-carry election proxies to those stations (so that NBC could negotiate for retrans at the corpo-

rate level), NBC backtracked and asked for the proxies back, sources told BROADCASTING & CABLE. The network told affiliates they were on their own to negotiate retrans deals with Time Warner, Comcast, Cox and Cablevision Systems and that Tele-Communications Inc. and Continental Cablevision would likely join that list.

Without network backing, retrans negotiations can be costly and time-consuming for affiliates. Obviously, their predicament is even tougher if their second-channel approach offers them little

leverage—either that the second channel already has been picked up under non-retrans terms or that another network, such as Fox, is willing to pay to have its service carried.

As for DBS, nearly everyone acknowledges that it's a factor. Just how big a factor depends on whom you ask.

"I've heard speculation about the DBS argument," said a source at one of the top 10 MSOs. "But I'm not convinced it's a big enough issue for either side. Still, it's nice there's something we can agree on." ■

Cable takes another shot at Supreme Court

Hopes justices finally will wipe out must-carry

By Dan Trigoboff
WASHINGTON

Cable lawyers think they finally may be on the verge of defeating the must-carry rules they say have plagued the industry since the enactment of the 1992 Cable Act.

In the inexact science of handicapping appellate courts, the cable industry clearly has a shot. The 5-4 1994 Supreme Court decision that sent the case back to the district court was hardly a ringing endorsement of the law requiring cable operators to carry most local TV signals for the public good.

Several justices appeared skeptical that the absence of must carry would endanger broadcasting, and only one, John Paul Stevens, appeared ready to uphold the law outright.

Turner Broadcasting v. FCC will be the first case facing the Supreme Court as it begins its 1996-97 session. The decision, likely early next year, could mean life or death for some smaller broadcasters around the country.

In effect, *Turner* asks the high court to consider how many stations can be allowed to go under before the public's interest in diverse, free, over-the-air programming is damaged.

Public interest lawyer Andrew Schwartzman, of the Media Access Project says must carry "was designed to insure that all segments of the public receive basic informational programming as well as addressing the needs of children." Exclusion from cable and the 60% of homes it reaches, he says, would

marginalize and ultimately endanger many niche stations. Such niches include religious, foreign-language and home shopping stations, as well as small public television stations.

"Must carry has breathed life into some of these UHF stations," says Bruce Collins, corporate VP/general counsel to cable company C-SPAN. "but it didn't affect the overall viability of broadcasting as a whole. When you look at the market, you see a healthy broadcasting industry. The way we look at it, the government is making an unconstitutional preference. Cable operators want to satisfy their audiences. You can see three channels of *Barney*, but you can't watch the U.S. Senate or [the] House."

Both sides note that cable operators carry an overwhelming number of broadcast stations—many receiving compensation for retransmission. To cable companies, this says that must carry is unnecessary. To broadcasters, this means must carry is actually a narrowly tailored remedy truly targeted for stations that would suffer without it.

The court hearing *Turner* is not the same as the one in 1994. Justice Harry Blackmun, who voted with the majority to remand in 1994, has been replaced by Stephen Breyer, who brought to the high court at least some reputation for being deregulatory.

Court-watchers note Breyer's questioning of the Cable Act's ban on telco-provided programming during 1995 arguments in a case that became moot with



Justice Breyer will be hearing must-carry arguments for the first time.

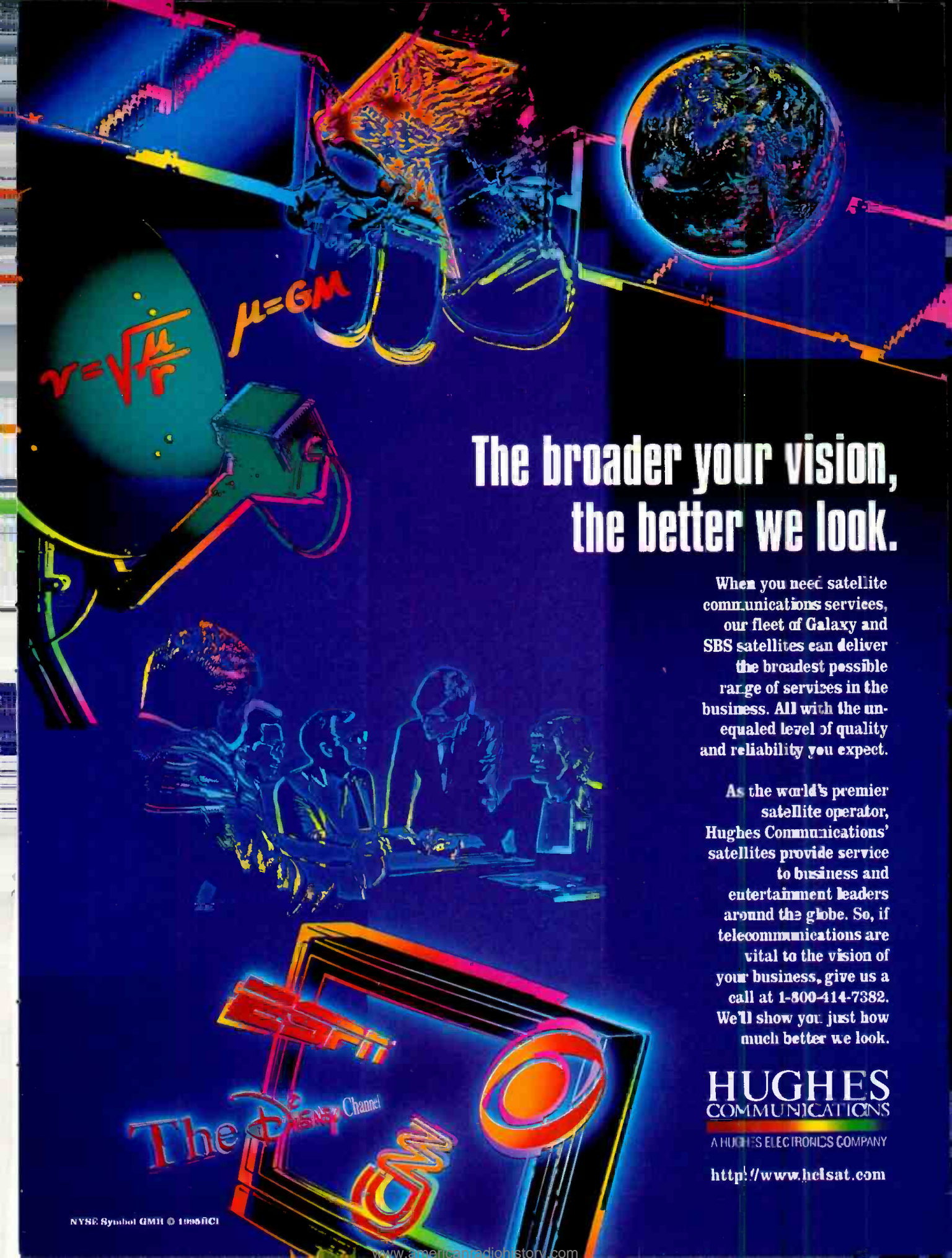
the 1996 Telecommunications Act. Also cited is Breyer's perceived resistance to regulation in his opinion last summer in *Denver Educational Telecommunications Consortium v. FCC*. In that case, justices said cable companies could refuse programs deemed indecent on leased-access channels and that they could not be forced to scramble purportedly indecent programs they do not refuse on leased-access channels.

But even seasoned court handicappers admit there's not much to go on. One cable lawyer said that Breyer was a judge at a law school's moot court, and the issue was precisely the one in this must-carry case. "Even then he didn't leave a clue," the lawyer lamented.

Another player to watch, however, might be William Rehnquist. The chief justice voted with the majority to remand in 1994. But in the *Denver* case, he joined in dissent two justices who had opposed must carry in 1994 and restated elements of that opposition.

Again the connection is tenuous, since the dissenting opinion was authored by Clarence Thomas and only joined by Rehnquist, along with Antonin Scalia. But the note appears to call for higher First Amendment protection for cable. "[T]he growth of satellite broadcast programming and the coming influx of video dialtone services suggest that local cable operators have little or no monopoly power and create no programming bottleneck problems, thus effectively negating the primary justifications for treating cable operators differently from other First Amendment speakers."

Another remand seems unlikely. As one Washington lawyer following the case commented, "If they don't decide it this time, there'll be hundreds of cable lawyers outside the court picketing." ■



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Belo offers free time for candidates

Pledges time for congressional, gubernatorial pols days before unveiling merger

By Chris McConnell

Belo came to the FCC bearing public service gifts last week.

Days before announcing its \$1.5 billion acquisition of The Providence Journal Co. (see story, "Top of the Week"), the broadcaster said it will supply free airtime to Senate, House and gubernatorial candidates. The company said, starting in October, it will provide five minutes of time to candidates in the seven markets served by its stations.

A Belo spokesman said there is no connection between the merger and the free-time pledge, maintaining the deal stays within FCC ownership limits. "There's nothing controversial about this," the spokesman said.

"Belo [thinks] that the public will benefit greatly from this opportunity to hear the unedited views of the major candidates," the company said in a letter last week to the FCC.

"This program emphasizes Belo's belief that [it] can voluntarily provide additional programming to fulfill the goal of providing robust debate and increasing viewer knowledge of the candidates for public office," Ward Huey, vice chairman and president of

Belo's broadcast division, added in a statement.

Supporters of free political airtime welcomed the company's plan. "It's enormously encouraging that this broadcast group is coming forward," said Paul Taylor, executive director of the Free TV for Straight Talk Coalition. "It's a terrific initiative."

"All [Belo stations] will be making much-appreciated contributions to the success of our great experiment in self-government," said FCC Chairman Reed Hundt.

Belo's plan calls for inviting the candidates in each station's market to the Belo TV station to tape a five-minute "live" segment. During the segments, candidates will be asked to discuss "the principal positions or concerns that distinguish his or her candidacy."

Once the segments are taped, the station's news divisions will assemble them into a roughly one-hour program to be



Belo's Ward Huey, sees the free time program boosting viewer knowledge.

broadcast during a time slot "usually devoted to news and public affairs programming."

Belo said that local PBS stations as well as the Belo stations will air the programs and that it will supply the programs to cable operators and radio stations as well.

The plan follows a series of initiatives by broadcast networks to provide free time to presidential candidates. Fox, for instance, is now providing the Dole and

Clinton campaigns with a series of one-minute segments to respond to questions on public issues. ABC and PBS also have offered the candidates airtime; CBS and NBC have offered time as part of existing news programming.

Last month, the FCC said the programs planned by Fox, ABC and PBS qualify as bona fide news and, as such, will not be subject to FCC equal-time rules.

Belo has asked the commission for the same exemption.

The company will need FCC action on its request within weeks if it is to produce and air the segments before the November election. And a lawyer representing the company voiced optimism that the FCC will act in time.

Huey cited Hundt's warm words regarding Belo's proposal. "We hope this portends approval from the Federal Communications Commission and the Federal Election Commission," Huey said.

Other broadcasters voiced appreciation of Belo's plans but also expressed concern that such programs remain optional. "It's a matter of choice," said Phil Jones, president of Meredith Corp.'s Broadcast Group.

Both Jones and Hubbard Broadcasting TV Group President Robert Hubbard say their stations already provide time to candidates in the form of news and televised debates. Hubbard cited a televised debate between candidates in the Minnesota senate race.

"We do a lot already," Jones said. "It's just a matter of definition sometimes." ■

US faces tough sell in ISO restructure

The U.S. faces a tough time convincing International Satellite Organization (ISO) member governments that competition should be the "guiding principle" behind any restructuring of Intelsat and Inmarsat, FCC International Bureau Chief Donald Gips testified before a House panel.

As of April 1996, only 16.8% of the International Telecommunication Union's 209 member countries had made any offer in World Trade Organization negotiations to open their satellite markets to competition.

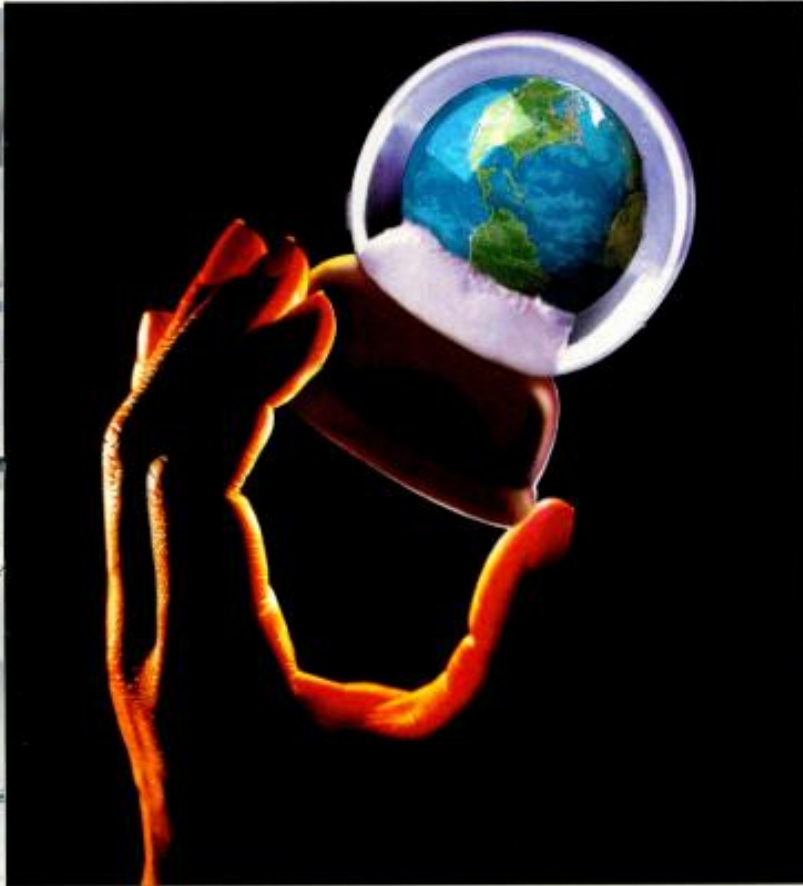
Any restructuring short of promoting the U.S. goal would be "worse than no restructuring at all," Gips told the House Telecommunications and Finance Subcommittee. Because the U.S. "probably will not succeed in achieving each and every aspect of [its] proposal," Congress will have to help evaluate whether "competition is furthered by U.S. participation in the affiliate...or through nonparticipation and possible foreclosure of the affiliate from the United States market."

Testifying on behalf of the Clinton administration, Vonya McGann—U.S. coordinator of international communications and information policy, Department of State—agreed that "most of the parties and signatories of Intelsat and Inmarsat are uncomfortable...with the notion of increasing competition, particularly in their own markets," but she reiterated the U.S. commitment to "reject restructuring outcomes that fail to bring the proven benefits of competition."

Last week's hearing was "preparatory" to House Commerce Committee Chairman Thomas Bliley's plans to revise the Communications Satellite Act of 1962 next year.

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Leased-access rates get a second look

FCC's Cable Service Bureau working on new draft rule

By Chris McConnell

FCC officials are rethinking their strategy for clearing a path to cable leased-access channels, sources following the rulemaking effort say.

Citing low use of the set-aside leased-access channels, commissioners in March proposed a new rate-setting formula for the channels. But cable programmer complaints that it would go too far in lowering the leased-access channel rates prompted a second look. Earlier this summer FCC officials sent a draft rule back to the FCC's Cable Service Bureau, where staff were still working on the item last week.

Cable industry sources now anticipate a rate plan they find more palatable by the time commissioners vote on the issue, possibly in October. FCC officials acknowledge commission concerns that the original proposal contained flaws, but say that no decision has been made regarding it.

"There was a recognition that the formula did not take into account the value a cable operator has in programming a channel," one cable industry observer says. "I think the original proposal was dead on arrival," adds another.

The original proposal offered an alternative to the current leased-access pricing regime. Under the current system, programmers leasing the channels pay operators the difference between the per-channel price paid by subscribers to cable operators and the per-subscriber fee paid by the cable operator to programmers.

The FCC proposed replacing the "highest implicit fee" approach with a rate system in which programmers on the channels would pay cable operators any revenue the operator would lose by assigning the channel to a leased-access programmer rather than a traditional cable programmer.

That system, cable programmers contend, would force the likes of C-SPAN and Black Entertainment Network off cable systems to make room for those

wishing to lease the channels.

Proponents of a refined rate system counter that sufficient room exists on cable systems to handle the leased-access customers. They point to cable system rate cards that show eight or more leased-access channels available and call for payments they say are prohibitively high.

"It's clear the cable industry does not want leasing to work," says Jeff Chester of the Center for Media Education.

"It's very discouraging," adds Sherwin Grossman, president of the Community Broadcasters Association. The association's low-power-TV-station members are among those with an interest in leasing carriage on cable systems. "If you're not going to get to the people, how can you sell advertising?" he asks.

Last week Grossman visited FCC officials to propose setting a minimum leased-access channel fee in the range of \$.5-.10 per subscriber. "I think there should be a minimum fee that's livable," he says.

Others say that they expect a formula that will yield leased-access rates that are lower than at present but higher than the rates they say would have resulted from the March proposal. "I don't think anyone will get all they're asking for," says one cable industry source. "Everybody's going to be a little bit upset." ■

Pressler finds lots of change in a chair

Entertainment PACs up contributions to Commerce chairman

By Heather Fleming

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) is getting big bucks from companies affected by the Telecommunications Act of 1996, which he co-authored.

FEC documents show that in the current election cycle Pressler has taken in \$1.2 million in PAC contributions as of Sept. 23, more than any other Commerce Committee member.

According to the documents, those contributors are Comcast (\$5,000), Continental Cablevision (\$2,000), Fox (\$1,000), Motion Picture Association (\$1,180), National Association of Broadcasters (\$1,500), National Cable Television Association (\$9,999), Sony Pictures Entertain-

ment (\$2,000), TCI (\$10,000), Time Warner (\$9,750), Turner Broadcasting (\$7,000), Viacom (\$7,000) and Walt Disney Productions (\$10,000).

The *Washington Post* reported on Sept. 21 that before his chairmanship (between 1984 and 1993), Pressler took less money from the industry than any Commerce Committee member. Pressler's Democratic opponent, Representative Tim Johnson (D-S.D.), received \$533,972 in PAC contributions as of Sept. 23. Among those contributing are the NAB (\$500), Sony Pictures (\$1,000), AT&T (\$5,000) and MCI (\$5,000).

'Babylon' brouhaha

The big flap in South Dakota the past couple of weeks has been over author Alexander Cockburn's speech at the

Sioux Falls City Club on Sept. 19. "Washington Babylon," a book Cockburn co-wrote with Ken Silverstein, paints an unflattering portrait of Senator Pressler and insinuates that he is gay.

Cockburn told City Club members that Pressler is "incompetent" and a "dunderhead" and defended his allegation that Pressler is gay.

Pressler called Cockburn's charges a "vicious personal attack" that was "mean-spirited" "malicious" and "untrue." He accused former Democratic senator Jim Abourezk, a political ally of Pressler's opponent, Johnson, of "character assassination that brings dishonor to all involved." Abourezk invited Cockburn to speak at the City Club. The Johnson campaign flatly denies any involvement. Pressler

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began airing TV ads Sept. 21 denying the allegations.

Help from D.C.

Running a neck-and-neck race against

Pressler, Johnson is bringing in the top brass to score points with voters. President Clinton and First Lady Hillary Rodham Clinton made a brief appearance Sept. 20 at a rally in Brandon,

S.D. Clinton praised Johnson for helping with farm legislation and said, "I think Tim Johnson is one of the most gifted public servants with whom I have ever worked." ■

FCC OKs KCAL sale

The FCC has approved Walt Disney's sale of KCAL(TV) Los Angeles to Young Broadcasting on the condition that Disney spin off its equity stake in Young Broadcasting. Disney, which holds a 14.3% nonvoting stake in Young, already had pledged to sell its interest by Feb. 9. Commission officials also conditioned their approval of the sale on Young Broadcasting's resolution of a cable/broadcast crossownership snag. Michael Willner, a director of Young Broadcasting, also serves as president of Insight Communications, which operates cable systems in Los Angeles. The FCC's decision requires either that Willner resign from Young's board or that the broadcasters obtain a waiver from the FCC's Cable Services Bureau.

Approving the deal, the FCC rejected a National Hispanic Media Coalition to block the transaction. The coalition maintained that the FCC should await judicial review of KCAL's license renewal before approving the deal, and also argued that the transaction would violate the FCC's cross-interest policy. The coalition, which had petitioned the FCC to deny KCAL's license renewal, has challenged the license renewal at the U.S. Court of Appeals in Washington. The FCC said the appeal, which is still pending, does not justify delaying the station's sale. The commission also said that Disney's ties to Young pose no threat to diversity in the Los Angeles market because the relationship between the two companies is temporary.

Will spectrum auction help minorities?

Auctioning the digital TV spectrum won't help minorities boost their stake in the broadcast industry. Granite Broadcasting chief Don Cornwell wrote to lawmakers and regulators last week. Cornwell disagreed with BET Chairman Robert Johnson's letter this month to lawmakers and the FCC calling for a digital spectrum auction and asserting that an auction could improve minority ownership in the business. "If anything, minorities as well as most current broadcasters would be outbid by larger corporations in the event of an auction for broadcast spectrum," Cornwell said. "Simply put, spectrum auctions would slam the door shut for continued minority participation in the broadcasting business."

Action on silent stations

FCC administrative law judges this month issued a pair of decisions on silent radio stations. In one case, Administrative Law Judge Joseph Chachkin granted Hometown Media's application to renew the license for WAYB(AM) Waynesboro, Va., on the condition that the station resume

broadcasting no later than Jan. 15. In the other ruling, Administrative Law Judge John Frysiak denied WKZF Inc.'s petition to renew the license for WKZK(FM) Bayboro, N.C. The station has been off the air since July 1993. WKZF Inc., which acquired the station in 1994, was required to resume operations by Nov. 20, 1995. The broadcaster did not make the deadline, but told the FCC it was unaware it needed to notify the commission that it would not make the deadline. The broadcaster also pointed to its August 1995 renewal application in which the station reported that it was still off the air.

Those arguments did not sway the administrative law judge, who said the station had not met its burden of proof to justify remaining silent and not notifying the FCC. In addition to denying the license renewal, the judge canceled WAYB(FM)'s license and closed the proceeding.



Washington Watch

Edited By Chris McConnell

Chong sticks with Grand Alliance

FCC Commissioner Rachele Chong still likes

the Grand Alliance digital TV standard. Chong last week acknowledged computer industry complaints about the standard but maintained that the Grand Alliance standard already incorporates a compromise between computer and broadcast interests. Chong cited the inclusion of both interlace and progressive scanning. "I'm a little confused about why this can't work," she said.

Speaking at a Media Institute luncheon, Chong also said she plans to oppose any attempt by FCC Chairman Reed Hundt to further quantify the broadcast industry's public interest obligations. Chong added that she is constantly besieged by TV viewer requests to take action against TV violence, but insisted the industry should police itself. "The industry...must be responsible and responsive," Chong said.

Clarification

National Cable Television Association spokeswoman Torie Clarke says her quote on digital TV in the Sept. 16 issue was taken out of context. In the Sept. 16 story on BET Chairman Bob Johnson's call for auction of digital spectrum now earmarked for incumbent TV stations, Clarke was quoted as endorsing Johnson's position. But, in fact, she now says, NCTA doesn't fully support it. The association advocates auctions, but only if broadcasters plan to use the spectrum for services other than HDTV. "If they are going to use it for HDTV, that's fine. But if they are going to use it for other purposes, they should pay for it like everybody else." ■

TONY COX
1941-1996

CHAIRMAN
SHOWTIME NETWORKS
1987-1995

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MORE COMPASSIONATE
MORE AWARE
MORE DIVERSE
MORE RESPONSIBLE.

ALL BECAUSE OF HIM.



SHOWTIME NETWORKS

The BROADCASTING & CABLE Interface X conference, presented in New York last week by this magazine and Communications Equity Associates, provided insight on a number of public policy issues and trends affecting the TV business. Among them: FCC Chairman Reed Hundt's insistence on more public interest programming from broadcasters. The White House reluctance to lessen broadcast ownership restrictions. Broadcasters' continuing loss of audience to cable. Cable's failure to shake its stock market blues. And TV stations' desire for a digital TV standard. Here's the full account of the daylong event:

Hundt calls for free time

Praises networks, Belo, for taking initiative on providing time for candidates

By Harry A. Jessell

Kids TV is not enough, says FCC Chairman Reed Hundt.

To fulfill their obligation to serve the public interest, TV stations should not only air educational programming for children but also provide free time for political candidates, Hundt said last week at the BROADCASTING & CABLE Interface X conference.

A "key part" of broadcasters' duty "is the need to find cheap available free access for political debate over the medium."

Hundt praised the broadcast networks for voluntarily turning time over to the major presidential candidates this fall and Belo Broadcasting's TV stations for providing spots to congressional and gubernatorial candidates (see story, page 20).

After a lengthy battle with the broadcasting industry, the FCC last month adopted a rule requiring TV stations to air at least three hours of children's educational programming each week.

Talking to reporters after his speech last week, Hundt said he was not yet ready to seek a rule requiring stations to provide free time to candidates. "We've got to see how [the network and Belo free-time offers work] this fall and immediately after the election see what the best ways are," he said. "I don't have a preconceived opinion on the way to do it. I just have a firmly rooted view that something is necessary."

It's unclear whether the FCC has the



"It's imperative that any conversation about free time quantify what's being asked and guarantee that it not be commercially unreasonable."

authority to mandate that broadcasters provide free time for candidates. The FCC's current requirement that stations provide discounted time to candidates and its kids TV rule are based on federal law.

Although broadcasters ought to have specific public interest obligations, Hundt said, there should not be many of them.

Going forward, Hundt said, his goal will be to lessen FCC interference in broadcasters' business activities. "Our goal has to be no rules except those that protect against interference [among stations] and overconcentration [in ownership], and those minimally nec-

essary to guarantee public benefit."

To that end, he said, the FCC will eliminate out-of-date regulations and streamline its bureaucratic processes. Hundt said he spent two hours in line to replace his lost driver's license. "That's what it should take to transfer a license at the FCC."

The key to speeding up the FCC is electronic filing and improved databases. Stations could select new call letters online and secure them by simply notifying the FCC and sending in a check, he said.

On his watch, Hundt said, the FCC has repealed the rules restricting the big broadcast networks involvement in program production and syndication and barring top network affiliates from airing off-network shows in the hour before prime time. He also would eliminate the rule prohibiting the networks from selling spots for affiliates, he said.

During questioning, he gave no clue to how far he would go in relaxing TV ownership rules.

Hundt also suggested that the best way to resolve the dispute over a digital TV standard may be to lock the warring parties in a room until they reach a compromise. The battle pits the broadcasting and consumer electronics industries, which want the FCC to adopt the Grand Alliance system as a national standard, against the cable, program production and computer industries, which oppose a rigid standard.

If the parties could reach a "de facto understanding," Hundt said, the FCC might consider "sprinkling regulatory holy water" on it. ■

No further TV ownership relaxation

Top Clinton telecommunications adviser says 'reasonable' limits are in broadcasters' interest

By Harry A. Jessell

The White House's top telecommunications adviser last week reaffirmed that President Clinton wants no further relaxation of the TV ownership rules.

In a written interview published in *BROADCASTING & CABLE* last week, Clinton was asked whether the FCC should relax rules banning common ownership of two TV stations or a newspaper and TV station in the same market. "No," the President said.

"That's the answer," Greg Simon said when asked to elaborate at the *BROADCASTING & CABLE Interface X* conference last week. The 1996 Telecommunications Act lowered ownership restrictions for radio and TV only six months ago, he said, adding that it's too soon to consider expanding ownership opportunities.

"The Clinton administration continues to [think] that reasonable limits on media concentration that promote localism are in [broadcasters'] interest as well as the nation's."

Earlier in the conference, FCC Chairman Reed Hundt sidestepped

commenting on the President's statement, saying he would rely on official input from the administration through the National Telecommunications and Information Administration, part of the Commerce Department.

Simon also painted Clinton as broadcaster-friendly—and rival Bob Dole as not.

Clinton thinks TV stations should receive extra channels so that they can make the transition from analog to digital broadcasting, Simon said. But Bob Dole wants to auction the channels to the highest bidder, he said, citing the Dole plan to offset \$34 billion in tax cuts with spectrum-auction revenue. "The fact of the matter is: With the Dole plan, there is no digital TV," Simon said.

Like Hundt, Simon said he will encourage an inter-industry compromise on a standard for digital TV. Broadcasters want the FCC to adopt



Simon says Bob Dole would auction broadcasters' future.

the Grand Alliance system; computer companies want no standard or a more flexible one that would accommodate computer-compatible progressive-scanning technology.

"We have supported the adoption of a reasonable standard derived from the recommendation of the Grand Alliance," Simon said. "We have also tried to encourage discussions about a migration path to

progressive-scan technology that would insure the convergence and utility of both computer and television in the modern age."

The Clinton administration also is determined to open or keep open foreign markets for U.S. programming. Simon criticized Canada for its new restrictions on the import of U.S. soap operas and sports. "And these are our neighbors. Just wait till you hear what the French have in store for us down the road." ■

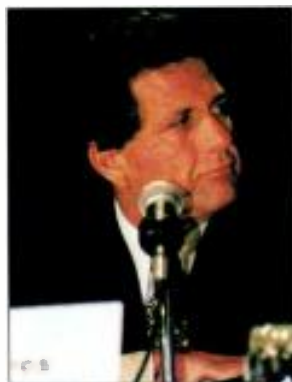
Moonves urges broadcast solidarity

Says that networks need to work together to stop erosion to cable

By Lynette Rice

CBS's Leslie Moonves to the broadcast networks: Stop picking on each other and start figuring out a way to keep viewers tuned in to broadcast—not cable—networks.

Growth in cable viewership took a front-row seat during a discussion about programming at *Interface X*. Moonves—sharing a panel with Kay Koplovitz



Moonves: Networks should avoid scheduling major events against one another.

of USA Network, Dick Robertson of Warner Bros. TV and Barry Thurston of Columbia TriStar TV—reiterated that cable is the ultimate beneficiary when the networks launch counter-programming battles in the quest for number-one status.

"There are certain things networks do to hurt each other that don't necessarily have to be done, such as putting

major events against major events," Moonves said. "If they were more spread out across the year, then all the networks could succeed. At the same time, [there are] certain incidents, [such as] when one network is trying to launch a show [and] another put[s] a major feature against it to sort of kill it in its infancy. I think those are practices that should be stopped as soon as possible."

A feisty Koplovitz, who already thinks cable networks can compete with the broadcast networks on specific nights, said she always thought that cable viewership would rise to the level

of broadcast, not that "broadcast [viewership] would slump to the level of cable networks'."

"I don't think we've slumped to your level yet. Kay, don't get carried away," Moonves countered. "You have eroded some of our audience. We still are not afraid of USA."



Koplovitz

Koplovitz argued that it's still hard for cable networks to get noticed, although they've had some success in launching shows during summer—a trend that the broadcast networks find just as harmful.

"One thing the [broadcast] network business has not done is a good job with is continuing programing during the summer...giving you guys [cable] the opportunity to launch shows," Moonves said. "I think you'll see change in the future. Watch out."

"People watch television. People watch channels," Robertson said simply, citing grueling competition in the New York City marketplace over the airing of the syndicated *Family Matters* on both WPIX there and superstation WTBS(TV) Atlanta, which can be seen in Manhattan. The show still succeeded on WPIX,

which aired it against the first syndicated season of *Home Improvement*.

"There are dozens of examples like that about shows that we all distribute," Robertson said. "That is one of the most illustrative, in my opinion, in showing that people watch television, they watch channels. Broadcast television has enormous advantage over

cable because of local promotion, and we can all figure out a way to live together and make a few bucks."

Robertson spoke of the dismal rewards of the first-run syndication marketplace, citing a recent Warner Bros. survey of first-run shows from 1981 to the 1995-96 season. In all, new shows averaged a 1.9 rating, while 73% didn't even make it past their first year.

"In this day and age, when you can maintain the lead-in share...and maintain last year's ratings and share, that's pretty good," Robertson said, adding: "Sometimes I wonder why we still are in it."

Thurston, annoyed by recent reviews stating that the first-run season is lackluster, reminded everyone how *The Ricki Lake Show* started off with a 1.9. "These are shows that grew into hits.... It's a little too early in a business that's at least a 52-week business," he said. "Give us a month before writing about shows. The biggest factor against us is time." ■

The cable stock story: soft

Analysts say industry is partly to blame for not developing interactive services

By Steve McClellan

Buffed by revenue-curling regulations and dogged by increased sources of competition, such as direct broadcast satellite, cable stock values have languished for the past couple of years. And don't look for a

quick turnaround either. Speaking at last week's Interface X finance panel, industry analysts said that cable operators must turn new products, including high-speed modems, into profit centers before their stocks will start to rise.

Panelists also took the cable industry to task for failing to deliver on promises to create an array of products linked to interactive television.

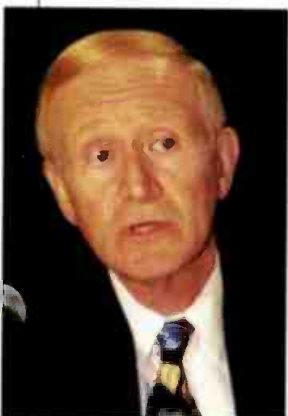
"The story of cable is called mañana," said David Londoner, managing director of Schroder Wertheim. "We've heard it now for, really, 23 years. Some of us go back to the Qube [interactive] experiment in Columbus, Ohio. What Qube did was give a lot of services. It was expensive, and it was two-way interactive." And the industry learned, he said, that "nobody gave a damn."

So the question for cable now, said Londoner, is whether the industry will be able to get into the telephony business in a meaningful way and persuade subscribers to buy the high-speed cable modems. As to the latter, he said: "I don't know, it sounds awfully expensive to me."

In a word, Londoner said, the problem with



Robertson



Thurston



Londoner



Ezersky



Leibowitz



Reidy

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VIACOM

cable stocks is that they are "unproved"—none of the industry's new businesses have brought returns, while "we have seen a diminution in the margins of some cable companies over the past four or five years."

Dennis Leibowitz, managing director of Donaldson, Lufkin & Jenrette, said that TCI Chairman John Malone was touting digital boxes three years ago. "The issues are competition and a lack of faith that new revenue sources will materialize," he said. Leibowitz did note that Time Warner is now rolling out high-speed modems to a 300,000-subscriber area around Akron, Ohio. "That's not a trial anymore." Longer term, he predicted that by 2000 there

may be 11 million high-speed-modem cable homes, accounting for perhaps 5% of the industry's cash flow but as much as 25% of cash-flow growth.

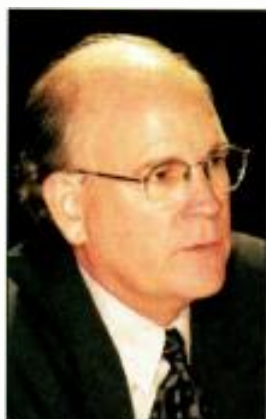
Smith Barney managing director John Reidy added that cable also has to prove that DBS price-cutting doesn't take a large bite out of cable's subscriber base. Another key issue for cable, he said, is "demonstrating that digital compression will work and that someone will buy it." Reidy agreed with the others that the industry must turn the modem hype into a real revenue stream.

"Cable needs to demonstrate there is demand for new services and that they can be delivered economically and in a reasonable period of time."

According to Peter Ezersky, managing director of Lazard Freres & Co., "cable stocks will grow with cash-flow growth." Equity markets aside, Ezersky said, money lenders still appear confident about cable's future. "Debt-financing markets for the cable industry are still very strong. The bank market in particular is as strong as it's ever been." And that's just for current activity. Ezersky agreed with the others that future growth will depend on making modems a profitable business, as well as on competitive factors such as DBS. ■



Hartenstein



Wright



Westin



Lund



Roberts

Network heads want digital standard

They say if FCC doesn't mandate one, it risks 'viewer disruption'

By Steve McClellan

The heads of the three major networks took issue with FCC Chairman Reed Hundt's suggestion at Interface X last week that the government should not set a technical standard for digital television and should let would-be providers battle it out in the marketplace.

Recalling the videocassette-format battle between VHS and Beta providers, CBS Inc. President Peter Lund argued that "it's always easy to say let's compromise, but historically, compromises on technical issues have not necessarily proved to be in the best interests of consumers and the public."

A lot of consumers, he said, "got stuck with \$500 Beta machines that are useless."

David Westin, president, ABC Television Network Group, said that his main concern is "avoiding as much disruption to the viewer as possible" while the industry migrates to the digital world. Rival technical formats could add to the confusion, while a single standard could ease the disruption, he said.

For Bob Wright, NBC president, setting a digital standard is the biggest issue facing broadcasters. Without it, he said, broadcasters face the risk of becoming "obsolete" analog-signal providers in the digital TV world of the

future: "The issue is: Do we want a universally available video signal that can be received in every household in the country 25 years from now?"

"The directional trend says that if broadcasters remain on an analog basis, that system won't exist 25 years from now. Video will be brought into houses in a digital manner, and current analog spectrum won't be meaningful. Broadcasters have to migrate to digital to continue [the] phenomenon we've had in this country by providing all of these services free to all homes with a very inexpensive television set."

Despite the official industry endorsement of the V-chip and a related program-ratings system, the broadcasting executives questioned the ultimate benefit they would bring to viewers.

"We did fight it diligently on philosophical grounds," said Lund. "We lost our position by a clever procedural act of the House [of Representatives], and then it seemed the best course of action was to not fight it. Secondly, we took the government at its word.... They were saying it's a voluntary sys-

tem and that that was OK.”

Westin said the root of the issue was really societal, going beyond television and V-chips. The problem, he said, was harried parents looking for any and all tools they think might help them to raise their children. “They told people in Washington: ‘Why don’t you do this for me? This may help me.’”

Westin hopes the parents are right—that the chip and the ratings system will prove useful aids in raising their children. “But I am skeptical that it will work out.”

But whatever else may come of the chip and the ratings, Westin stressed one thing that he said would not occur: “At ABC we do not anticipate changing the way we program the network in any way as a result of the V-chip.”

Wright said the industry is less

opposed to the V-chip than it is concerned about a “perceived government censorship order.” According to NBC research, the chip will come into use in a “small percentage” of TV households. “The research shows that people really aren’t all that interested,” he said.

Nevertheless, Wright added, “let the V-chip come into play. When and if there really is a censorship board, then we will give a hardened argument that I think will be persuasive. And we will use all the legal tools at our disposal.”

Brian Roberts, president of Comcast Corp., took issue with much of what the broadcasters had to say about the V-chip. Indeed, he said, Comcast supported it—

and program ratings—from day one.

The chip and the ratings, Roberts said, give more information to parents about shows. “How can that be bad?” But he answered his own question by stressing that if it became anything more than that, such as the censorship board that Wright referred to, then “all bets are off.”

Meanwhile, DIRECTV is proving the DBS naysayers of a few years ago wrong, said company president Eddy Hartenstein. Asked of the medium’s prospects two years ago, he said, the consensus was that it would reach “maybe” 5 million homes by 2000. Now the estimates are 15 million–20 million. “People in the past two years have been learning about how to get it,” he said. “At the end of the day, people care about what they will come across on their television, not so much how it gets there.” ■

Internet panel sees big marketing pull

Full-motion video on 'Net could fuel consumer interest

By Richard Tedesco

If the medium is the Internet’s message, the predominant message these days is marketing.

That was the consensus that emerged from a BROADCASTING & CABLE Interface X panel on the Internet that comprised executives involved in online initiatives for various media companies.

“Basically what we’re doing is trying to create some brand positioning toward the time when we will have available vast video resources,” said Tom Rogers, president of NBC Cable and business development and executive vice president of NBC. Rogers thinks that the eventual growth of full-motion video on Web sites will fuel

enough user interest to create substantial revenue and transaction streams.

Microsoft Corp.’s current objectives on the World Wide Web are, not surprisingly, similar to those of its partner in the MSNBC venture, according to Peter Neupert, vice president of strategic relationships for Microsoft’s interactive-media division. “It’s about creating the sensibility of what works on the Internet. We’re getting our early experience at a time when it’s not easy to make money,” Neupert said. He emphasized Microsoft’s mission as a software maker “integrating software to tell stories” in the MSNBC project.

For Warner Bros., an Internet presence is a means of amortizing the costly business of feature film promotion.

“When we have movies opening with \$25 million–\$30 million spent to market those films, it drives huge traffic to our Web site—which then brings people in to see our original content, which brings our marketing costs down to next to nothing,” said Jim Moloshok, senior vice president of corporate marketing and advertising and senior vice president of Warner Bros. Online.

“Strong brands are particularly essential on the Web,” said Dan Stone, executive vice president of Turner Broadcasting Sales. Turner expands its profile by reaching a significantly younger, more affluent and better educated consumer online. While the company sells Web space separately, it also markets multimedia packages to advertisers both



Rogers



Moloshok



Stone



Sagan



Neupert

on-air and online, a common strategy for many media companies.

For Time Inc., "marketing muscle" is a primary element of the online presence of its Pathfinder service, according to Paul Sagan, president and editor of new media for Time Inc. "There's a continuum from content and brands to marketing. There's no 'there' there, with millions of people just milling around," Sagan said of Internet con-

sumers.

He spoke of the Web as an individualized medium, "a different experience for each person using it," providing a new information outlet for a fraction of the cost of launching a magazine. The Internet is also, Sagan said, the path to

a new revenue model "that may be pay per view, pay per month—that may be people leveraged into buying other things." Pathfinder will be, in fact, one of those new things when it goes to a subscription format soon.

The panel was divided on whether telcos or cable companies would dominate during the next several years in providing consumers with high-speed Internet access. ■

Upbeat ad outlook for TV networks, stations

Despite lower shares, media buyers say medium retains widest reach

By Donna Petrozzello

Leading media buyers and television group executives are bullish on the future of network and local station advertising, despite declining audience share for network programming.

In an Interface X panel on advertising, panelists said that advertisers will continue to buy network television for its superior reach, compared with that of other broadcast competitors.

"Network television may have lost its share [of audience], but it hasn't lost its power and ability to make money for advertisers," said panelist Marc Hirsch, president of Premier advertising sales and director of Worldwide

advertising services for the Paramount Television Group.

"Media sales and barter are growing at a rapid pace," said panelist Ed Wilson, president of CBS Enterprises Division and of Eyemark Entertainment. "If a show can do a five or six rating, [advertisers] can generate sizable dollars."

The panel also featured Betsy Frank, executive vice president, director of strategic media resources, Zenith Media Services; Larry Hoffner, president, sales, NBC Television Network; Jonathan Mandel, senior vice president, director of national broadcast, Grey Advertising, and Tim McAuliff, chairman, Blair Television.



Hirsch



Frank



Wilson



Hoffner



McAuliff



Mandel

Hoffner contended that despite a downturn, networks still command the "ability to reach 100 million households," which is crucial to advertisers. Hoffner also said that advertisers will continue to deem network television an important part of their buys in order to "protect brand equity" for their clients.

McAuliff also was bullish on the outlook for local station ad sales, given that the "proliferation of the WB and UPN networks has put sales back to the stations."

Frank argued, however, that stations "will have to work hard to establish their identity" with advertisers. "So many of the alternatives are national

alternatives; we're growing that national [advertising] pie."

Although panelists said they don't expect the fledgling WB and UPN networks to draw a significant amount of advertising away from the more established ABC, CBS, NBC and Fox this year, they did not discount their potential to present a sizable threat in the future. As Frank pointed out, "The Fox network started out small, and it has become a major force."

Panelists also addressed the issue of ratings imminent with the installation of the V-chip as outlined by Congress. The panel agreed that they hope clients will not base their buys on a standardized rating system, but will

choose programming based on their individual screening and opinion of its content. "I hope clients don't use the V-chip to hide behind and [blindly] run from a show," Mandel said.

Hirsch said that "advertisers, given their druthers, would rather not have this system." But the panelists agreed that the cachet of basing a buy on a V-chip rating likely will fade after the system is in place and has become comfortable to viewers as well as advertisers.

"There was a time when no client would advertise in a program that carried a content warning in the beginning," Hirsch said. That has changed, and "ultimately, the concept of a ratings system will go that way as well." ■

Broadcasting

September 30, 1996

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Silver King eyes Washington

Group owner considers selling Baltimore station to make room for move into Capital

By Cynthia Littleton

Barry Diller's Silver King Communications may be shifting into acquisition mode as the company weighs its options for maximizing the potential of a station group that already covers six of the top 10 markets.

Sources close to Silver King say the company is considering selling its station in Baltimore with an eye toward buying into the Washington market. Sources say Silver King has had "preliminary conversations" with several interested parties, including Sinclair Broadcasting. Offers for Silver King's WHSW(TV) Baltimore recently have run as high as \$40 million.

Representatives for Silver King and Sinclair declined comment on the possibility of a deal. Silver King officials say the company has received numerous offers for its 11 major-market UHF stations amid the station-trading frenzy that has gripped the industry during the past two years.

"We don't comment on rumors," says Adam Ware, Silver King's executive vice president of distribution. "The Baltimore station has a tremendous value, and we're going to do what's best to realize its full value."

Silver King's gaps among the top eight markets are Washington and San

Production chief

Howard Bolter has joined Silver King as senior VP, production. He will oversee the group's plan to establish station and production facilities in metropolitan areas of the markets they serve. "We envision these sites as hybrids of TV stations and TV production studios," says Doug Binzak, Silver King's executive VP, broadcasting. For the past two years, Bolter has worked as an independent producer through his San Francisco-based In-House Productions Group. A veteran of Metro-media and Fox, Bolter helped to design TV production facilities for such companies as Castle Rock Entertainment and C/Net: The Computer Network.

Francisco, the latter of which is also understood to be a high-priority market for the company to buy into. As a result, brokers and others with properties to sell have been courting Silver King ever since Diller, architect of the Fox network, took over the group with backing from cable giant TCI last year.

Since then, many have speculated that Diller intends to build yet another

network, but Silver King officials maintain that they intend to counterprogram network and cable competitors with locally oriented programming. During the past decade, the Fox revolution and even the performance of some start-up UPN and WB stations have proved the potential of UHF channels. Silver King also owns a satellite rebroadcast station in New York that strengthens its signal across the nation's largest DMA.

A glimpse of Silver King's community-based strategy emerged last week as the company confirmed that it is planning to open storefront TV studios in each of its markets in an effort to turn the station site into a local landmark.

Silver King isn't expected to begin the gradual transfer of Home Shopping Network programming on the 11 stations until next year, but company officials already are brainstorming ideas for community events and activities that would tie into the station.

"Generally speaking, most viewers really don't know where TV stations are located in their markets," says Ware. "To us, that seems like a missed opportunity. We want to make our station a destination in the community. We can achieve a lot of things on a lot of levels just by having this unique presence in the community, and a lot of our programming will flow from that general goal."

In the Los Angeles area, the company is known to have looked at sites in Westwood, home of the UCLA campus, and the coastal city of Santa Monica. The Silver King station in the nation's second-largest market is located in Ontario, about 40 miles east of Los Angeles.

It's unclear where Silver King will find an opening in Washington. The company already owns a stake in Home Shopping Network affiliate WTMW(TV) Washington, but the station's future has been tied up in owner Urban Broadcasting's protracted bankruptcy proceedings. Silver King may find UHF possibilities in outlying areas of Maryland and Virginia, but most reach only small segments of the Washington DMA. Speculation that Silver King is looking to trade up its Baltimore outlet for Washington has grown because FCC duopoly regula-

FCN, Saban join forces

Fox Children's Network said last week that it will formally consolidate with Saban Entertainment, producers of the popular *Mighty Morphin Power Rangers* and *The X-Men*.

Under the agreement, the companies will form a single holding company. Haim Saban will continue to oversee Saban operations; FCN head Margaret Loesch will oversee all operations pertaining to FCN.

The two companies first joined in 1995 with plans to eventually launch children's channels around the world. Since then, FCN has signed deals to launch satellite and cable children's services in the UK on Oct. 19 and Latin America on Nov. 1.

Although a Fox spokesperson denied it, sources close to the network speculated that the merger was the first step toward moving FCN programming off Fox-owned stations. Many Fox general managers want to program more adult fare in early fringe and access to provide better prime time lead-ins.

There is precedent for clearing FCN programming on non-Fox affiliates. The New World station group never picked up the lineup after its conversion to Fox because the children's lead-in fare clashed with its early evening newscasts.

—LR

tions may force Silver King to sell Baltimore if it buys into the overlapping Washington market.

One factor driving up the value of Silver King's Baltimore station is The WB, which does not yet have a full-power broadcast affiliate in Baltimore. Sources stress, however, that Silver King has not yet decided whether it intends to sell the station, since the FCC is planning to begin a review next month of its decades-old policy barring businesses from owning more than one TV station in a market.

Silver King also conceivably could hedge its bets against the chance of duopoly regulations being eased by selling the station to a third-party company in which it already owns, or would obtain, a minority stake.

Sinclair presumably would work out a similar arrangement if, in fact, the growing broadcast group is considering another acquisition in Baltimore. It already owns Baltimore's Fox affiliate and operates the market's UPN outlet through a local marketing agreement. ■

'Majority Rules' in New Orleans

Just in time for January's NATPE convention in New Orleans, DreamWorks Television has cleared its new game show, *Majority Rules*, in the market on Belo Broadcasting's WWL-TV.

The quiz show, hosted by Arthel Neville and Marc Summers, premieres Oct. 7 in the 4 p.m. slot between *Oprah Winfrey* and *Jeopardy!* DreamWorks launched the show last month in a partnership with Gannett Broadcasting on Gannett's KPNX(TV) Phoenix.

The move into New Orleans is the first step toward a national launch of DreamWorks Television's first-ever syndicated strip. The show may soon be in for a new co-host, as Neville has signed with All American Television to co-host a talk/variety daytime strip next year.

Majority Rules may be offered as a midseason replacement next year, but for now, DreamWorks Television's Ken Solomon says the rollout will continue at a slow pace.

"We're taking the time to tweak the show while it's on the air and fine-tune the concept," says Solomon. "If it takes us six months to develop a show that turns into a 16-year franchise, that's a pretty good investment." —CL



TELEVISION TALK



'Suddenly Susan' takes number two in week one.

They're number one

NBC nabbed the number-one spot during premiere week, ending Sept. 22, with an 11.8 Nielsen rating/20 share in households and a 7.7/21 in the coveted 18-49 demographic, thanks to help from *Seinfeld*—the week's top-rated show, with a 22.2/34—and the new *Suddenly Susan*, which capitalized on its *Seinfeld* lead-in and scored a 20.4/32, according to Nielsen. CBS came in second, at 10.8/18, with three shows in the top 10: *Cosby*,

Pearl and *Murphy Brown*. ABC came in third in households, at 9.9/17, with *Home Improvement* and *Spin City* in the top 10. Fox recorded a 6.3/10, UPN a 3.3/5 and The WB a 2.6/4. As for nightly wins, CBS grabbed Monday, Saturday and Sunday, while NBC clinched Tuesday and Thursday, and ABC Wednesday and Friday.

Grading the new season

ABC's *Spin City* got an A and CBS's *Cosby* got a B+, but ABC's *Townies* and *Clueless* earned a D and F, respectively, according to a weeklong national survey by the Leo Burnett Co., a Chicago-based advertising agency. The agency polled 1,500 adult viewers during premiere week on seven of the season's shows that are considered "ones to watch."

Including the four previously mentioned shows, viewers also were asked about NBC's *Something So Right* (B+) and CBS's *Pearl* (D). Among the comments: Only 24% of respondents said they would



'Clueless': A failing grade?

watch *Pearl* again. "While one week does not a season make, TV's premiere week is critical in building momentum and word of mouth," said Jayne Z. Spittler, senior vice president, director of media research, at Burnett. "CBS set a great precedent by waiting to debut *Ink* because of mixed reviews."

Helping noncoms

KXXV(TV) Waco, Tex., is a commercial ABC affiliate, but that's not stopping it from giving up some air—and ad—time for a telethon to benefit the three public television stations in the area.

The station plans to produce and air in prime access on Oct. 12 KXXV and *Public Television: Together for Kids*, a half-hour that highlights the programming and public service efforts of KCTF(TV) Waco, KAMU-TV College Station and KNCT(TV) Belton, all of which will simulcast the special as well as produce segments for it. In addition, KXXV has donated all the local ad time in that night's network schedule to live cut-ins encouraging viewers to call and pledge to the stations.

According to KXXV News Director Tom Pratt, the telethon was conceived as a programming effort that might count toward the station's children's TV requirement. The FCC's recent kids TV guidelines dimmed that prospect, says Pratt, but the station decided to proceed with it anyway. "It fits with our theory of thinking outside the box," he says, adding that KXXV also has partnerships with two local cable companies. "We don't look at the PBS stations or cable systems as the competition," Pratt says. The telethon also could have other benefits. "With spectrum auctions being talked about," Pratt says, "it doesn't hurt to show what good local broadcasters can do." —JE

'AMW' wanted again; 'Lush' lifeless; 'Party' over, for now

Fox drops two shows, brings back 'America's Most Wanted'

By Lynette Rice

The return of a popular reality series, coupled with the first cancellation of the fall season and plans to consolidate with a major children's program (see box, page 34) highlighted a busy week for Fox.

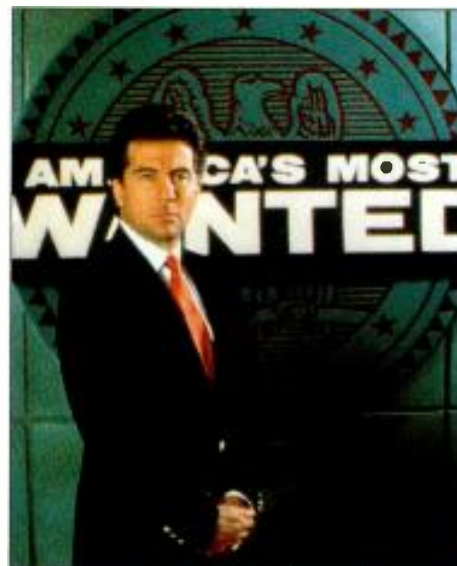
As expected (BROADCASTING & CABLE, Sept. 9), the network announced last week that it has reordered multiple episodes of *America's Most Wanted*, which was to have aired for the last time on Sept. 21. The show is expected to rejoin the prime time lineup later this season.

"There has been an enormous outpouring from law enforcement agencies, government officials—including governors of 37 states—and viewers asking us to keep *America's Most*

Wanted on the air," said Peter Roth in his first major announcement since becoming entertainment president. "Never before has a television program made such a clear and significant impact on people's lives."

The buzz wasn't as good for *Lush Life*, which will see its last broadcast Sept. 30. The show, starring and co-created by Lori Petty, debuted on Sept. 9 with a 4.6 rating and a 7 share in households and a 3.2/8 in the 18-49 demographic. It finished Sept. 23 with a 3.5/5 in households and a 2.4/5 in 18-49. In all, seven episodes of the 13-episode deal for *Lush Life* were produced, but only four will have aired by Sept. 30.

"With our early rollouts, we have had a good opportunity to evaluate the performances of some of our new program schedule," Roth said. "And with



'America's Most Wanted' is returning.

built-in breaks for our upcoming special broadcasts of Major League Baseball postseason games, this is the right time to make these changes."

The network also said that *Party Girl*, starring Christine Taylor, will air one last time Sept. 30 before being retooled for a relaunch later this season.

Fox will have at least two weeks to decide what to put in place of the departing shows. It is carrying Major League Baseball postseason games Oct. 7 and 14.

And finally, more episodes of the game show *Big Deal!*—which debuted this season at 7 p.m. on Sundays—are on the way. ■

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ABC taps Metcalf for series

The brothers Burns given pilot commitment

By Lynette Rice

Laurie Metcalf eventually will step out of her supporting role on ABC's *Roseanne* and into the title role of a series targeted for the 1997-98 season. That was just one of several moves made by ABC last week under

new entertainment president Jamie Tarses, who has ordered 13 episodes of the show, which is still in development. No writer or studio has been assigned.

The network also gave Metcalf's production company a 13-episode commitment to develop another comedy series. Metcalf won three Emmys for her role as Jackie Harris on *Roseanne*.

"Laurie is an exceptionally talented actress, and we are very pleased that she will continue to call ABC home in the years ahead," Tarses said.

The move only fuels speculation over whether *Roseanne* will hang on for a 10th season next year, since co-star



Laurie Metcalf, left, is getting a series of her own on ABC.

John Goodman's contract reportedly is due to expire sometime this season.

Tarses also last week tapped Ed Burns—who is responsible for last year's acclaimed independent feature "The Brothers McMullen" and current feature "She's the One," starring Jennifer Aniston—and brother Brian to create their first TV sitcom.

The brothers and 20th Century Fox Television have been tapped for a pilot and six episodes that revolve around two couples in Queens, N.Y. Brian Burns, who has written and produced for FX cable network and Fox News, together with Ed, will write the pilot and executive-produce the series.

"Ed and Brian Burns are two of the biggest new talents in Hollywood, and they should bring a fresh and distinctive voice to network television," Tarses said.

Finally, ABC said it will step up production of TV movies and miniseries for broadcast and cable distribution with its new company, ABC Pictures, which will assume operations of the old Victor Television (previously the network's long-form production unit). ■



Columbia TriStar sells 'gems'

Is there a home video market for the vintage TV series that fuel Nick at Nite, TV Land and other basic cable outlets?

Columbia TriStar Home Video is testing the waters with the launch of its "TV Screen Gems" home video line. The first slate of releases includes rare and landmark episodes of *The Flying Nun*, *Bewitched*, *I Dream of Jeannie* and *The Burns and Allen Show*. Each \$9.95 video contains two episodes.

CTHV's market research indicates that TV buffs will buy pristine copies of unusual episodes, such as the rarely seen pilot for *The Flying Nun* or the birth of Tabitha on *Bewitched*, says Nancy Harris, CTHV's vice president, marketing.

Taking a cue from Bob Dole's presidential campaign, CTHV's retro-themed marketing pitches the videos as wholesome family entertainment "evoking a gentler time of TV dinners and good family values." If the first batch sells well, CTHV plans to expand the "TV Screen Gems" video line. —CL

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For More Information Contact: Pat Seaman, Program Coordinator, at (301) 977-7210, E-mail: paseaman@aol.com, or: Radio and Television News Directors Foundation Tel: (202) 659-6510, E-mail: colonyb@rtndf.org

Nets seek novel campaign strategies

Nightly newscasts attempt to generate interest in election coverage

By Steve McClellan

With voter interest in this year's elections low, the network evening newscasts are trying new approaches to campaign coverage.

An overwhelming majority of Americans think that the presidential campaign is a real snoozer, according to a recent poll by the Washington-based Pew Research Center for the People and the Press (formerly the Times Mirror Research Center).

The poll, conducted in July, found that 73% of Americans think the campaign is dull and that compared with four years ago, significantly more citizens have given little or no thought to it.

Part of the problem stems from press coverage of the campaign, according to those surveyed. Sixteen percent blamed that coverage for the uninteresting campaign. Only 42% rated the press coverage good or excellent, com-



NBC's weekly 'Across America'

pared with 61% who rated it good or excellent during the primary campaigns earlier this year.

The networks face the prospect of spending several million dollars each to cover the campaign at a time when viewers care little and are watching less, as evidenced by the drop in viewing levels for the August political conventions.

What to do? David Doss, acting



PBS's 'NewsHour with Jim Lehrer'

executive producer, *NBC Nightly News with Tom Brokaw*, says the network's newscast is putting unprecedented emphasis on reporting the issues from a voter's perspective.

"We are very mindful that the public is not very engaged in this race," Doss says. "The audience is very concerned that the candidates and the press spend a lot of time talking about the issues in ways that are not relevant to the audience."

What *Nightly News* hopes to do during this campaign, Doss says, is reverse the way campaigns are covered. "The way it's always been is that the candidates are out there in week x and the theme is whatever. We [simply] put that out, and that's the story.... We think the audience is saying that's backward, so we are going to try to be mindful of what the American public is thinking about as we get closer to the election and then, where appropriate, have what the candidates say worked in with that."

One example is a new regular series that Doss describes as "My Dinner With....," which, when it airs, replaces the five- to seven-minute "In Depth" segment in the newscast. The segment features a cross section of voters from a particular region giving their perspectives on issues, literally around a dinner (or lunch) table.

Another example Doss cites is the 90-second "In Their Own Words," which takes "the most important bits of information" spoken by a candidate—or by a voter in response to a candidate—and airs them unfiltered by reporter perspective or commentary.

Nightly News also has launched "Across America," a weekly series with correspondent Mike Boettcher. From now until Election Day, he will

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SYNDICATION MARKETPLACE

'Inside' addition

Emmy-winning investigative producer Brad White has joined the crew of King World Productions' *Inside Edition*, where he'll focus on politics and government. Also joining the show as producer is Karl Idsvoog, formerly a correspondent for *A Current Affair*....Ron Reagan has joined GGP's new magazine show *TV.COM* as senior correspondent. The show also has added *American Journal* veteran Jonathan Karsh as a co-host.

Hispanic Heritage Awards

The annual Hispanic Heritage Awards will make its TV debut next month on the NBC-owned stations as part of a broad-based community outreach effort launched by the network and the Hispanic Heritage Awards Foundation. The special, taped last week in Washington, also will be offered to NBC affiliates. This year's honorees: actor Jimmy Smits, novelist Isabel Allende, designer Oscar de la Renta, baseball player Bobby Bonilla, Secretary of

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 15. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.0/227/99
2. Jeopardy!	8.5/223/99
3. Oprah Winfrey Show	8.4/237/99
4. Home Improvement	8.3/230/97
5. NFL on TNT '96	6.8/3/72
5. Seinfeld	6.8/219/96
7. Entertainment Tonight	5.7/183/94
8. Simpsons	5.3/195/94
9. Hercules, Journeys of	4.8/206/96
9. Star Trek: Deep Space Nine	4.8/231/98
11. Wheel of Fortune-wknd	4.6/170/73
12. Xena: Warrior Princess	4.5/192/95
13. Inside Edition	4.4/150/87
14. Montel Williams	4.1/164/91
15. Hard Copy	4.0/176/91
15. Live w/Regis & Kathie Lee	4.0/237/99

Transportation Federico Peña and women's rights activist Carmen Delgado Votaw.

Saban study guides

Saban Entertainment has teamed with children's book publisher Scholastic Inc. to produce classroom study guides for the new Saban series *The Why Why Family* and *Saban's*

Adventures of Oliver Twist. Educational materials tied to the shows will be distributed to about 107,000 elementary school teachers as an insert in the upcoming issue of the Scholastic magazine *Instructor*.

'Emergency' power

Emergency with Alex Paen is off to a solid start this season with clearances in more than 75% of the country. Although it has been saddled with graveyard-shift time periods in some key markets, the half-hour weekly still has pulled in double-digit increases over its lead-in on WNBC (TV) New York, KRON-TV San Francisco, WHDH-TV Boston and WFTC(TV) Minneapolis. The premiere episode of the show, which took on a new title and distributor this season, featured looks at dramatic rescue efforts in Iceland. Previously syndicated by New World/Genesis Distribution under the title *Emergency Call*, the series is now being handled by Paen's Santa Monica, Calif.-based company, Telco Productions. —CL

travel from Ohio to California in a red Dodge Ram pickup, visiting many of the battleground states—Missouri, Oklahoma, Colorado, New Mexico and Arizona—and interviewing voters.

At the *CBS Evening News with Dan Rather*, executive producer Jeff Fager says that the newscast will "make sure we hear about the issues from real Americans as opposed to the pundits and politicians themselves. I'm not sure there is enough of that out there. It lends more relevancy. It's valuable and important, and you'll see it on the *Evening News*."

CBS will devote a lot of airtime to its "Money and Politics" segment, which explores campaign financing and political influence. "Eric Enberg's Reality Check" also will be a regular campaign segment, Fager says.

At PBS's *NewsHour with Jim Lehrer*, executive producer Les Crystal says the program gives voters much to think about with its weekly "Issue and Debate" segments. Each segment is at least 22 minutes long and takes an issue, outlines where the candidates stand on it and has two nonpartisan "experts" debate it. Andy Kohut, director of the Pew Research Center—which conducted the poll cited previ-

ously—provides perspective on how voters feel at any given time.

Other elements in *NewsHour's* campaign coverage include regular airing of the candidates' speeches; weekly analysis of the campaign by veteran commentators Mark Shields and Paul Gigot; a periodic look at political advertising by Kathleen Jamieson, dean of the Annenberg School of Communications, and regular commentary from David Gergen, Ronald Reagan's former communications guru who is now with *U.S. News & World Report*. A panel of historians and commentators periodically provides perspective.

ABC World News Tonight tried in June to capture a greater sense of what the voters were saying about the issues with "Listening to America." For the two-week series, correspondents fanned out across the country, found the stories they wanted to tell and brought in their news crews.

Beyond that, *World News Tonight* executive producer Kathryn Christensen said only that Brian Ross's "Money Watch" segment on campaign financing and influence will be a key element. She also relayed word that the broadcast will travel to certain "battle states" during the campaign. ■

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Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Sept. 16-22

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=970,000 TV HOMES
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 1	abc	CBS	NBC	Fox	U/P/N	WB	
	12.0/19	14.8/23	11.9/18	6.1/9	3.2/5	2.0/3	
MONDAY	8:00	90. Greatest Sports Moments 4.4/7	5. Cosby* 17.3/27	42. All-Star TV Censored Bloopers 9.7/15	60. Melrose Place 8.1/12	95. In the House 3.5/5	112. 7th Heaven 1.9/3
	8:30		1. Pearl* 16.7/25			93. Ma & Eddie 3.6/5	
	9:00	11. NFL Monday Night Football—Buffalo Bills vs. Pittsburgh Steelers 15.2/25	10. Murphy Brown 15.5/23	22. NBC Monday Night Movie—Sweet Dreams 13.0/22	88. Party Girl 4.7/7	102. Gode Bhvr 2.9/4	111. Savannah 2.9/3
	9:30		14. Cybill 14.4/21		93. Lush Life 3.6/5	106. Sparks 2.7/4	
	10:00		24. Chicago Hope 12.6/21				
10:30							
TUESDAY	8:00	13.2/21	11.2/18	13.8/22	6.4/10	3.0/5	
	8:30	23. Roseanne 12.8/21	39. Promised Land* 9.8/16	13. Mad About You 14.6/23	77. Fox Tuesday Night Movie—Tombstone 6.4/10	92. Moesha 3.9/6	
	8:30	31. Life's Work* 11.7/18		15. Smthg So Right* 14.2/22		96. Homeboys 3.3/5	
	9:00	4. Home Imprvmt 18.2/27	30. CBS Tuesday Movie—Undue Influence, Part 2 11.8/19	12. Frasier 14.7/22		103. The Burning Zone 2.4/4	
	9:30	6. Spin City* 17.1/25		19. Caroline in/City 13.2/20			
10:00	42. High Incident 9.7/16		20. Dateline NBC 13.1/22				
10:30							
WEDNESDAY	8:00	11.4/19	9.4/16	9.6/16	7.4/12	3.7/6	3.0/5
	8:00	52. Ellen 8.9/15	35. The Nanny 10.9/19	63. Wings 7.8/13	62. Beverly Hills, 90210 8.0/13	100. The Sentinel 3.1/5	105. Sister, Sister 2.3/5
	8:30	44. Townies* 9.6/16	39. Pearl 9.8/16	59. J Larroquette 8.3/13			101. Nick Freno 3.2/5
	9:00	20. Grace Undr Fire 13.1/21	21. CBS Tuesday Movie—The Rockford Files: Punishment & Crime 9.0/15	53. NewsRadio 8.8/14	72. Party of Five 6.7/10	91. Star Trek: Voyager 4.3/7	102. Wayans Br 2.3/5
	9:30	25. Drew Carey 12.5/19		38. Men Bhv Badly* 10.5/16			97. Jamie Foxx 3.2/5
10:00	29. PrimeTime Live 12.2/21		32. Law & Order 11.2/19				
10:30							
THURSDAY	8:00	7.2/12	7.7/13	18.4/30	6.6/11		
	8:00	72. High Incident 6.7/11	55. Diagnosis Murder 8.4/14	3. Friends 16.7/31	80. Martin 5.8/10		
	8:30			7. The Single Guy 16.8/27	76. Living Single 6.5/11		
	9:00	77. Behind Closed Doors IV 6.4/10	69. Moloney* 7.1/11	1. Seinfeld 22.2/34	69. New York Undercover 7.1/11		
	9:30			2. Suddnly Susan* 20.4/32			
10:00	55. Turning Point 8.4/14	65. 48 Hours 7.5/13	9. The Pretender 16.2/28				
10:30							
FRIDAY	8:00	10.3/19	8.5/16	9.3/17	6.4/12		
	8:00	39. Family Matters 9.8/19	66. Dave's World 7.4/15	55. Unsolved Mysteries 8.4/16	83. Sliders 5.6/11		
	8:30		69. Ev Loves Raymd 7.1/13				
	9:00	47. Clueless* 9.2/16	49. Mr. & Mrs. Smith* 9.1/16	35. Dateline NBC 10.9/19	68. The X-Files 7.2/13		
	9:30	55. Boy Meets World 8.4/15					
10:00	25. 20/20 12.5/23	46. Nash Bridges 9.3/17	54. Homicide: Life on the Street 8.6/16				
10:30							
SATURDAY	8:00	6.3/12	11.1/21	8.5/16	5.6/10		
	8:00	83. Second Noah 5.6/11	45. Dr. Quinn, Medicine Woman 9.5/19	60. Dark Skies* 8.1/15	86. Cops 5.4/11		
	8:30				81. Cops 5.7/11		
	9:00	72. Saturday Night at the Movies—Naked Gun 33-1/3 6.7/12	25. Touched by an Angel 12.5/23		85. America's Most Wanted 5.5/10		
	9:30		32. Walker, Texas Ranger 11.2/21	47. Profiler* 9.2/18			
10:00							
10:30							
SUNDAY	7:00	9.4/15	12.4/20	11.1/18	5.6/9	2.8/5	
	7:00	75. Am Fun Hm Vid 6.6/12	18. 60 Minutes 13.4/24	87. Dateline NBC 5.3/10	(nr) Fox NFL Bonus 7.3/14	109. NTrk 2.3/4	
	7:30	49. Am Fun Hm Vid 9.1/16		79. Dateline NBC 6.1/11	89. Big Deal 4.6/8	106. Brotherly Lv 2.7/5	
	8:00	64. Lois & Clark 7.7/12	16. Touched by an Angel 14.0/22	17. 3rd Rock from the Sun 13.8/22	81. Fox Movie Special—Rudy 5.7/9	102. Parnt Hood 2.9/5	
	8:30					97. St Harvey 2.2/5	
9:00	35. ABC Sunday Night Movie—Two Mothers for Zachary 10.9/17	34. CBS Sunday Movie—What Love Sees 11.1/18	28. NBC Sunday Night Movie—On Deadly Ground 12.4/20		97. Inhap Ev Af 2.2/5		
9:30					110. Life w. Roger 2.2/3		
10:00							
10:30							
WEEK AVG	9.9/17	10.8/18	11.8/20	6.3/10	3.3/5	2.6/4	
STD AVG	9.9/17	10.8/18	11.8/20	6.3/10	3.3/5	2.6/4	

BOTTOM LINE

Raycom may sell two TVs

Raycom Media Inc. will divest itself of TV stations in Savannah, Ga., and perhaps Iowa to avoid overlapping signals. In Savannah, Raycom recently agreed to buy WTOG-TV as part of a \$485 million, seven-station deal with life insurance company AFLAC Inc. (B&C, Aug. 19). Raycom, via Ellis Communications Inc., already had plans to own WSAV-TV Savannah. In documents released last week by the FCC, Raycom notes that the stations' signals completely overlap. With a duopoly waiver apparently out of the question, Raycom said it would sell either WSAV-TV or WTOG-TV before or when the WTOG-TV deal closed. Both stations are VHF network affiliates.

Meanwhile, in Iowa, Raycom is seeking a waiver of the FCC rule barring two stations from having overlapping signals. The documents say the signals of KWWL-TV Waterloo/Cedar Rapids and KTVO(TV) Kirksville, Mo./Ottumwa, Iowa, "slightly overlap." KWWL-TV is being bought from AFLAC; KTVO is being bought from Federal Enterprises Inc. (B&C, Aug. 26).

If it can't get the waiver in Iowa, however, Raycom is prepared to divest itself of NBC affiliate KWWL-TV (ch. 7), the documents say. KTVO is an ABC affiliate at ch. 3.

Raycom came into being last May when Boston

lawyer Stephen I. Burr engineered the sale of Ellis Communications Inc. The documents show that Burr, through the Burr Family Trust, owns 33.3% of the shares of Raycom. The trust comprises Burr and his wife.

Clear Channel gets 80% of Arcara

Clear Channel Communications Inc. is 80% owner of Radio Enterprises Inc., the new company headed by former Capital Cities/ABC Radio president James Arcara and his son David. When the partnership was announced in August, the ownership breakdown was not divulged (B&C, Aug. 5).

David Arcara's DJA Media Inc. is paying \$1 million for a 20% interest in Radio Enterprises, according to documents recently filed with the FCC. James Arcara has been named chairman of the new company; David Arcara is president. The three other directors are Clear Channel President Lowry Mays and his sons Mark and Randall Mays.

Schenectady, N.Y.-based Radio Enterprises owns WZRQ(FM) Ballston Spa/Schenectady/Albany, N.Y. It is buying WQBK-AM-FM Rensselaer/Albany and WQBJ(FM) Cobleskill/Albany. Clear Channel, meanwhile, owns WXXA(TV) Albany.

—EAR

Changing Hands

The week's tabulation of station sales

Proposed station trades

By dollar volume and number of sales; does not include mergers or acquisitions involving substantial non-station assets

THIS WEEK:

- TVs □ \$8,500,000 □ 1
- Combos □ \$271,745,200 □ 9
- FMs □ \$166,218,400 □ 18
- AMs □ \$225,000 □ 3
- Total □ \$446,688,600 □ 31

SO FAR IN 1996:

- TVs □ \$8,429,880,845 □ 79
- Combos □ \$10,917,362,229 □ 273
- FMs □ \$2,153,797,623 □ 319
- AMs □ \$169,358,914 □ 188
- Total □ \$21,670,399,611 □ 859

SAME PERIOD IN 1995:

- TVs □ \$2,710,512,000 □ 103
- Combos □ \$1,328,608,810 □ 162
- FMs □ \$511,604,561 □ 280
- AMs □ \$78,617,754 □ 143
- Total □ \$4,653,816,025 □ 687

Source: BROADCASTING & CABLE

TV

KTBY(TV) Anchorage

Price: \$8.5 million

Buyer: Grapevine Communications Inc., Atlanta (Wendell Reilly, presi-

dent); is buying KSWT(TV) Yuma, Ariz./El Centro, Calif./Mexicali, Mexico, and KTVH-TV Helena, Mont.

Seller: Ronald Bradley, Anchorage; no other broadcast interests

Facilities: Ch. 4, 38.9 kw visual, 7.8 kw aural, ant. 180 ft.

Affiliation: Fox

Broker: Kalil & Co.

COMBOS

KDFC(AM) Palo Alto/San Francisco-KDFC-FM San Francisco, KKSF-FM San Francisco and WDAS-AM-FM Philadelphia

Price: \$218 million (\$115 million for KDFC-AM-FM, KKSF-FM; \$103 million for WDAS-AM-FM)

Buyer: Evergreen Media Corp., Irving, Tex. (Scott K. Ginsburg, chairman/55.6% owner); owns KYLD-FM San Mateo/San Francisco and KIOI (FM) and KMEL(FM) San Francisco; owns/is acquiring WYXR-FM, WJZ-FM, WFLN-FM, WIOQ-FM and WUSL-FM, all Philadelphia; owns WKQI(FM), WNIC (FM), WDOZ(AM) and WDFN(AM)-WWW-FM, all Detroit; KKBT(FM) Los Angeles; WVCG(AM) Miami; WMVP(AM)-WLUP-FM, WRCX(FM), WVAZ(FM), WNUA-FM and WEJM(AM), all Chicago; WJMN (FM) Boston and WXKS-AM-FM Medford/ Boston; WKTU(FM) (formerly WYNY) New York; KTRH(AM)-KLOL(FM) Houston and KSKY(AM) Dallas, and WTOP(AM)-

Big Deal

The following station-sale application, previously reported in BROADCASTING & CABLE, was made public last week by the FCC:

wysy-FM Aurora/Chicago, Ill. Price: \$33 million. **Buyer:** Spanish Broadcasting System Inc. **Seller:** Infinity Broadcasting Corp. (merging into Westinghouse Electric Corp./CBS Inc.)

WASH(FM) Washington; is buying WPNT-FM Chicago and WMXD(FM) and WJLB(FM) Detroit; is acquiring WEBR(FM) and WWRC-AM Washington; plans to sell WEJM-FM Chicago; is swapping away WKLB-FM Framingham/Boston; WQRS(FM) Detroit, and WPEG(FM) Concord/Charlotte, WBAV(AM) Charlotte-WBAV-FM Gastonia/Charlotte, WFNZ(AM) Charlotte-WRFX-FM Kannapolis/Charlotte and WNKS-FM Charlotte, all N.C.

Sellers: ■ KDFC-AM-FM, KKSF-FM: Brown Organization, Los Angeles (Michael Brown, president; Phil Melrose, president, Brown Broadcasting Co.); is selling KXOA-AM-FM and KQPT(FM) Sacramento and KPOP(AM)-KGB-FM San Diego and KRWM(FM) Bremerton/Seattle, Wash. ■ WDAS-AM-FM: Beasley Broadcast Group, Naples, Fla. (George G. Beasley;

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president/owner); owns WTEL(AM)-WXTU(FM) Philadelphia; WNCT-AM-FM Greenville; KAAV(AM) Little Rock, Ark.; WWCN(AM) North Fort Myers-WRXK(FM) Bonita Springs/Fort Myers, WXKB(FM) Cape Coral/Fort Myers and WPOW(FM) Miami, all Fla.; WGAC(AM)-WGOR(FM) Martinez/Augusta, Ga., and WAJY(FM) New Ellenton, S.C./Augusta, and WTSB(AM)-WKML(FM) Lumberton, N.C./Fayetteville, S.C., and WDSC(AM)-WEGX(FM) Dillon/Fayetteville, S.C.; is buying WQAM-AM Miami-WKIS-FM Boca Raton/Miami, Fla., and WEWO(AM)-WAZZ(FM) Laurinburg/Fayetteville, WKS(FM) New Bern/Greenville, WMGV(FM) Newport/Greenville, WXNR(FM) Grifton/Greenville and WFLB(AM) Fayetteville/Raleigh, all N.C.; is selling WJHM(FM) Daytona Beach/Orlando, Fla. George Beasley also owns 45% of WSFL-FM New Bern/Greenville, N.C.; is selling his 38% interest in WEQR(FM) Goldsboro, N.C.

Facilities: KDFC(AM): 1220 khz, 5 kw day, 145 kw night; KDFC-FM: 102.1 mhz, 33 kw, ant. 1,047 ft.; KKSF-FM: 103.7 mhz, 10 kw, ant. 889 ft.; WDAS(AM): 1480 khz, 5 kw day, 1 kw night; WDAS-FM: 105.3 mhz, 16.5 kw, ant. 873 ft.

Formats: KDFC-AM-FM: classical; KKSF-FM: adult contemporary; WDAS(AM): gospel; WDAS-FM: urban adult contemporary

Broker: Star Media Group Inc.

WLNA(AM)-WHUD(FM) Peekskill, N.Y.

Price: \$20 million

Buyer: Albany Broadcasting Co. Inc., Albany, N.Y. (James J. Morrell, president/owner); owns WROW(AM)-WYJB(FM), WFLY(FM) and WPTR(FM), all Albany

Seller: Radio Terrace of Albany Inc., Peekskill (Gary B. Pease, president); no other broadcast interests (Note: Radio Terrace acquired stations for \$4.2 million in 1982)

Facilities: AM: 1420 khz, 5 kw day, 1 kw night; FM: 100.7 mhz, 50 kw, ant. 500 ft.

Formats: AM: news/talk; FM: adult contemporary

WTTM(AM)-WCHR(FM) Trenton, N.J.

Price: \$20 million

Buyer: Nassau Broadcasting Partners LP, Princeton, N.J. (Louis F. Mercatanti Jr., president/33.4% owner; Spectrum Equity Investors LP, 50.7% owner); owns WNNJ-AM-FM Newton and WHWH(AM) Princeton, N.J.; WPST-FM Trenton, N.J./Philadelphia; WHCY(FM)

Blairstown, N.J./Stroudsburg, Pa., and WVPO(AM)-WSBG-FM Stroudsburg; is buying WJLK-AM-FM Asbury Park, WQNJ(FM) Ocean Acres and WOBM(AM) Lakewood-WOBM-FM Toms River, all N.J.

Seller: Great Scott Broadcasting, Pottstown, Pa. (Faye Scott, president); owns WSSR(AM)-WZBH(FM) Georgetown and WZSK(FM) Bethany Beach, Del.; WMBO(AM)-WPCX(FM) Auburn, N.Y., and WKST-FM Ellwood City, WKST(AM) New Castle and WPAZ(AM) Pottstown, all Pa.

Facilities: AM: 920 khz, 1 kw; FM: 94.5 mhz, 50 kw, ant. 492 ft.

Formats: AM: news/talk; FM: religion
Broker: Americom

KFOR(AM)-KFRX(FM) Lincoln, Neb.

Price: \$5.3 million

Buyer: Three Eagles Communications Inc., Monument, Colo. (Roland C. Johnson, chairman/18% owner); owns KMEM(AM)-KNET-FM Lincoln and KTTT(AM)-KKOT(FM) Columbus, Neb.; KOAD(AM)-KLQL(FM) Luverne, Minn.; KIJV(AM)-KZNC(FM) Huron, S.C., and KBRK-AM-FM Brookings, S.D.; 49% of WCCQ(FM) Crest Hill, Ill. (is buying remaining 51%)

Seller: KFOR/KFRX Broadcasting Inc., Omaha (Edward W. May Jr., principal). May owns 25% of KMA(AM) Shenandoah-KKBZ(FM) Clarinda, Iowa.

Facilities: AM: 1240 khz, 1 kw; FM: 102.7 mhz, 100 kw, ant. 500 ft.

Format: AM: adult contemporary; FM: CHR

Broker: McCarthy & Co. (seller); Chapin Enterprises (buyer)

WEAS-AM-FM Savannah, Ga.

Price: \$3.75 million

Buyer: Ogeechee Broadcast Co. Inc., Macon, Ga. (Eddie Esserman, Leon Perlis, principals); owns WAYS(AM)-WMAZ(FM) Macon

Seller: E.D. Rivers Group owns WGUN(AM) Atlanta, WEAS-AM-FM Savannah and WGOV(AM)-WAAC(FM) Valdosta, all Ga.; is selling WSWN(AM)-WBGF(FM) Belle Glade and WCTH(FM) Plantation Key, Fla., and KWAM(AM)-KJMS-FM Memphis
Facilities: AM: 900 khz, 5 kw day, 157 w night; FM: 93.1 mhz, 100 kw, ant. 310 ft.

Format: AM: sports/talk; FM: urban contemporary

Broker: Crisler Co. (seller); Media Services Group Inc. (buyer)

KIST(AM) Santa Barbara-KMGQ-FM Goleta/Santa Barbara, Calif.

Price: \$3.5 million

RADIO: FM

Buyer: Engles Enterprises Inc., Santa Barbara (Steven B. Engles, president/owner); owns KTMS(AM)-KHTY-FM Santa Barbara

Seller: Channel Islands Broadcasting Inc., Santa Barbara (Michael Micasio, president); no other broadcast interests. (Note: Channel Islands acquired stations in 1993 for \$1.5 million.)

Facilities: AM: 1340 khz, 700 w day, 650 w night; FM: 106.3 mhz, 200 w, ant. 827 ft.

Formats: AM: oldies; FM: adult contemporary

Broker: Media Services Group Inc.

WNRS(AM)-WXUR(FM) Herkimer, N.Y.

Price: \$237,000

Buyer: Spouses Mindy Barstein and Thomas Davenport, Ilion, N.Y.; no other broadcast interests. Davenport is brother of seller.

Seller: Walter J. Davenport, Ilion; no other broadcast interests

Facilities: AM: 1420 khz, 1 kw day; FM: 92.7 mhz, 3 kw, ant. 299 ft.

Formats: AM: sports; FM: oldies

WSIV(AM) Syracuse-WVOA(FM)

DeRuyter/Syracuse, N.Y.

Price: \$900,000

Buyer: Cram Communications LLC, Syracuse (Craig L. Fox, president/80% owner). Fox owns 51% of WOLF(AM) Syracuse; is buying WNDR(FM) Mexico, N.Y.; owns 37.5% of company that has applied to build TV in Ilion, N.Y.; is limited partner in WAQB(FM) Brighton, N.Y.

Seller: Forus Management Corp., St. Petersburg, Fla. (Simon Rosen, president); owns WAEC(AM) Atlanta

Facilities: AM: 1540 khz, 1 kw day; FM: 105.1 mhz, 42 kw, ant. 540 ft.

Formats: AM: Christian; FM: religion

KWPM(AM)-KSPQ(FM) West Plains and KUKU-AM-FM Willow Springs, Mo.

Price: \$58,200

Buyer: Missouri Ozarks Radio Network Inc., West Plains (spouses Tom and Shawn Marhefka, owners). Tom Marhefka owns KKDY(FM) West Plains. Shawn Marhefka owns KAMS(FM) Mammoth Springs, Ark., and KALM(AM) Thayer, Mo.

Seller: Neathery Communications Inc., West Plains (Bret Neathery, owner); no other broadcast interests

Facilities: KWPM: 1450 khz, 1 kw; KSPQ(FM): 93.9 mhz, 100 kw, ant. 650 ft.; KUKU(AM): 1330 khz, 1 kw day, 52 w night; KUKU-FM: 100.3 mhz, 50 kw, ant. 492 ft.

Formats: KWPM: news/talk; KSPQ: AOR; KUKU-AM-FM: oldies

WXDJ(FM) Homestead/Miami and WRMA(FM) Fort Lauderdale/Miami, Fla.

Price: \$110 million

Buyer: Spanish Broadcasting System Inc., New York (Raul Alarcon Jr., president/59% owner); owns WZMQ (FM) Key Largo, WSKP-FM Key West and WCMQ-AM-FM Miami Springs/Hialeah/Miami; KXMG(AM) (formerly KXED) Los Angeles and KLAX-FM Long Beach, Calif., and WXLX(AM) Newark, N.J./New York, WSKQ-FM New York and WPAT-FM Paterson, N.J./New York; is buying WYSY(FM) Aurora/ Chicago (see "Big Deal," page 41). (Note: Paxson Communications Corp. in April dropped plans to buy stations for \$115 million.)

Seller: New Age Broadcasting Inc. (Russell A. Oasis, 50% owner); no other broadcast interests

Facilities: WXDJ: 95.7 mhz, 100 kw, ant. 983 ft.; WRMA: 106.7 mhz, 100 kw, ant. 984 ft.

Formats: Both Spanish

WBTT(FM) (formerly WDOL) Englewood/Dayton and WLQT(FM) Ketter-

ing/Dayton, Ohio

Price: \$12 million

Buyer: American Radio Systems Corp., Boston (Steven B. Dodge, president); owns WMMX-FM, WTUE-FM and WONE-AM, all Dayton; has LMA with WXEG-FM Dayton (for other holdings, see "Changing Hands," Sept. 9)

Seller: Palm Beach Radio Broadcasting Inc., West Palm Beach, Fla. (Gary Hess, VP/20% owner; Macfadden Holdings LP, 80% owner); owns WPBZ(FM) Indiantown and WHLG(FM) Jensen Beach, Fla., and WBLK(FM) Depew/Buffalo, N.Y.; is selling WSTU (AM) Stuart, Fla. Hess owns 25% of WTAI(AM)-WAOA(FM) Melbourne, Fla. (Note: Palm Beach bought stations for \$12 million in February.)

Facilities: WBTT: 94.5 mhz, 6 kw, ant. 328 ft.; WLQT: 99.9 mhz, 50 kw, ant. 500 ft.

Formats: WBTT: oldies; WLQT: adult contemporary

WSCQ-FM Columbia, S.C.

Price: \$4.1 million

Buyer: Benchmark Communications, Baltimore (Bruce R. Spector, Joseph L. Mathias IV, general partners);

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owns WCOS-AM-FM, WHKZ-FM and WVOC-AM, all Columbia; WDSO-FM, WDOV-AM and WSRV-FM, all Dover/Wilmington, Del.; WWFG-FM and WOSC-FM Salisbury/Ocean City, Md.; WESC-AM-FM and WFNQ-FM Greenville/Spartanburg, S.C.; WLEE-AM Richmond, WUSQ-FM, WNTW-AM and WFQX-FM Winchester and WROV-AM-FM and WYYD-FM Roanoke/Lynchburg, all Va.; is buying KRMD-AM-FM Shreveport, La.; WOAD(AM) and WKXI(AM)-WJMI(FM) Jackson and WKXI-FM Magee/Jackson, Miss.; WSIC(AM)-WFMX(FM) Statesville, N.C., and WJMZ-FM Anderson/Greenville, S.C.; is selling WTAR-AM-WLTY-FM Norfolk, WKOC-FM Chesapeake/Norfolk, WVGQ-FM Richmond and WLEE-FM Williamsburg/Richmond, all Va.; has option to buy WLNI-FM Lynchburg
Seller: Congaree Broadcasters, Columbia (Dennis Waldrop, president); no other broadcast interests
Facilities: 100.1 mhz, 5.9 kw, ant. 331 ft.
Format: Adult standards
Broker: Americom (seller)

WWIQ(FM) Gray, Ga.
Price: \$1.6 million
Buyer: Stephen J. Taylor, Marietta, Ga. (49.9% owner); owns 52% of WQBZ-FM (formerly WBB-FM) Fort Valley, Ga.; 35.3% of WMDH-AM-FM New Castle, Ind.; 35.1% of WTLZ(FM) Saginaw, Mich.; is buying 49.9% of WQTK(AM) Macon and WITK(AM)-WRBG(FM) Warner Robins, Ga.; is selling WIKS(FM) New Bern and WMGV(FM) Newport, N.C.
Seller: IQ Radio Network Inc., Atlanta (Donald L. Jones, president/41.8% owner); owns WZIQ(FM) Smithville; is selling WYIQ(FM) Warner Robins, Ga. (see item, below)
Facilities: 96.5 mhz, 1.99 kw, ant. 414 ft.
Format: Classic rock

WMPZ(FM) Ringgold, Ga./Chattanooga
Price: \$960,000
Buyer: Brewer Broadcasting LLC, Chattanooga (Jim L. Brewer, owner). Jim Brewer owns WJTT(FM) Chattanooga; WHON(AM)-WOLK(FM) Richmond and WTCH(AM) Tell City, Ind.; is selling WTOT(AM)-WJAQ(FM) Marianna, Fla.
Seller: SML Communications Inc., Chattanooga (Thomas Brooks, owner); no other broadcast interests
Facilities: 93.7 mhz, 3 kw, ant. 328 ft.
Format: Urban AC
Broker: Sunbelt Media Inc.

KORQ-FM Abilene, Tex.
Price: \$803,400 (includes \$36,000 noncompete agreement)
Buyer: Dynamic Broadcasting Inc., Abilene (Adrian L. Mynatt Jr., president/owner); owns KBBA(AM)-KEYJ-FM Abilene
Seller: Wooten Broadcasting Inc., Abilene (Bourdon Wooten, president). Bourdon Wooten owns KYVD(AM) Abilene.
Facilities: 100.7 mhz, 100 kw, ant. 1,260 ft.
Format: Adult contemporary

KLEN(FM) Cheyenne, Wyo.
Price: \$800,000 (includes \$100,000 noncompete agreement)
Buyer: Magic City Media Inc., Cheyenne (Victor A. Michael Jr. and Lori L. Michael, 65% owners); owns KIGN(FM) Cheyenne; is buying KKAZ(FM) Cheyenne and KUUY(AM) Orchard Valley, Wyo.; has applied to build FM at Laramie, Wyo.
Seller: Blue Sky Broadcasting Inc., Cheyenne (Phil Noble, president); no other broadcast interests
Facilities: 106.3 mhz, 3 kw, ant. -3 ft.
Format: Adult contemporary
Broker: McCoy Broadcast Brokerage Inc.

KESR(FM) (formerly KLPQ) Sher-

wood/Little Rock, Ark.
Price: \$750,000
Buyer: CDB License Corp., Little Rock, Ark. (Ted L. Snider Jr., president/55% owner). Snider owns 55% of KIPR-FM Pine Bluff, Ark.
Seller: Sherwood Broadcasting of Arkansas, Little Rock (Phil Hall and Christy Flynn-Hall, owners). Halls own KBBL(AM) Cabot, Ark.; are selling KBBL-FM Cabot
Facilities: 102.1 mhz, 4.1 kw, ant. 387 ft.
Format: Sports

KDXE(FM) Sulphur Springs, Tex.
Price: \$525,000
Buyer: John D. Mitchell, Mount Pleasant, Tex.; owns 80% of KASO-AM-FM Minden, La.; 75% of KIMP(AM)-KPXI(FM) Mount Pleasant, and 56.5% of KYGL(FM) Texarkana, Ark., and KLLI(FM) Hooks, Tex.; has applied to build FM in Pittsburg, Tex.
Seller: Galen O. Gilbert (75% owner), Altus, Okla.; owns KSWM(AM) Aurora, Mo., and KWON(AM)-KYFM(FM) Bartlesville, Okla.; 51.7% of KWHW(AM)-KRKZ(FM) Altus and KTJS(AM)-KQTX(FM) Hobart, Okla.; is buying KIOL(FM) Lamesa/Odessa, Tex.
Facilities: 95.9 mhz, 6 kw, ant. 285 ft.
Format: Country

KOMS(FM) Poteau, Okla.
Price: \$520,000
Buyer: Pinnacle Radio Group LLC, Blytheville, Ark. (Sunbelt Media Inc., LKR Communications Inc., Harold L. Sudbury Jr., 33.3% owners). LKR owns KAYR(AM)-KLSZ-FM Van Buren, Ark. Sudbury owns 88% of KLCN(AM)-KHLS-FM Blytheville, Ark.; 73.3% of KHPA(FM) Hope, KNBY(AM)-KOKR(FM) Newport, KTPA(AM) Prescott and KSUD(AM) West Memphis, all Ark.; 73.3% of company buying KOSE(AM) Osceola, Ark.; 60% of company buying KOSE-FM Osceola and KAMJ(FM) Gosnell, Ark.

Seller: Le Roy Billy, Poteau; owns KPRV-FM Heavener, Okla., and KPRV(AM) Poteau
Facilities: 107.3 mhz, 100 kw, ant. 1,810 ft.
Format: Dark
Broker: Media Services Group Inc.

WYIQ(FM) Warner Robins, Ga.
Price: \$500,000
Buyer: Taylor Communications Corp., Tulsa, Okla. (Edward L. Taylor, chairman/owner); owns WACT-AM-FM Tuscaloosa, Ala.; is selling WQTK(AM) Macon, WBB-FM Fort Valley and WITK(AM)-WRBG(FM) Warner Robins, all Ga., and WXNR(FM) Grifton, N.C.
Seller: IQ Radio Network Inc., Atlanta

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(Donald L. Jones, president/ 41.8% owner); is selling WWIQ(FM) Gray, Ga. (see item, above)

Facilities: 102.5 mhz, 6 kw, ant. 328 ft.

Format: Classic rock

KNFX-FM Spring Valley, Minn.

Price: \$150,000

Buyer: KFIL Inc., Preston, Minn. (Michael S. Borgen, Jeffrey T. Borgen, owners); owns KFIL-AM-FM Preston, Minn.; has applied to build FM in St. Joseph, Minn.

Seller: Robert E. Ingstad, Valley City, N.D.; owns KQPR(FM) Albert Lea, KDHL(AM)-KQCL(FM) Faribault, KMFX (AM) Wabasha, KMFX-FM Lake City, KASM(AM)-KASM-FM Albany and KWEB (AM)-KRCH(FM) Rochester, all Minn.; KDDR(AM) Oakes and KOVC(AM)-KOVC-FM Valley City, N.D., and KGFX-FM Pierre and KQKD(AM)-(FM) Redfield, S.D.; 90% of KFLA(AM)-KSKL(FM) Scott City, Kan.; 80% of KKJQ(FM) Garden City and KYBD(FM) Copeland, Kan.; jointly owns (with wife) KNFX(AM) Austin, Minn.; is buying KGIM(AM) Aberdeen and KBWS-FM Sisseton, S.D.; is selling KXSS(AM)-KLZZ(FM) Waite Park, Minn.; is selling KASM-AM-FM Albany, Minn.; has CP to build FMs in Lowry, S.D., and Spring Valley, Minn.; has 90% interest in application to build FM in Larned, Kan.

Facilities: 104.3 mhz, 2.8 kw, ant. 472 ft.

Format: Country

KZBR(FM) (formerly KTDX) Mountain Pine/Hot Springs, Ark.

Price: \$145,000

Buyer: KellComm Inc., Hot Springs (Jim Kellstrom, president/owner); owns KLVQ-FM Hot Springs

Seller: Mark Jones, Alexandria, La.; owns KEZP-FM Bunkie/Alexandria, La.

Facilities: 101.9 mhz, 6 kw, ant. 328 ft.

Format: AC

Broker: Sunbelt Media Inc.

WMWA(FM) Glenview, Ill.

Price: \$110,000

Buyer: Glenbrook High School District, Glenview (Jean McGew, superintendent); no other broadcast interests

Seller: Midwestern Academy of the New Church, Glenview; no other broadcast interests

Facilities: 88.5 mhz, 100 kw, ant. 100 ft.

Format: Educational

KRYK(FM) Chinook/Havre, Mont.

Price: \$95,000

Buyer: North Montana Broadcasters

Inc., Havre, Mont. (67% owner; C. David Leeds, president/50% owner); owns KOJM(AM)-KPQX(FM) Havre

Seller: Rick David Davies, Chinook; no other broadcast interests

Facilities: 101.3 mhz, 100 kw, ant. 688 ft.

Format: Adult contemporary

KHXS(FM) Abilene, Tex.

Price: \$85,000

Buyer: IQ Radio Inc., Brunswick, Ga. (Larry D. Hickerson, president/owner); owns WPIQ(AM) Brunswick. Hickerson has applied to build FM in Brunswick

Seller: Sure Broadcasting Inc., Independence, Ohio (Anthony S. Ocepek, receiver). Ocepek is principal of OmniAmerica Communications Inc., which is merging into Chancellor Corp.

Facilities: 106.3 mhz, 4.6 kw, ant. 201 ft.

Format: Easy listening

WMXI(FM) Laurel, Miss.

Price: \$75,000

Buyer: Rainey Broadcasting Inc., Meridian, Miss. (spouses Kenneth R. Sr. and Cheryl G. Rainey, owners); has applied to build FM in Kosciusko, Miss. Kenneth Rainey owns 51% of WMYQ-AM-FM Newton, Miss.; 50% of WVMI(AM) Biloxi and WYJS(FM) Pickens, Miss., and company that has applied to build FM in DeKalb, Miss.; 34% of WINL(FM) Linden, Ala.; 25% owner of company that has applied to build FM in Stonewall, Miss. Cheryl Rainey owns 49% of WMYQ-AM-FM Newton; 33.3% of company that has applied to build FM in Dora, Ala.; 25% of company that has applied to build FM in Stonewall

Seller: Radio Laurel Inc., Jackson, Miss. (Wirt A. Yerger, president); no other broadcast interests

Facilities: 98.1 mhz, 2.55 kw, ant. 155.9 meters

Format: Off air

RADIO: AM

KBBS(AM) Buffalo, Wyo.

Price: \$105,000

Buyer: Communications Systems III, Buffalo (spouses Albert L. and Judy L. Wildeman, owners); owns KLGT(FM) Buffalo

Seller: KBBS Inc., Buffalo (Jeanette Maxwell, owner); no other broadcast interests

Facilities: 1450 khz, 1 kw

Format: C&W

WMAD(AM) Sun Prairie, Wis.

Price: \$85,000 cash

Buyer: Northwestern College, St. Paul (Donald O. Erickson, president); owns KTIS-AM-FM Minneapolis; KNWS-AM-FM Waterloo, Iowa; KDNW-FM and KDNI-FM Duluth, Minn.; KFNW-AM-FM Fargo, N.D.; KNWC-AM-FM SIOUX Falls, S.D., and WNBC(FM) Madison, Wis.; is buying WAYG(FM) Sarasota, Fla.

Seller: Point Communications Inc., Montauk, N.Y. (Richard P. Verne, president; Furman Selz SBIC LP, 92.2% owner); is becoming general partner with Midcontinent Media Inc. in owning WTSO(AM)-WZEE-FM Madison and WMLI-FM Sauk City/Madison, WMAD-AM-FM Sun Prairie and WIBA-AM-FM Madison, all Wis. (Note: WMAD was to be part of partnership.)

Facilities: 1190 khz, 1 kw

Format: Nostalgia

KAVA(AM) Burrey/Redding, Calif.

Price: \$35,000

Buyer: Mark C. Allen, Redding, Calif.; no other broadcast interests

Seller: Essie L. Collins, Los Altos, Calif.; no other broadcast interests

Facilities: 1450 khz, 1 kw

Format: Country

—Compiled by Elizabeth A. Rathbun

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ABC to rep Radio Today

Shows and production services move from Media America

Radio

By Donna Petrozello

Radio Today Entertainment has canceled its agreement with Media America to represent national ad sales for three of its production services in favor of ABC Radio Networks. The shift places seven of Radio Today's shows and services under ABC's national sales representation.

ABC will rep Radio Today's production services: Rock Slides for classic rock and album rock stations, Hit Slides for Top 40 and contemporary hit stations and Ambush for news/talk stations. Combined, the services are used by 745 stations nationwide.

ABC also will represent national sales for Gold Mine, a production service targeting oldies stations that Radio Today is scheduled to launch in November to approximately 150 stations. ABC already handles national sales for several of Radio Today's short-form shows, including *Pop Quiz*, *Screen Test* and *Flashback* (carried by a total 525 stations). Radio Today handles affiliate relations for ABC Radio Networks' syndicated countdown shows with Rick Dees and Dick Bartley. Radio Today President Geoffrey Rich says that while he "was pleased with the job Media America did, ABC offered the opportunity for us to maximize the revenue potential for these services." Media America, however, still handles national ad representation for several other Radio Today programs. Rich says.

Rich says the four production services should net ABC 24 minutes of national inventory each week, which could reap \$5 million-\$6 million annually. Commercials purchased within the production services air between 6 a.m. and 7 p.m. daily, he says.

ABC officials could not be reached for comment. ■



Pat Choate, Ross Perot's vice presidential running mate, says that control of radio is "falling into too few hands."

Choate puts talk radio on agenda

Vice presidential hopeful Pat Choate says that if he's elected alongside Ross Perot, he'll push for "more talk radio."

A radio programmer at heart, Choate served as chairman of the United Broadcasting Network before jumping into the political fray. Choate says he has "recused" himself as UBN chairman while running for office and that he will resume overseeing the network if Perot is not elected.

From its base in White Springs, Fla., UBN syndicates long-form, issues-oriented radio talk shows to nearly 300 stations and also syndicates daily television news show *For the People*, which is carried by 70 stations. UBN was formed last

May after Choate acquired the majority of assets of broadcaster Chuck Harder's People's Radio Network.

Although Choate supports talk radio for its role in disseminating information and giving the public an opportunity to debate issues on a national level, he does not support the broadened station-ownership limits prescribed by the Telecommunications Act.

"I would have vetoed the Telecommunications Act because it concentrates ownership too much and denies people the diversity that they need," Choate says. "Control of the [radio] industry is falling into too few hands."

UBN's radio show hosts include former ABC Radio Networks' liberal Jim Hightower and representatives Duncan Hunter (R-Calif.) and Marcy Kaptur (D-Ohio). Choate says that if Perot loses the election, he may try to revive Perot's defunct radio show, which was syndicated by the Tribune Radio Networks for several months in 1994. —DP

Radio readies for its annual assembly

The Radio Show opens this week in Los Angeles; among panel topics: coping with new era of merger-mania

By Donna Petrozello

Next week's 1996 Radio Show, sponsored by the National Association of Broadcasters, has adopted "Meeting the Challenge of Change" as the theme of the convention.

The show—which runs from Wednesday, Oct. 9, through Saturday, Oct. 12, at the Los Angeles Convention Center—features numerous panels to address managing change and widespread station consolidation brought on by relaxed ownership regulations put in place by the Telecom-

munications Act.

Selected panels include "Multiple Ownership Wars: Corporate Shoot-Outs That Are Coming Your Way," Wednesday at 2 p.m., moderated by Robert Hall of ABC Radio Networks. "Restructuring the Merger-Mania Sales Team" is scheduled for the same time and will be moderated by Riki Pritchard of KZOK-FM Seattle.

Starting at 8:30 a.m. on Wednesday, the Washington law firm Dickstein Shapiro Morin & Oshinsky presents a panel discussion on "Broadcasting Financing for the 1990s" at the conven-

tion center. Panelists include media broker Brian Cobb of Media Venture Partners, Lee Simonson of Broadcasting Partners and Samuel Bush of AT&T Capital Corp.

On Thursday, Communications Equity Associates' annual financial breakfast begins conference activities at 7:30 a.m. The breakfast features an introduction by FCC Commissioner James Quello. At 9 a.m., Bill Stakelin of Regent Communications hosts the "Should You Run Multiple Stations with Just One Manager" panel at the convention center. Concurrently, Radio Advertising Bureau President Gary Fries delivers his annual state of the industry address. Beginning at 10:30 a.m., NAB President Eddie Fritts delivers the convention's keynote address.

Also on Thursday, leaders of radio's emerging mega-groups converge at 2:30 p.m. for a discussion of newfound challenges facing radio executives in the upcoming year. The panel features Mark Mays of Clear Channel Communications, Bob Callahan of ABC Radio, Steve Dodge of American Radio Systems, Scott Ginsburg of Evergreen Media, Dan Mason of CBS Radio Group and Randy Michaels of Jacor Broadcasting Corp.

Friday begins with the FCC Chairman's Breakfast at 7:30 a.m. featuring FCC Chairman Reed Hundt. At 10:30 a.m., Herb McCord of Granum Communications will discuss "The

Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

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For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, MA 02158-1626.

Future of Radio Ownership: Is There a Place for the Private Broadcaster." Starting at 1:45 p.m. Friday, members of Congress are slated to participate in a panel discussion on the Telecommunications Act and related issues concerning spectrum allocation for radio broadcasters.

The Radio Show also will feature panel discussions on the concerns of small-market broadcasters. These panels include "Surviving and Thriving in a Small Market," Thursday at 9 a.m., hosted by Dean Sorenson of Sorenson Broadcasting, and "Smaller Market Station Financing in the Age of Deregulation," Friday at 1:45 p.m., hosted by William Fleming of William Fleming & Associates.

The ceremonies and

gala events that characterize the Radio Show return this year. The convention kickoff, the Radio Open Reception, will be held at the Biltmore Hotel on Wednesday, 6-8 p.m. At the NAB Radio Luncheon on Friday at noon, EFM Media Management Chairman Ed McLaughlin will receive the 1996 National Radio Award, and performer Dolly Parton will preside as MC of the event.

Capping the convention on Saturday at 6 p.m. in the Westin Bonaventure Hotel will be the Marconi Awards dinner and show, hosted by Premiere Radio Networks' Leeza Gibbons. ■

Interrep tracks rising ad budgets

At least eight categories of national advertisers are expected to boost their 1996 radio spending above their 1995 budgets, say researchers with the Interrep Radio Store.

Based on a comparison of last year's budgets with spending projected through fourth quarter 1996, Interrep expects the toiletries and cosmetics industries to show the most significant increase in spending among radio's top eight categories of advertisers.

Interrep reports that manufacturers and retailers of toiletries and cosmetics will spend \$76.5 million in radio in 1996, up 98% from \$38 million in 1995.

Other industries expected to spend at least 50% more in radio this year include travel, hotels and resorts (up 56%); household equipment and supplies (up 54%), and confections, snacks and soft-drink outlets (up 50%), according to Interrep.

Among radio's top eight national advertisers, the travel, hotel and resorts industry category is expected to be radio's most lucrative, spending \$49 million by year's end, Interrep reports. Interrep also predicts that those eight combined will spend more than \$210 million in radio this year.

—DP

TOP INDUSTRIES FOR NATIONAL RADIO ADVERTISING: PROJECTED TOTALS FOR 1996

(NUMBERS IN MILLIONS)

0 \$100 \$200 \$300 \$400 \$500



Source: Mediawatch



audience & advertiser FRIENDLY

It's no secret to broadcast and cable stations that television news and entertainment magazines often attract large audiences that are very desirable to advertisers.

On November 4, *Broadcasting & Cable* examines the success of this increasingly competitive programming genre. More and more television magazine shows are entering the marketplace and vying for a limited number of time periods. We'll look at those magazines that are breaking through successfully, as well as the appeal of syndication partnerships, ratings and the development slate for '97-'98.

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GERALDO

A Powerful New Voice in Daytime

Geraldo Rivera kicks off his tenth season in daytime with a completely new show

A tall, good-looking woman sits on the set of *The Geraldo Rivera Show* with the host in an easy chair tilted toward hers. She says she wasn't aware that her neighbor's three-year-old was starving to death when she sent her own toddler in to impersonate the child during a visit from a child welfare case worker.

A woman in the audience rises and admonishes the woman on stage, telling her she doesn't believe she was ignorant of the child's plight and saying she should have alerted authorities. Rivera, leaning away from his guest but still facing her, says he's grateful she had the courage to appear on the show, that he understands she's suspicious of government agencies, but that neighbors who knowingly ignore child abuse help to perpetuate it.

It is a devastating moment in a riveting show that goes on to explore the issue with child welfare experts and to probe a second case in which a two-year-old Kansas City boy was beaten to death by his mother's boyfriend. Audience members and experts occasionally raise their voices in the heated discussion, but no one yells and no one points fingers.

At the end, Rivera sits on the edge of the stage, looks into the camera and talks about how often children die in the U.S. at the hands of their parents. "If you're out there, and you're hurting your kids, please, get help before something really bad happens," he says. "You can pick up the phone, the numbers are in the Yellow Pages, for God's sake, or you can call the 800 number on the screen."

Aired Sept. 18, "The Smallest Victims" was one of several hard hitting shows that launched Rivera's tenth season in daytime TV and



"I think it's working for him. I'm happy for him and happy for us."

—Jim Picinich, director of broadcasting administration, WCBS-TV New York

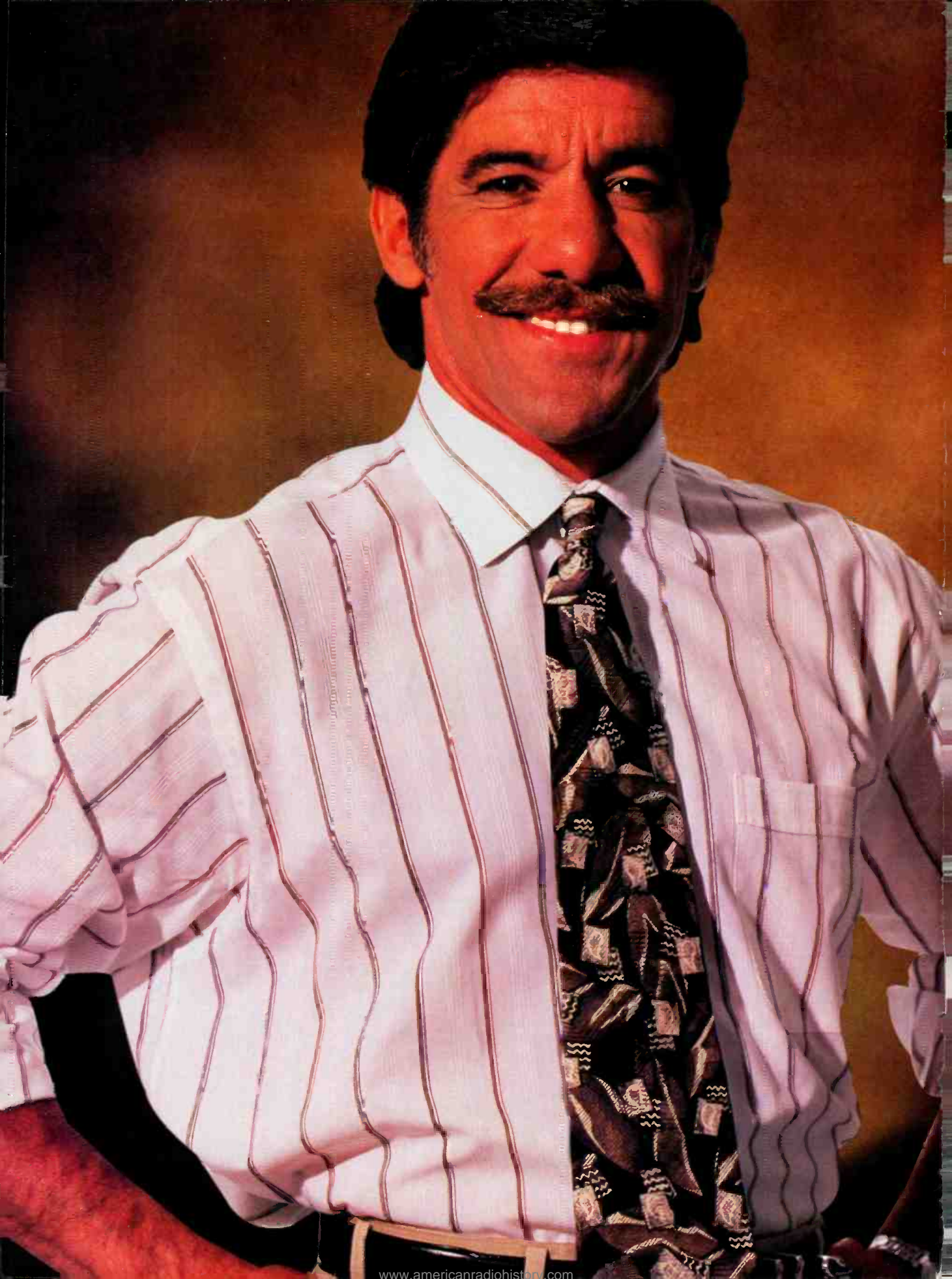
premiered a new incarnation for his program. Many observers say *The Geraldo Rivera Show*, which replaces *Geraldo*, does more than fulfill a promise Rivera made last January to abandon the confrontational talk that has filled much of daytime TV during the past two years. It returns him to the role in which audiences have long liked him best—that of investigative reporter and advocate for ordinary people.

"He's done what he said he would do—clean it up, yet offer compelling shows," said Jack Fentress, vice president of programming for Petry Television, at the end of the season's first week.

"He's done some really terrific shows so far."

Audiences apparently agree. Ratings for *The Geraldo Rivera Show* have been up an average of 28 percent over lead-in programming since the season's start, according to Dick Askin, president and CEO of Tribune Entertainment.

National ratings for the show weren't yet available at press time, but Bill Carroll, vice president and director of programming at Katz Television Group, saw positive signs in the new show's tendency to maintain or build on its lead-in during the first week of the season. In New York, where CBS's *As the World*



“Life changes.
I’m not about
to stand still.”

*Tribune Entertainment congratulates
Geraldo Rivera and his staff for
10 unforgettable years. We look forward
to growing together through
a second sensational decade.*

THE
GERALDO
RIVERA
SHOW

TRIBUNE
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GERALDO

Turns led in with a 2.4 rating/8 share for the week, *The Geraldo Rivera Show* averaged a 3.2/9. That rating is also up from the 2.1/6 averaged by *Day and Date*, which aired in *Rivera's* time period last September.

In San Francisco, *Guiding Light* led in with a 2.0/8 for the week while *The Geraldo Rivera Show* averaged a 3.2/11, up from the 2.8/10 *Geraldo* reaped in the time period last September. In Houston, *Sally Jessy Raphael* led in with a 7.5/20 while *Rivera* captured a 7.5/17.

A show's ability to hold or build on its lead-in offers a good indication, this early in the season, of how well a show is doing, Carroll says.

Station executives like what they see in *The Geraldo Rivera Show*. Carolyn Worford, station manager and vice president of program development at WJBK, points to the show's season opener on heroin abuse in the fashion industry, which aired just days after a government study found that illegal use of the drug has risen alarmingly in recent years, particularly among teenagers. "He didn't pick that issue out of a hat," she says. "He's attacking the issues people are concerned about."

The "Heroin Alert" show "was well thought-out and very gripping and it did well in the numbers," Worford continues. "I'm personally hoping viewers truly want to see clean talk the way they say they do."

David Bianculli, TV critic for the *New York Daily News*, had caught two of the new shows by press time and says, "I like what I've seen." The "Heroin Alert" episode "was very strong—almost an intervention show. The tone of it was very somber and serious."

At WCBS-TV New York, where *The Geraldo Rivera Show* is produced, Jim Picinich, director of broadcasting administration, believes the show has gotten off to a good start. "It's a lot more thought-provoking, rather than just plain provoking," he says, "and he's gone up a rating point or so over last season." Picinich continues, "I think it's working for him. I'm happy for him and happy for us." **G**



Rivera, who has long been associated with youth and education programs, poses with young friends in South Central L.A.

A Journalist Comes Home

A new name, a completely new look, a much different approach—*The Geraldo Rivera Show* has all of these, yet, while it offers a departure from just about everything else in daytime talk, it is hardly a new milieu for its host. In fact, for many observers, the new daytime show unites *Rivera* with the kind of programming that built his reputation as an investigative reporter and more recently, has brought him critical acclaim, and big ratings, for his primetime talk show, *Rivera Live*, on CNBC.

This isn't to say that the new daytime show offers only the kind of gut-wrenching, serious coverage found in installments like "Heroin Alert" or another recent show on a small town in Florida where HIV

infections have spread rapidly among high school students. Other episodes take a lighter approach. During the first two weeks of the season, for example, *Rivera* did an interview with actor Don Johnson and focused a show on children born with disfiguring birth defects and a charitable organization that offers them surgical rehabilitation. "Friday Celebrity News," a popular, fast-paced weekly update on numerous celebrities in the news, also continues to be part of the show.

Nor does *The Geraldo Rivera Show* veer completely away from tabloid topics. Shows this fall have included an interview with disgraced figure skater Tonya Harding and another with Joey Buttafuoco and his wife on how they have fared since Buttafuoco's teenaged lover

Sure, anyone can get a talk show,
but only the best last for ten years.



CNBC congratulates Geraldo Rivera on his ten years in syndication.

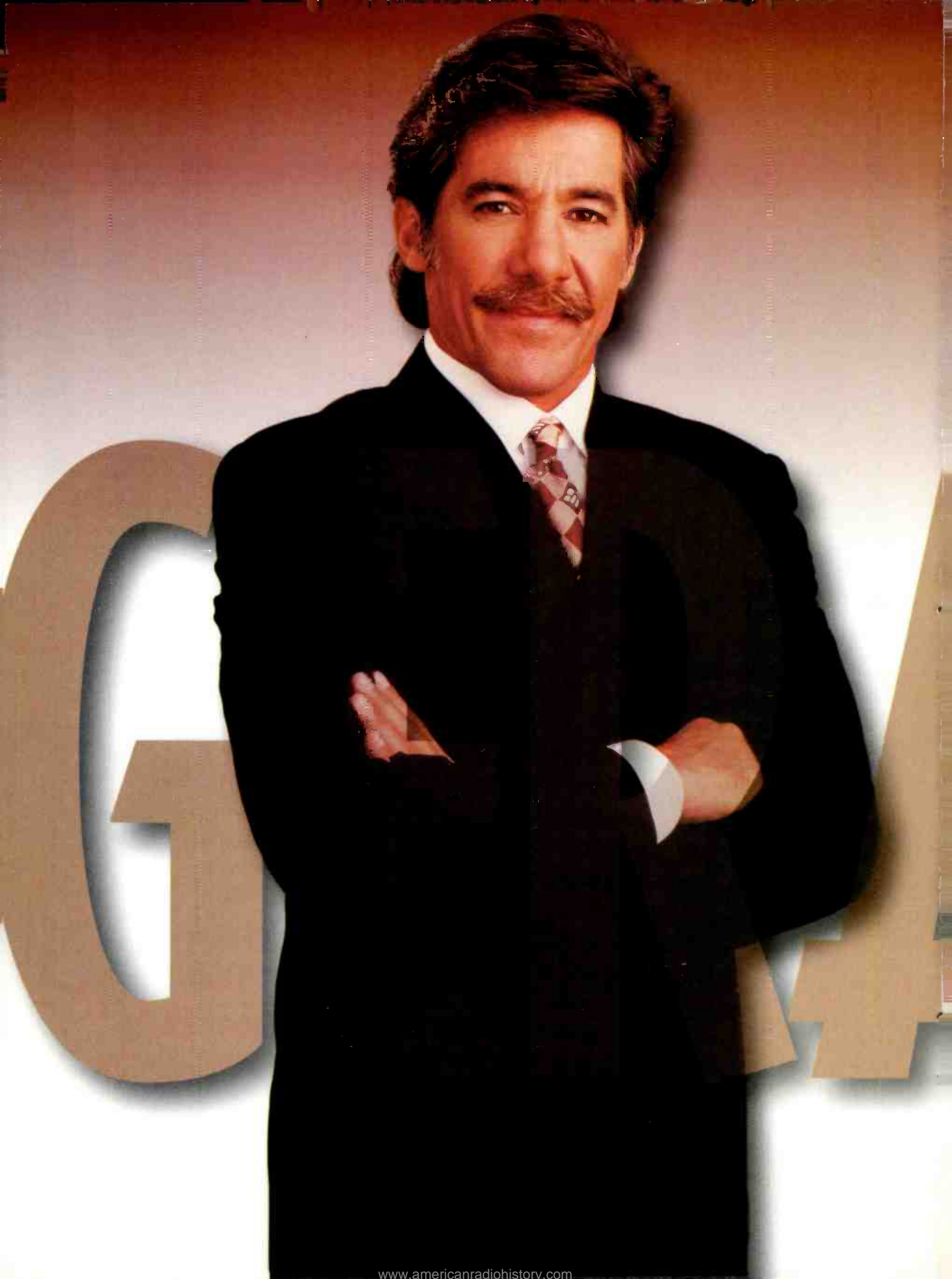
At CNBC, we're proud of our partnership with Geraldo Rivera. Since 1994, *Rivera Live* on CNBC has given viewers a look at another side of him. It's a side that reflects his journalistic and legal training and has earned him ten Emmy Awards during his 26-year career.

We'd like to think that we've given viewers a chance to get to know the "real" Geraldo Rivera.



Weekdays
9pm ET
6pm PT





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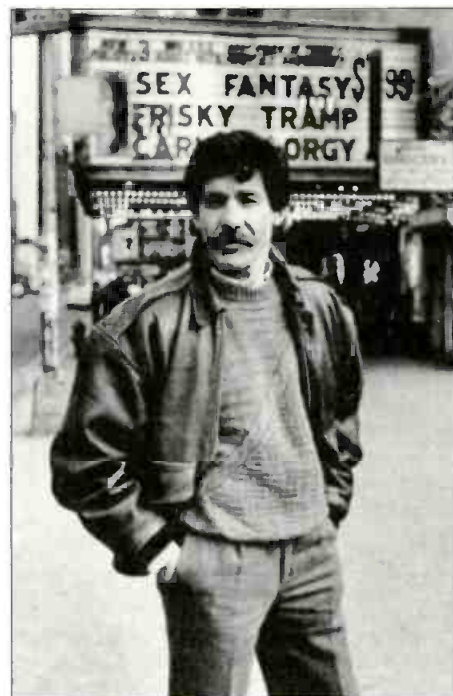
GERALDO



Left— Interviewing Paul and Linda McCartney on 'Good Night America'; Training with Mohammad Ali after an interview for 'Good Night America'

Right— In a scene from 'Innocence Lost: The Erosion of American Childhood'

Below— Reporting on migrant workers in California in 1975 for WABC-TV's Eyewitness News

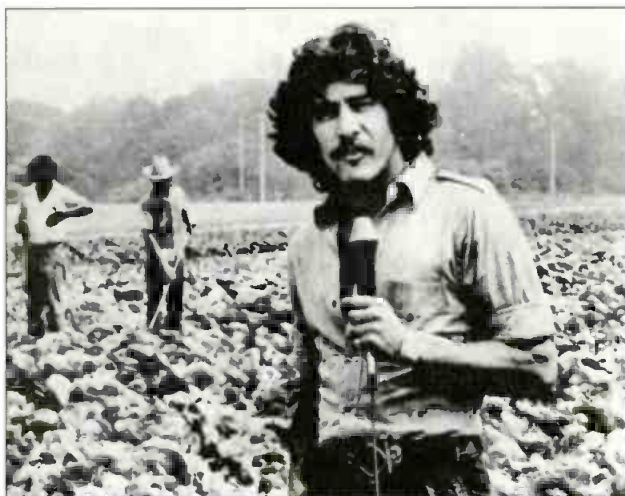


was convicted and jailed for shooting Mrs. Buttafuoco. (Although Mrs. Buttafuoco left the stage in tears at one point during taping, that scene was edited out of the show, in keeping with Rivera's pledge to avoid exploiting guests or his audience).

The range of topics gears the show toward daytime viewers, two thirds of whom are women. No matter the topic, however, industry observers and people involved with the show expect one thing to set it apart: Rivera, whose news instincts, formidable interviewing skills and emotional delivery made him a star almost as soon as he began his career as a reporter for Eyewitness News on WABC-TV New York in 1970.

Rivera came to WABC after the station, which wanted its newscasters to more closely resemble the ethnic makeup of New York, went looking for a Hispanic reporter. CBS News's Gloria Rojas, the only Hispanic that WABC news director Al Primo could find on the air, turned the job down, but said she knew a young lawyer who might make a good broadcaster. The station hired Rivera and sent him to Columbia Journalism School.

Not long after he began reporting on the air, Rivera made head-



lines with stories about the poor, the disadvantaged and life on the street. A ten-part investigative series on the deplorable conditions at Staten Island's Willowbrook State School for the Mentally Retarded spurred a government investigation and subsequent reform of laws governing the mentally ill.

Later, on ABC-TV's late night show, *Good Night America*, Rivera got his hands on a copy of the Abraham Zapruder home videotape of President John F. Kennedy's assassination and gave it its first airing on TV. By 1978, Rivera's work had won him a spot on ABC-TV's *20/20*. His investigation into the death of Elvis Presley remains the highest rated segment ever aired on the primetime news magazine.

After being fired from *20/20* in a disagreement over a segment Rivera produced about an affair

Marilyn Monroe was said to have had with attorney general Robert Kennedy, Rivera joined Tribune Entertainment to produce prime-time specials. One of them, *Devil Worship: Exposing Satan's Underground*, still holds the record as the highest rated multi-hour network documentary. A number of other specials, including an interview with mass murderer Charles Manson, also drew high ratings.

It was Rivera's ability to attract large audiences that convinced many station managers to pick up *Geraldo*, a daytime talk show syndicated by Tribune starting in 1987. Rivera, who went up against three other syndicated daytime talkers, *Donahue*, *Oprah* and *Sally Jessy Raphael*, knew how he wanted to set his show apart. "I was the first in that field to have been trained as a reporter," he says. "I wanted to do talk/news."

To the format Phil Donahue had created, Rivera added taped reports from reporters in the field, some of them based at stations carrying the show. Also new were interviews piped in by satellite, a technique that had been used in primetime and the evening news, but rarely if ever seen in daytime.

"We raised the bar in daytime

There is only *one*
GERALDO RIVERA!

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GERALDO



talk," says Marty Berman, a longtime associate and friend of Rivera and president and CEO of Investigative News Group, the company Rivera formed to produce the documentaries and talk show for Tribune.

Rivera also broadened the range of topics dealt with in daytime talk. "Nobody had done stories about street junkies and hookers or stories about AIDS," Berman recalls. "We did some heavy-duty stuff people thought you couldn't do in daytime."

The bet stations had made that Rivera would deliver high ratings paid off. The show's audience share rose from a 15 the year it went on the air to a 22, surpassing Sally's 20 and edging closer to Donahue's 25, in the fall of 1988.

With guerrilla troops in Laos during a 1979 report for ABC-TV's '20/20'

In November of that year, however, the show reached a turning point. During a show about the white-supremacist Skinheads, a fight broke out onstage and Rivera, while trying to break it up, had his nose broken. The show had brought to light the fact that groups like the Skinheads existed in the U.S. but the brawl got the headlines. "It was the week George Bush was elected president and I had my picture on the cover of *Newsweek*," Rivera recalls.

Rivera had become the poster boy for what *Newsweek*, in condemning daytime talk for its increasing sensationalism, called "Trash Talk." It would prove to be a mantle difficult to shake off.

Although Geraldo continued to take on tough issues on many shows, competition in daytime talk intensified, with shows trying to outdo one another by presenting stranger and stranger lifestyles and people. "That was daytime talk's freak-show period," comments Jose Pretlow, executive producer of *The Geraldo Rivera Show* and a twelve-year veteran of talk television.

In 1990, a barrage of new competition went on the air, further intensifying efforts to grab or maintain ratings. By 1994, 20 talk shows were battling it out and confrontational talk and ambush interviews had become a staple.

"The bar kept getting lower," says Rivera, who by 1995 had begun to think about exiting the daytime arena. "He worried about what his daughters would think once they got a little older," Berman says.

At the same time, Rivera had learned something important from his year-old primetime talk show on CNBC: he could win solid ratings and critical acclaim doing serious, thoughtful talk. "Geraldo set himself apart big time when he went to CNBC and did primetime during the O.J. Simpson trial," comments Janeen Bjork, programming vice president at rep firm Seltel. "He demonstrated that he could handle tremendous amounts of facts and tremendous amounts of

You're the talk of the town,
GERALDO

Welcome
home.

Your friends at the
CBS Production Center.



Receiving his first Emmy award for an investigative report on abuses at Willowbrook State School from presenter Barbara Walters

obfuscation and get to the bottom of a story. He handled his guests masterfully and he dealt with a tough subject over a period of months without it ever getting dull and tedious. I couldn't watch the DNA testimony during the trial, but I found Gerald's coverage of it really interesting."

Word had already leaked into the press that Rivera would probably leave daytime once his contract with Tribune came up for renewal when former Secretary of Education Bill Bennett began attacking the excesses of daytime talk, citing Rivera's 1988 on-screen brawl along with the shrill, combative talk that had become the norm.

"I got angry when that happened," Rivera says. "I felt I was being singled out in a way that was unfair. I had done the burlesque but we had also done a lot of serious shows, and nobody was mentioning the fact that we'd raised more than \$1 million for the families of victims of the Oklahoma City bombing."

Rivera decided to stay in daytime and try to "help heal the medium." Psychotherapist Dr. Bonnie Maslin, a frequent guest on the show, had proposed a Bill of Rights for talk show guests and Rivera adapted it to a set of rules governing how talk shows ought to conduct themselves. He unveiled his Bill of

Geraldo Rivera

10 Years of Talk!

"...what a long, strange trip it's been." -The Grateful Dead

Geraldo,
You started 10 years ago
and so did we. Thanks for
making us a part of the
team from the beginning.

Congratulations!
Robbie & Sam



GERALDO

Rights at the 1996 NATPE convention and began toning down his show, cutting out confrontational behavior and ambush interviews.

This fall, he formalized the changes with the premiere of *The Geraldo Rivera Show*, which sported a new, peach-colored set, new graphics and a new attitude. Although it continues to take on the issues it always has, it puts much more emphasis now on recovery, rehabilitation and problem solving. Finger pointing, yelling and ambush interviews are gone.

With Phil Donahue retired, Rivera and his team see an opportunity to fill Donahue's niche of serving a more intelligent audience. Their plans to seize that opportunity include adding political interviews and increased coverage of political issues. "I want to take on Donahue's mantle as the wise man of the genre," Rivera says.

Pretlow sees an advantage in combining a more intelligent approach with Rivera's long-time image as a champion of the little-guy. "That works for us in a big way," he says.

"I want to distance ourselves so far away from what everybody else is doing in talk," Pretlow continues. "When something happens, I want people to look to us for the real story of what's happening out there, for what's behind the picture."

"The more we keep up that integrity, the more people will turn to us and say this isn't just entertainment. This is the real stuff."

Early focus group testing of *The Geraldo Rivera Show* indicates that audiences like the new approach. "We had our best focus group in ten years on one of the new shows," says Karen Corbin, senior vice president of development at Tribune Entertainment. Berman, who

participates in many of the focus groups done on the show, adds that the focus groups interviewed have already picked up on the changes made in the show's approach. "They get it," he says. "They like the new Geraldo. They say he seems more in control and more like his old self or like his CNBC persona. They love the new set and they say the guests are better."

"These were open-ended questions we were asking them," Berman continues, "and they got everything. They saw everything we are trying to do with the show."

As does Pretlow, Berman believes this season will prove to be a breakthrough for Rivera and his producing team. "I'm very excited about the show," he says. "When everybody was doing the other stuff, I could say we were doing it better, but now, we're doing a show in which Geraldo can really shine." **G**

**WE
HAVE
BEEN
WITH
YOU
EVERY
STEP
OF THE
WAY**



**HERE'S
TO
MANY,
MANY,
MORE!
CONGRATULATIONS
AND
BEST
WISHES!**

Finding Help for Guests in Need

Troubled guests who appear on *The Geraldo Rivera Show* don't have to go home to fight their addictions, mental illnesses or other serious problems alone. They can go to After-Care, an organization affiliated with the show that will find them appropriate care.

Now in its fifth year, After Care is the brainchild of Jamie Huysman, a Miami-based social worker who had appeared on the *Geraldo* show in his professional capacity and suggested that the show create a link to the hundreds of hospitals in the U.S. that would exchange care for troubled guests in exchange for mentions on the air. Geraldo producers took him up on his suggestion after a harrowing incident that demonstrated how seriously such a program was needed.

"An incest victim who'd been living in a marriage-like relationship with her father appeared on the show with her father and had gone home with him," Huysman recalls. "After the show aired, the father became frightened that he'd be recognized and fired from his job. He barricaded himself and his daughter in their home and threatened to shoot her. She called Geraldo's executive producer for help and he put her on the phone with me. I was able to talk the father down and get them both into treatment in separate cities."

Huysman estimates that After-Care has found treatment for about 150 guests of Rivera's daytime show. "I have a group of case managers who follow guests before, during and after the show," he says. In one instance, After Care got help for a guest before he appeared on the show. "You have to begin treatment when people are ready," he says.

The recovery rate for After-Care patients parallels that of most recovery programs, Huysman says. Once clinicians feel guests are in the clear, they give *The Geraldo Rivera Show* the okay to invite them back on the air to talk about their recovery.

'The Man Who Reins Me In'

Their's has been called one of the true Damian and Pythias stories in broadcasting: Marty Berman and Geraldo Rivera. Berman, president and CEO of Rivera's production company, Investigative News Group, met Rivera in 1970, when the young attorney had been recruited as part of a WABC-TV New York affirmative action program.

"Nobody wanted to work with Geraldo," recalls news consultant Al Primo, then news director for the ABC owned and operated station, who notes that the newly-hired reporter's brash style had hardly endeared him to the news-room rank and file. Primo suspected that Berman, a talented young editor who was trying to work his way up from the bottom of the totem pole, would be able to smooth Rivera's rough edges.

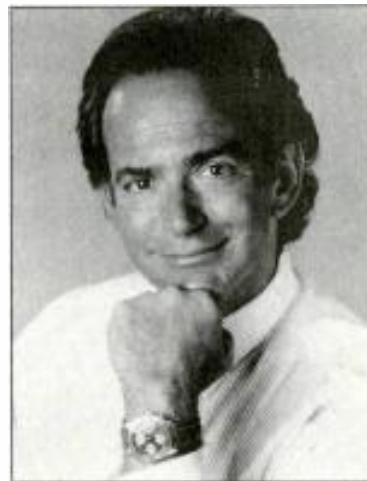
Although Berman resisted the job at first, he and Rivera found, almost immediately, that they wanted the same things and could not only help one another get them, but be fast friends as well. Their successes at the station included the Emmy-award winning 10-part series exposing patient abuses at the Willowbrook State School for the Mentally Retarded and another Emmy-winning report on the plight of migrant workers in California.

Since then, Berman and Rivera have worked together almost continuously. "He's the man who reins me in," says Rivera, who cites a recent incident as a perfect example of how their relationship works. "When O.J. Simpson attacked me in the Washington Cathedral, I had it live on our show. I hadn't expected to be the subject of what he was saying, but after I heard him, I was determined to go there the next day and do a show from the Cathedral. But Marty said 'calm down, wait till



Berman and Rivera accepting an Emmy award for an Eye-witness News report on migrant workers in California

"He knows Geraldo very well and he knows the entire broadcast industry picture very well."



Marty Berman, president and CEO, Investigative News Group

you're invited.' Ultimately we were invited and agreed to do a program. I would have been there the next day and people probably would have thrown cabbages and tomatoes."

Berman, who for years was the executive producer of *Geraldo*, is actively involved in the daytime show's production. He attends production meetings, secures guests when his connections are needed and he sits in the control room during tapings, making suggestions to the directors and producing staff.

It may be Berman's programing instincts, however, that are his most important contribution to

Investigative News Group's efforts. "Marty is all over the place," says Jose Pretlow, executive producer of *The Geraldo Rivera Show*. "He knows Geraldo very well and he knows the entire broadcast industry picture very well."

"He knows what people are saying, not just about our show, but about everything. He's always in our meetings and he'll say 'You know what? It's not what I'm hearing out there. I'm hearing that people think they've had enough of that. I think we should do this show, but I think that to put this on is really not a good idea.' And nine times out of ten, he's right."

In spite of the intense competitive pressures in daytime talk, Berman and Rivera have set a cooperative tone in their production staff. "It's like the '60s here," Rivera says.

"Associate producers have as much say in our meetings as senior producers do."

Pretlow adds that staff members have tended to stay with the show for many years, despite the constant lure of other, start-up talk shows.

"When I decided to come here three years ago, part of my decision came from the fact that Marty and Geraldo kept telling me, 'This is a place where you can come to work without a knot in your stomach and a place where you can go home at night without a knot in your stomach.'

"It's like a family here," Pretlow continues. "It always has been." **G**

PAY TV

Pay services are on the rise—literally. After years of slow growth, subscribers and revenue are up, thanks to satellite services (page 26) that offer a delivery alternative to cable. But the growth is not confined to numbers. Premium channels, such as HBO, have grown to be regarded as quality producers of original programming; the service took home 14 Emmys this year, second only to NBC (page 28). HBO and veteran Showtime don't go unchallenged. There are new players, such as Starz!, which is investing millions in blockbuster theatricals (page 30), and the new BET/Movies/Starz!3 (page 27). Meanwhile, some channels are going basic (page 47).

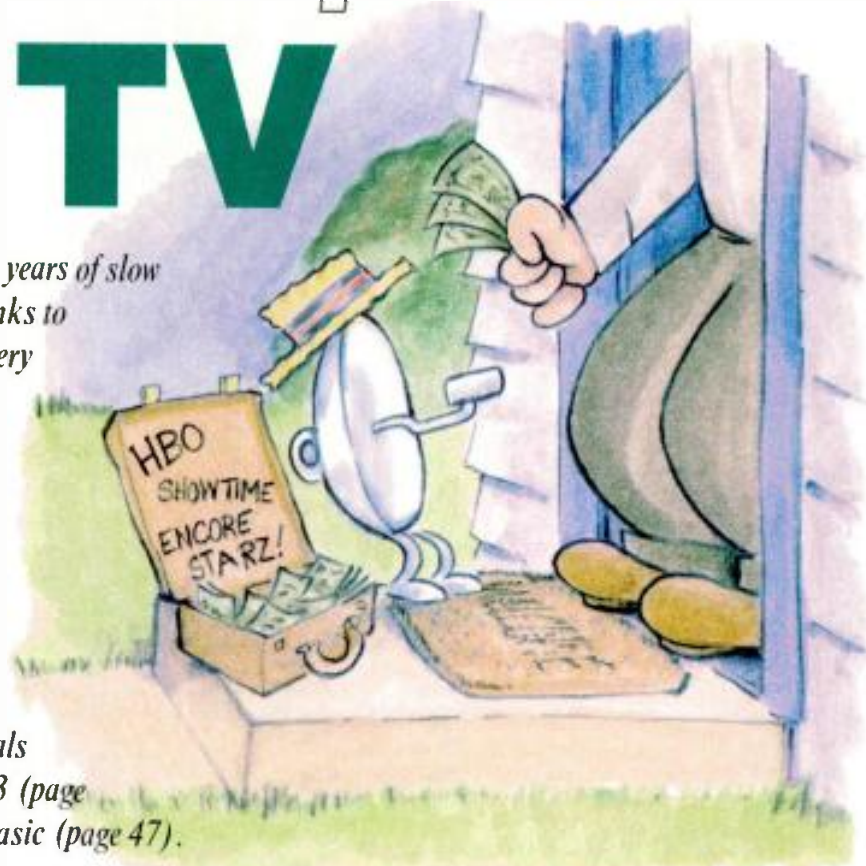


Illustration by Joe Sutliff

DBS sells customers on pay TV

Pay channels profit from battle between cable and satellite

By Jim McConville

Direct broadcast satellite (DBS) has given a boost to premium movie networks since its arrival in mid-1994, with more than half of DBS subscribers signing up for at least one pay movie channel.

That comes as a relief to major pay movie services HBO and Showtime. Subscribers were declining in the late 1980s, affected by the rise of home video rentals and pay per view (PPV).

HBO and Showtime now report that at least 50% of their new subscribers come from DBS, which has enabled them to maintain their strength. HBO has 20.8 million subscribers and Showtime 15.2 million.

A recent Nielsen study reports that more than 60% of the estimated 3.5 million DBS households subscribe to at least one premium movie channel, compared with 49% of the estimated 65.9 million basic cable users. The survey was funded by *Satellite DIRECT* magazine and randomly surveyed almost 700

households nationwide last July.

"People currently coming over to DBS are the cream of the cable subscribers," says Gene Falk, senior vice president of DBS for Showtime Networks. "They're people who, on average, are taking three premium services and paying \$50 in their cable bill."

Approximately 50% of the estimated 1.8 million direct satellite system (DSS) subscribers are signed up for USSB, which specializes in offering premium movie packages.

Industry executives say that DBS has been able to lure away cable subscribers with a combination of better technology, lower prices and savvy marketing. Digital satellite feeds allow DBS operators to offer twice the number of premium and PPV channels that most cable systems offer.

"The DBS pay business will continue to grow significantly because of the simple fact that we're able to offer multiplex services," says Larry Smith, vice president of programming, EchoStar, adding that more than 60% of EchoStar's esti-

mated 170,000 subscribers get at least one premium movie channel.

In August, DBS companies EchoStar, DIRECTV and USSB upped the ante against cable operators, slashing prices on satellite hardware from \$399 to \$199 for customers who commit to one year of programming.

DBS operators also appear to be undercutting cable charges for premium services. "Rates in DBS [for the customer] are clearly better than what premium services get from cable operators," says one pay movie executive who declined to be identified.

In Denver, EchoStar offers a multiplex package with five HBO channels for \$10 a month, compared with cable rival Tele-Communications Inc.'s (TCI) one-channel HBO deal for \$12. Smith says EchoStar soon will add a special premium package that combines Showtime and sister network The Movie Channel (TMC) for \$10 a month, or \$100 a year.

AlphaStar Television, launched in August, offers a package of channels—

Showtime, The Movie Channel (TMC), Flix and Sundance Channel—for \$5 over Alpha-Star's basic \$30 package.

Industry experts say that DBS operators aim their marketing at heavy TV users who are likely to pick up multiple premium channels.

"They're going after the TV equivalent of the four-pack-a-day smoker," says Steve Blum, president of the Carmel Group, a DBS research company. "Those are the ones who are going to buy the premium movie channel."

Pay networks have helped DBS operators by offering special multi-channel program packages. Showtime Network, for instance, provides DBS with its pay networks Showtime, The Movie Channel, Flix and Sundance Channel, which can be bundled as a multiple-channel package.

Not all new DBS subscribers are taken from cable. PrimeStar Partners, which leases its DBS system to an estimated 1.4 million subscribers, draws many customers from rural markets who have never had cable.

"A large portion of our subs come from non-cable areas, and it is truly incremental subscribers for the premium networks," says Claire Cowart, vice president of programming, PrimeStar.

DBS users also buy more PPV movies than do cable customers, according to Nielsen. Approximately 75% of DBS subscribers polled say they have bought at least one PPV movie in the past three months, compared with 9.9% of cable subscribers.

"With larger channel capacity, DBS can offer more than double the premium channels than many cable systems," says Phillip Swann, publisher of *Satellite DIRECT*. DBS systems generally can offer 50-60 premium channels (including PPV), versus the five to seven channels offered on many cable systems.

DBS also has become the alternative distribution vehicle for new cable services. Movie services the Sundance Channel and the Independent Film Channel—both launched during the past 18 months—claim that at least 50% of their subscribers come from DBS or large-dish C-band satellite.

With the subscriber war between cable and DBS heating up, pay network executives say they're careful not to take sides and rock the distribution boat. "We're distribution-neutral," says Falk of Showtime. "We want everybody who delivers video programming into the home to deliver Showtime." ■

Black films the focus of new pay channel

BET/Encore joint venture hopes to launch in February with '60s-'80s movies; target is 5 million subs by 2001

By Jim McConville

Black Entertainment Television and Encore Media Corp. are targeting the urban and minority market with a black-film pay cable channel.

BET Movies/STARZ!3, to launch next February, is a 50/50 joint venture between the two companies. Officials would not disclose how much will be spent to launch the channel.

BET and Encore are banking on a pent-up demand for such a specialized black film channel among the nation's black American TV households.

Unveiling the network at a press conference in New York last week, Robert L. Johnson, chairman of BET Holdings, BET's parent company, cited statistics that showed that black Americans watch 50% more TV than non-blacks and account for 50% more movie-going dollars than non-blacks.

"This channel is the end dream for many black entertainers and will become a primary destination for black film viewers," says Johnson. "And it will be the catalyst for a whole new generation of black feature-film projects."

BET's portion of the venture also will have investment from Johnson Publishing (no relation to BET's Johnson), owner of black-oriented magazines *Jet* and *Ebony*. BET also has recruited black actor Denzel Washington as an equity investor and he will sit on the network's board.

The premium movie channel, which will cost about \$5 a month, will draw on Encore's 6,000-title library of films from the 1960s through the '80s, as well as films



John Sie, chairman, Encore Media Corp.; Kweisi Mfume, president, NAACP, and Robert Johnson, chairman, BET Holdings

generated from Encore's current Hollywood studio licensing agreements.

Pictures from Encore's studio deals will include films such as Spike Lee's "Clockers," Quentin Tarantino's "Pulp Fiction" and "Seven," the New Line 1995 thriller starring Morgan Freeman.

BET Movies also will air original films and entertainment programming produced by young black film makers through Encore's Starz! original-film production group. An Encore spokeswoman says Starz! plans eventually to produce four movies a year for BET Movies.

The largest obstacle facing the new channel is gaining distribution. Encore Chairman John Sie says that with the exception of Tele-Communications Inc., the two companies haven't talked to cable or DBS operators about carrying the new channel.

However, Encore (90% owned by TCI's programming arm, Liberty Media) likely will gain carriage on TCI systems. BET, with an estimated 47 million basic cable subs, is 24% owned by Liberty Media.

Sie says the goal for BET Movies is to reach 5 million subs by 2001. Encore's STARZ! pay movie channel has 13.5 million subscribers. ■

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HBO, a cable original

Channel's increasing investment in original programming has paid off in a wave of critical acclaim

By Michael Katz

With an increased focus on in-house production, premium pay service HBO has emerged as the benchmark for original programming on cable, at least if this year's Emmy Awards and ACE nominations are a gauge.

Although HBO keeps its financial figures to itself, Dave Baldwin, HBO's senior vice president of program planning, says that spending on original programming has steadily risen during the years and continues to do so.

"It was a slow and quite arduous project," Baldwin says. HBO had to take a different approach than that of the broadcast networks, which are able to pour more money into dozens of pilots for every show they pick up. "It's a tough game," he says. "We knew it was a tough game, so we didn't play it. We played our own game."

HBO set out to create programs the likes of which couldn't be seen on broadcast television. It shot shows on film with a single camera, did away with the laugh track and tackled topics and subject matter that no one else was addressing. "That was HBO's guiding star," Baldwin says. "People are not going to pay for something they can get free on what's now six networks, every night of the week."

In 1982, HBO debuted its first movie, *The Terry Fox Story*, to rave reviews and put out three more that year. By the end of 1996, HBO will have aired 11 films—including the Oct. 13 debut of *If These Walls Could Talk*, a trilogy of stories dealing with women and the abortion issue and starring Demi Moore, Sissy Spacek and Cher. As a result of the expansion of HBO's NYC Productions, the number of original movies will increase to 15-20 in 1997.

HBO's production costs for movies fall somewhere between those of a broadcast television production and a



HBO's critically acclaimed 'The Larry Sanders Show' (above) has been picked up for syndication. 'If These Walls Could Talk,' starring Demi Moore, Cher and Sissy Spacek, is one of 11 original films running on HBO in 1996.



theatrical movie—not surprising, since the films get theatrical distribution abroad and a few domestically.

On the original-series front, HBO will bring back *The Larry Sanders Show* in November and will introduce this fall *The Highlife*, a situation comedy that promises to take a less nostalgic look at the 1950s. The network also will debut a late-night comedy series, *Mr. Show with Bob and David*.

There is an active afterlife for HBO original movies and series after their initial airings on the network.

MCA plans to syndicate series *Dream On*; Columbia TriStar/Castle Rock has the domestic television rights to *The Larry Sanders Show*, and Rysher has the syndication rights to *HBO Comedy Showcase*. But because of the

programs' length and content, syndicators can't simply lift the same versions that appear on HBO.

"We always have two versions," says Charles Schreger, vice president of HBO Enterprises, "one for HBO and the other, a sanitized version, to run on U.S. commercially supported broadcasters and sometimes overseas."

Domestic syndication makes up only a small fraction of the channel's distribution, however, with international distribution playing an important role in financing HBO's original programming.

"The overseas component is substantially larger than the domestic part," Schreger says.

The buildup of HBO's original programming slate has earned the network much critical acclaim. HBO received the second largest number of Emmys, with 14, beating all the broadcast networks except NBC. It also received the most CableACE nominations, with 111, far outdistancing second-place ESPN, which received 28.

"The big surprise is that in recent years they are beating networks at their own game: sitcoms," says nationally syndicated *Washington Post* TV critic Tom Shales. "*The Larry Sanders Show* is really as good as *Seinfeld*, but couldn't be on NBC."

Shales says that HBO's strongest assets, in addition to the sitcoms, are its movies and its focus on issues. "I think they're at their best when they tackle these contemporary topics," says Shales. "They really did take over the TV movie business from broadcast television. They have a better batting average than the commercial networks do."

But Shales, who has been unimpressed with some of HBO's recent movies and calls its new, oft-advertised series *Arli\$\$* a "dismal failure," says HBO is in a dry spell and should be wary of the competition.

"Some of HBO's thunder has been stolen by basic cable," says Shales. "I think they are getting competition for the first time from networks like Lifetime and TNT. HBO has a lot more competition in the cable universe than it is used to." ■

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Starz! awaits digital TV platforms

Losses expected to hit \$300 million before break-even

By Rich Brown

Starz! has lined up some blockbuster theatricals, but the true success of the fledgling premium channel still will depend on the long-awaited rollout of digital TV platforms.

Starz! has lost \$150 million to date and is expected to lose \$300 million before it reaches a cash-flow break-even point, says Schroder Wertheim & Co. analyst Niraj Gupta. The road might be bumpy for Starz! in the near term, he says, but revenue will catch up over time.

Analysts say the key to the premium channel's growth will be digitally enhanced systems that enable customers to buy Starz! as part of the Encore thematic multiplex group (Encore is 90% owned by Liberty Media, which owns 49% of Starz!). Cable systems have yet to roll out digital technology, but for now the rapid growth of direct broadcast satellite TV

is helping Starz! and the Encore multiplex find subscribers.

"Plexing will be the wave of the future," says Gruntal & Co. analyst Rita Zarella. "Long term, prospects for Starz! are favorable."

The channel will need to reach 11 million subscribers before it can break even, says Liberty Media Executive Vice President Robert Bennett, and it is likely to lose money until at least 1999 or 2000. Starz! now reaches 4.5 million subscribers, with more than half receiving the network over systems owned by Tele-Communications Inc. (TCI owns the remaining 51% in Starz!).

TCI is helping not only with carriage agreements but also with considerable financial contributions. TCI has guaranteed the first \$350 million investment in Starz! before the cable giant and Liberty begin contributing to the service proportionally.

Although Starz! is newer than com-

petitors HBO and Showtime (Starz! debuted nationally on Feb. 1, 1994), the service has anted up millions of dollars for movie packages. Its library includes exclusive first-run releases from Turner Pictures, Universal Pictures, Miramax Films, New Line Cinema, Fine Line Features, Carolco Pictures, Imagine Entertainment and others. In 1997, Starz! will offer exclusive first-run films from Touchstone and Hollywood Pictures.

Starz! schedules primarily theatrical releases, but the network is developing some original productions to add to its lineup.

Original production on the 1996-97 slate includes *A Call to Remember*, about a Holocaust survivor who learns that her eldest son, long thought dead, may still be alive; *Last Rights*, about a young convict who narrowly escapes the electric chair when lightning disrupts his execution, and *The Ripper*, a retelling of the story of Jack the Ripper. ■

Showtime's original strategy

Faced with growing competition from home video rental, pay per view and new premium movie channels, Showtime Networks two years ago embarked on a strategy to produce original programs such as movies, miniseries and weekly series, to enhance its schedule of first-run films.

Since 1993 Showtime, owned by Viacom, has stepped up production of original movies, producing a dozen in 1993, 15 in 1994 and 40 last year, with budgets ranging between \$2.5 million and \$5 million. Since July 1995 Showtime has run one original movie each week, the fruit of its \$150 million original programming commitment.

This year Showtime upped original programming from 30% to 45%-50%, says Jerry Offsay, president of programming for Showtime Networks. "It's a continuing evolution.... There will be more original series and movies this year, and more in 1997 than 1996."

In fact, Showtime is "committed to making more movies and original series than anyone else," says Mark Zakarin, executive vice president, programming, Showtime Networks.

Showtime last March also orchestrated a production deal that will guarantee a steady flow of original programming through the next century.

The pay channel has bought an 11% stake (\$11 million) in newly formed Phoenix Pictures, representing

Showtime's first financial stake in a film company. Phoenix, formed by Mike Medavoy and Arnold Messer, was based at Sony Pictures Entertainment. Showtime also signed a seven-year deal with Phoenix valued at \$200 million, giving the channel approximately 40 films between now and the end of 2002.

But Showtime is feeling competitive pressure. New premium network Starz!, part of Encore Media's thematic multiplex group, is aggressively brokering deals to acquire an ample supply of blockbuster theatrical titles.

Competition between Showtime and Starz! intensified last November when Starz! Chairman John Sie publicly criticized Showtime, saying it had forfeited its status as a first-rank pay service by emphasizing original movies and downplaying first-run theatricals. In addition, Sie questioned Showtime's core-package cable status, saying its original programming and many of its "B" movies contain violence.

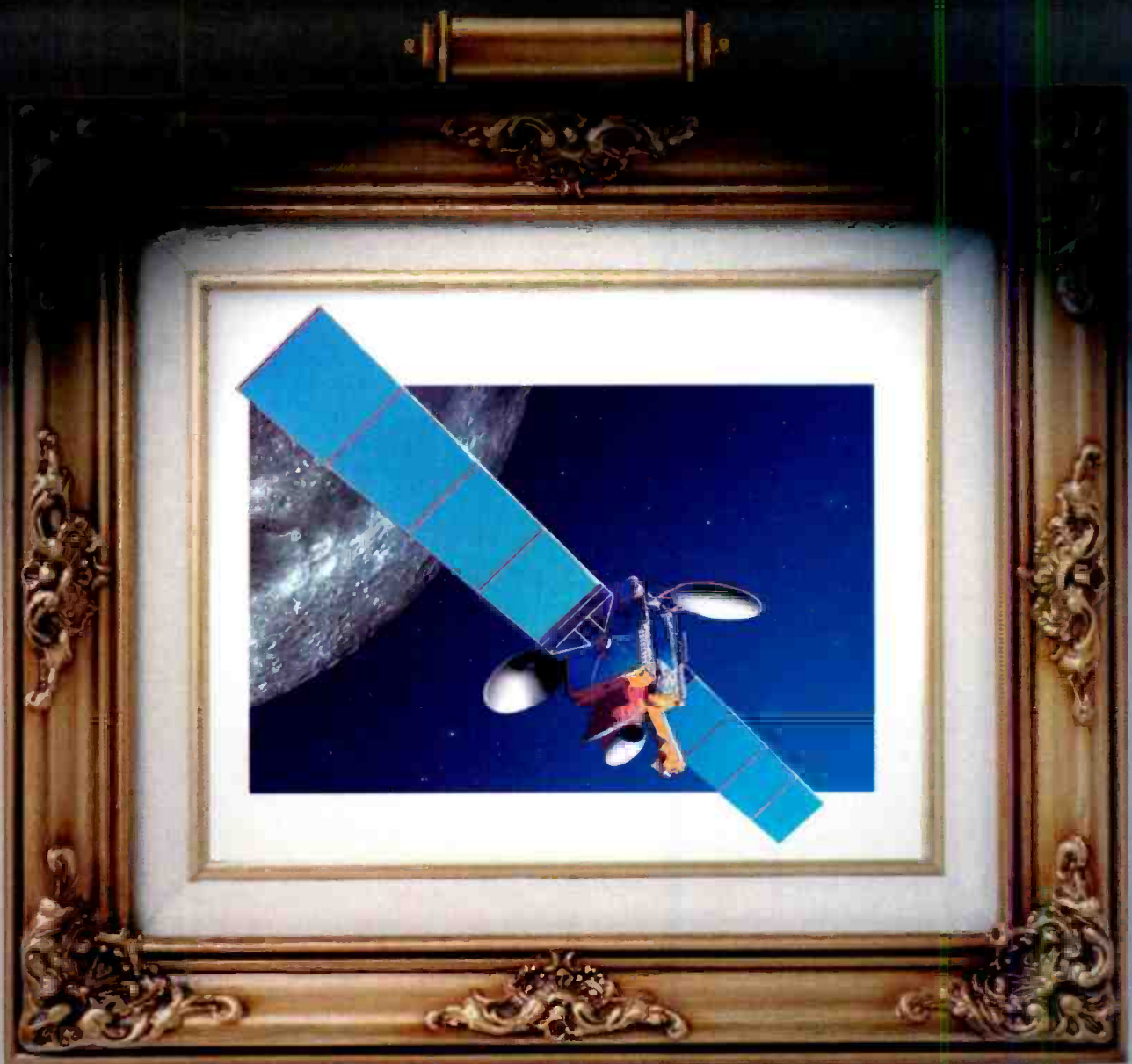
Showtime called Starz!'s assertion outrageous, and said that Sie distorted the truth and Showtime's commitment to first-run movies.

"We think our theatrical base is solid," says Jeff Wade, executive vice president, sales and marketing, Showtime, responding to Starz!'s attack. He says Showtime's practice of running 60-70 new films each year will continue. —JM



Showtime's original production, 'Bastard Out Of Carolina,' will run in December.

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Golf, Disney have dual personalities

Both combine premium and basic carriage

By Michael Katz

The Disney Channel and The Golf Channel want it both ways.

The two channels, which were launched as premium pay services but found it too difficult to remain that way, have since embraced the idea of being carried mostly on basic while maintaining their pay status on some systems. The result: the hybrid premium/basic channel.

But neither considers the transfer from pay to basic a sign of defeat. "We were the fastest growing pay business," says Charlie Nooney, senior vice president, sales and marketing, The Disney Channel. "So it's not that we were failing in pay, we just found that in certain markets it was underutilized. [We have] taken what was a thriving business and made it more so."

In fact, from the networks' kudzu-like subscriber growth since going to basic, the move seems a savvy one.

The Disney Channel had slightly more than 7 million pay subscribers at the end of 1992, when it gave the nod to cable operators to carry it on basic.



Disney Channel's 'Avonlea' now may be seen on basic cable on many systems.

In August, the channel claimed its 20 millionth subscriber, 15 million of which receive the channel through basic service.

The Golf Channel was only nine months old, with 140,000 pay subscribers, when it entered the basic field in September 1995. One year later, the

channel boasts 4.2 million subscribers and expects to end 1996 with 6.5 million-7 million subscribers.

"Going to basic has been very good to us," says Joe Gibbs, president of The Golf Channel. "If we hadn't switched, we probably wouldn't be here today."

Since the switch, 70% of The Golf Channel's subscribers get the channel through basic, 20% come from tier services and only 10% from a la carte services that range from \$3 to \$6.95.

With the crossover of customers from pay to basic comes an obvious loss of revenue—between \$3 and \$6.95 a month per subscriber for The Golf Channel and \$5.95-\$9.95 for Disney.

The channels have found different ways to more than make up for it. The Disney Channel, even on basic, has remained commercial-free, but has increased its cost to cable operators; The Golf Channel is making up the difference by selling airtime to advertisers.

The reasons for going to basic range from market demand to competition. The Golf Channel may have proved to be too much a niche network to sustain itself as a pay service. "I don't think you'll see a lot more a la carte launches of niche services," says Gibbs.

The success of the 64 million-subscriber Nickelodeon on basic may have deterred consumers from paying extra for Disney, although Nooney isn't convinced. "I don't know if it has anything to do with Nickelodeon. It's more the competition in the marketplace that cable operators are facing." ■

Pay services add value with multiplexing

Pay services are using multiplexing—multiple versions of a pay channel at no extra cost—to overcome consumer resistance to spending money on television.

"We created multiplexing because consumers who saw their basic rates go up consistently were questioning investing more money in just one more channel," says Dan Levinson, vice president, product development and marketing operations for HBO. "If we can add a couple of channels and not charge them for it, then more people will subscribe and stay longer."

Levinson says HBO is multiplexed on 45% of the systems that carry it, with that figure expected to hit 50% within months. As of Dec. 15, HBO will have four feeds on both coasts and two Rocky Mountain feeds—making it the first cable provider to have a feed in that time zone. HBO also will have two feeds on Cinemax in each of the three continental U.S. zones. HBO mixes the movies on its additional HBO channels for variety, with one version devoted to family viewing.

Encore, another pay service with a multiplex strategy, employs "thematic multiplexing"—a variation of HBO's method, except that each of its channels represents a different genre of films. The genres are divided among romance, westerns, mysteries, action, true stories and drama, and WAM! America's Kidz Network.

Multiplexing seems to some like the egg coming before the chicken. It was supposed to be a result of the digitalization of cable. But multiplexing is here, while digital is still waiting at the station.

"We're surprised that it happened," Levinson says. "We thought it would work when [cable went] digital. But the cable operator experimented with it and liked it."

Although multiplexing was created to give the customer additional value, it has done even more for the networks. "A third of my business is from thematic multiplexing, and yet it is only in the new rollout of DBS," says Encore Media President John Sie. "Can you imagine when cable rolls it out? Our future is very good." —MK

US West faces \$900M extra debt

SEC filing shows Continental Cablevision with more debt than originally projected

By Price Colman

US West Media Group could end up swallowing nearly \$1 billion more in debt than originally projected when it acquires Continental Cablevision, financial documents show.

US West Inc.'s second-quarter 10Q filing with the Securities and Exchange Commission puts Continental's debt at \$6.4 billion as of March 31. That's \$900 million more than the \$5.5 billion figure cited when the companies announced in late February what was then a \$10.8 billion deal.

The additional debt could boost the total to \$11.7 billion. US West Media Group (UMG) officials have acknowledged since the outset that the debt figure was a moving target.

The other moving target is UMG's stock price. Since the deal was announced Feb. 27, UMG's stock has lost nearly 25% of its value, falling from around \$23 to the \$17-\$18 range.

Original terms of the deal reflected a projected median value of \$24.50 a share for UMG stock with high- and low-end collars at plus and minus 15%, respectively, of \$24.50. Although UMG stock is trading well below the low-end collar of \$20.875, UMG and Continental officials don't foresee that or the heavier debt load as insurmountable obstacles.

"We're confident the deal will close this year within the collar," said UMG spokesman Steve Lang. He declined to explain how the deal could close within the collar.

Continental Chairman Amos Hostetter Jr. and UMG President Chuck Lillis "are close enough friends that both sides would work through almost any problem," said a source familiar with the two men. "Clearly, if the stock market crashed, it would create a dire scenario and that would have some impact. That's about the only possibility that

would scuttle this thing."

The agreement gives UMG certain latitude to change the ratio of cash to stock. For instance, UMG can pay between \$1 billion and \$1.5 billion in cash and between \$2.8 billion and \$3.3 billion in stock, which includes common shares and preferred shares that can be converted to common.

Lillis has said repeatedly that he won't issue more stock, which would dilute the value of existing shares, to make up the difference between the current price and the \$20.875 collar.

Instead, UMG will pony up \$1.5 billion, sources told BROADCASTING & CABLE. "US West needs the broadband network and the expertise Continental brings to the table," said a source familiar with the situation. "Continental needs US West for the money to

rebuild its systems and get up to fire-power.... Right now, the projections call for Continental to spend \$1 billion a year on upgrades. They can't do that without US West."

Rob Stoddard, spokesman for Continental, echoed UMG's confidence about a timely closing. "What we are saying clearly and for the record is that we are committed to closing the deal," he said. "We believe the merger will be complete around the end of the year."

Whatever the total debt turns out to be, it has already created ripples at UMG. Standard & Poor's has lowered its rating on much of US West's debt, and Duff & Phelps Credit Rating Co., Moody's and Fitch have placed most of US West's debt on credit watch with the likelihood that it will be downgraded. ■

E! ups the original ante

Adds biggest block ever of new programs

By Jim McConville

E! Entertainment Television will add its biggest block of original programming to date, fulfilling the network's original program mandate.

E! will add five new original series and up its specials output by 50%, to more than 100 programs, for the 1996-97 schedule.

The network's move toward more original programming is in keeping with its plan at launch in 1990 to air predominantly original programming, says Fran Shea, vice president of programming for E! Entertainment Television.

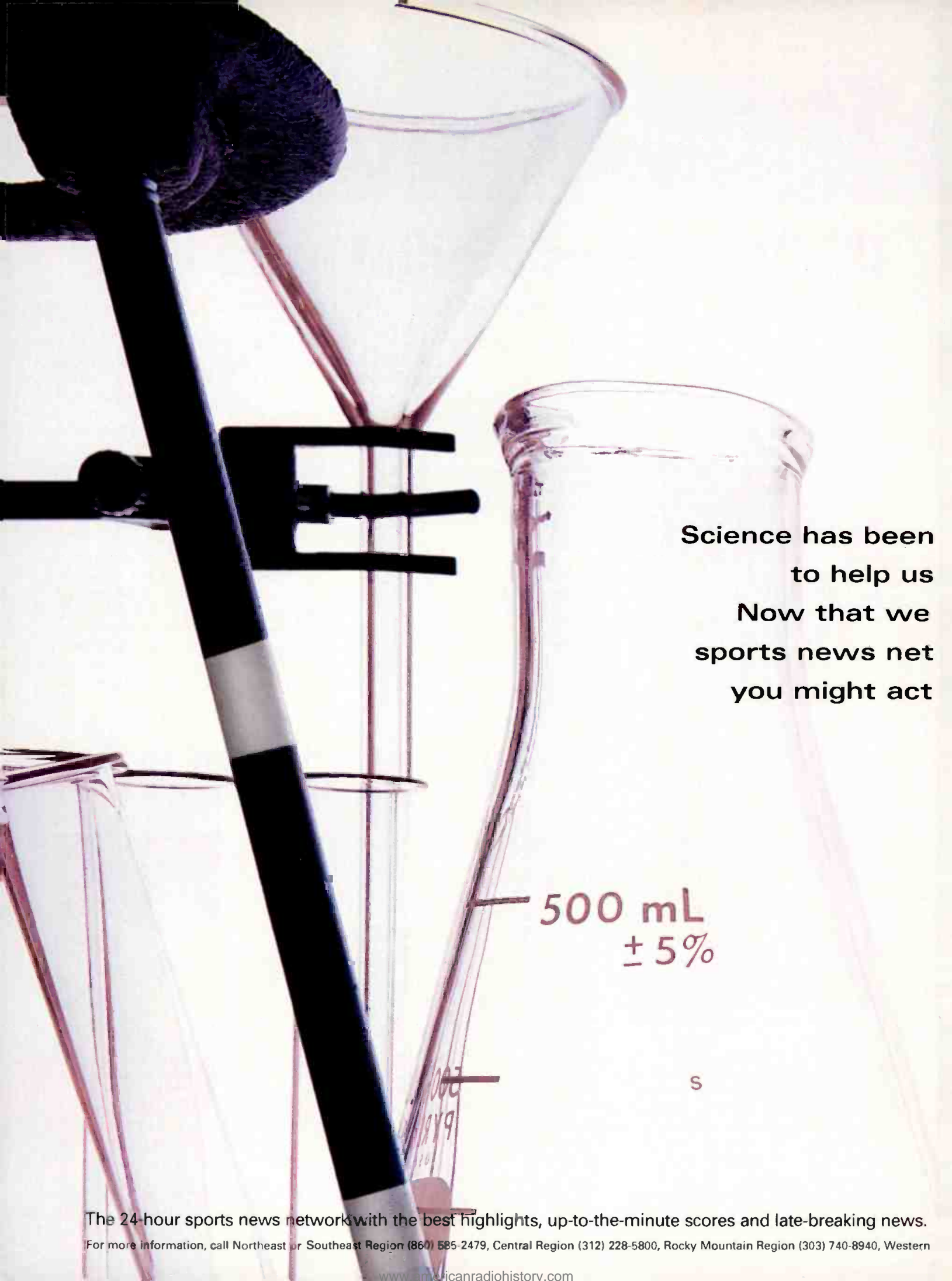
"It's our original strategy," says Shea of the network, which now has an estimated 41 million basic cable



Pilot for new original 'E! True Hollywood Story' includes profile of late comedian Sam Kinison.

subscribers. "And if anything, it's getting more aggressive in original programming [and] a year sooner than expected."

Starting Sept. 30, E!'s specials strip will move from 10 p.m. to 8 p.m.,



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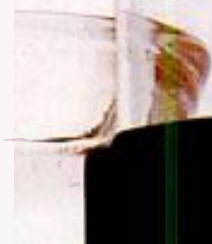
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where many of the network's specials will premiere. The slot also will be used for E!'s one-hour nightly coverage of the O.J. Simpson civil trial, which will feature recaps by *E! Daily News* correspondents.

New E! shows slated for the 1996-97 TV season:

- The *E! True Hollywood Story* documentary series will consist of one- and two-hour specials that will air semimonthly. E! already has aired pilot episodes on actress Rebecca Shaeffer, who was murdered by a stalker, and the late comedian Sam Kinison. E! plans to run 24-30 hours of *Hollywood Story* over the next 12 months.

- *WannabeE!'s* is a half-hour talent show hosted by Ted Newton. The strip, a cross between *Amateur Hour* and *The Gong Show* for TV's Generation X viewers, will launch in the fourth quarter or in first quarter 1997.

- *The Sunday Show* (working title) is a one-hour weekly series that will preview the upcoming week's entertainment show. The Sunday airtime hasn't yet been set, but the show will launch in the fourth quarter.

- *The E! Game Show* (working title), the network's first, will consist of contestants answering celebrity entertainment and pop trivia questions for prize money.

- *The Model Show* is a weekly half-hour documentary on a "day in the life" of supermodels.

E! specials that air in prime time on weekends will feature international film festival coverage with E! correspondent Eleanor Mondale; fashion reviews with Joan Rivers; entertainment awards coverage, and live film premieres.

E!'s weekly nighttime lineup will consist of current shows *Talk Soup* and *Howard Stern*, which will serve as bookends to *Nightstand*, the previously syndicated talk show parody starring Dick Detrick that's now being produced by E! in association with Big Ticket Television.

To make room for new programming, E! will retire to the video archives *The David Letterman Show*, which the network has been airing weeknights the past four years.

One show from E!'s 1995-96 schedule no longer on the air is *Cut to the Chase*. The weekly half-hour series, which presented humorous introductions to classic movie scenes, went on the air last November but was canceled in March because of poor ratings. ■

EchoStar, Jones eye strategic pairing

Talks between EchoStar and Sprint also heat up

By Price Colman

Talks between EchoStar Communications and two possible strategic partners—Jones Intercable and Sprint—are heating up, sources told BROADCASTING & CABLE.

EchoStar and Jones are discussing a possible alliance that would give Jones a focused DBS play and provide EchoStar with a financial and marketing partner.

A spokesman for Jones confirmed that the two companies are talking but would say little else. "The situation is that we're talking to EchoStar, but we're talking to other DBS providers as well," said Jones spokesman James Carlson. "If there were more, we would be talking to them."

At the same time, talks between EchoStar and Sprint are heating up as Sprint seeks a play in DBS to keep it within striking distance of AT&T, which has a 5% investment in DIRECTV, and the MCI/News Corp. joint venture.

"Sprint has nothing in the satellite arena," said a source in the investment community. "They're looking at AT&T with DIRECTV, MCI with News Corp. and seeing they need something to round out the bundled services everyone plans on offering."

EchoStar officials have said repeatedly that they're talking with a number of companies but steadfastly declined to say more. During Jones's recent annual shareholder meeting, Jones founder and chief executive Glenn

Nickelodeon first in third



Nickelodeon released its third-quarter ratings last week, billing itself as the number-one network on cable and the highest-rated kids network on television.

The Viacom-owned network also announced that it has exceeded 70% penetration and increased its number of subscribers by 6%, to almost 68 million.

Nickelodeon, sourcing A.C. Nielsen, claimed a 1.66 total-day coverage rating for the third quarter, with Turner's TBS second among cable networks, with a 1.14, and TNT third, with a 1.04.

"Clearly what seems to be happening quarter after quarter is that our lead is getting bigger and bigger," says Howard Shimmel, vice president, audience research, MTV Networks. "We are pleased tremendously about that."

Nickelodeon also reported a 3.7 rating on Saturday between 8 a.m. and 1 p.m., prime viewer hours for children, while its competition the Fox Kids Network recorded a 3.5 rating. ABC and CBS were a distant third and fourth, with 1.8 and 1.5, respectively.

Though Fox concedes the summer race, it says it won the entire 52-week season (ending Aug. 31) among kids 2-11, with a 5.0 to Nickelodeon's 4.2 and has a 4.4 average for the first three weeks of the new season, which began Sept. 7, compared to Nickelodeon's 3.7.

Turner Broadcasting, in its defense, supported Nickelodeon's claims but said that its TBS and TNT were still ranked first and second in all-day and prime time ratings among viewers ages 18-49 and 25-54.

The network also contended that based on gross ratings points, which are calculated by multiplying ratings by the number of programming hours, it owned a 60% share of the kids television market this past summer among children ages 2-11.

—MK

Jones said the company is still developing its DBS strategy but considers the technology important.

"You need to embrace the technology to the extent that you can," Jones said. "In our market, I think we need to be a purveyor of all that's out there. That's not to say we would do DBS in every market, but we are looking at it carefully."

Some analysts see Jones and EchoStar as a logical mesh. "The neighborhoods where Jones has cable plant are affluent and represent a higher demographic profile—people who can afford and would certainly entertain the idea of having a DBS dish," said Chuck Kersch of Neidiger Tucker Bruner in Denver. "It would make sense for Jones to join forces with

EchoStar rather than lose the revenue stream coming from higher-paying subscriptions."

Another element supporting a Jones/EchoStar partnership of some kind is that Carl Vogel, president of EchoStar, worked at Jones for 10 years and he and Glenn Jones have maintained a close relationship. From a macro perspective, the DBS market may be close to saturation, with few of the players—other than DIRECTV or Primestar—so well-heeled they can go it alone. That means business combinations, whether intra-industry mergers or cross-industry partnerships or acquisitions, are inevitable.

"Something is going to happen fairly soon," said Jimmy Schaeffler of the Carmel Group, publisher of DBS

Investor. "Every day that goes by, the window of competition closes."

Last week, for instance, BROADCASTING & CABLE reported that upstart DBS service AlphaStar is seeking a partner to help pay for expansion in the U.S. Meanwhile, speculation continues to circulate about the possibility of an EchoStar/Primestar deal, primarily because one of Primestar's key partners, Tele-Communications Inc., is intent upon developing a high-power DBS service and because EchoStar would benefit from the financial clout and marketing reach of TCI.

Although the strategic arguments in favor of such a deal are strong, friction between TCI boss John Malone and EchoStar chief executive Charlie Ergen could represent a substantial hurdle. ■

FiT TV takes new shape

Fitness cable channel will begin targeting programs to men, women and children

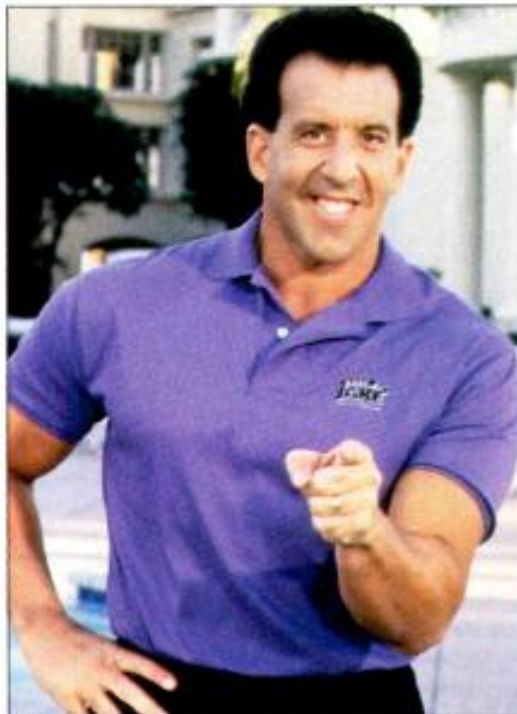
By Rich Brown

FiT TV plans to kick off its third year of operation early next year with a new schedule designed to target specific demographics at various points throughout the day.

"We've learned a lot from our viewers," says Jake "Body by Jake" Steinfeld, fitness trainer and a 10% owner in the network (other partners include International Family Entertainment, 70%; Reebok, 10%, and top multiple system cable operator Tele-Communications Inc., 10%). "We started seeing when people were watching, who was watching and what people wanted to see at various times during the day."

One programming change slated for first quarter 1997 will be targeting men during the 5-8 a.m. ET block. Although the network essentially targets a female audience throughout the day, Steinfeld says he has found that many men are interested in exercising before starting the workday. To accommodate the trend, FiT TV will present programming from more of a man's point of view during the block and will add a crawl that features news, sports and business updates.

As the morning progresses, FiT TV plans to attract homemakers to the network by featuring more celebrity guests. The network has already started bring-



Jake Steinfeld is reformatting FiT TV to target specific demographics.

ing soap opera stars onto the channel.

Starting at noon, FiT TV will target senior citizens during three hours of programming. Steinfeld says his experience as a host on Home Shopping Network has taught him that older viewers are watching TV in great numbers in the afternoon and are interested in buying the type of exercise equipment offered for sale on FiT TV.

FiT TV beginning at 3 p.m. will target kids with an hour block of programming featuring Blackhawk, a Native American storyteller who also teaches self-defense. Among prime time changes will be the addition of a half-hour talk show on health and a four-hour block (10 p.m.-2 a.m.) featuring stretching and relaxation exercises.

The channel, now in 11.2 million homes nationally (including a mix of full- and part-time carriage), has expansion plans that include international distribution. Steinfeld says deals are already in place to operate a FiT TV channel in France, Argentina, Brazil, Chile, Mexico, the Philippines and parts of the Caribbean.

Also in the works: a two-hour Saturday morning radio show, *Jake's Place*, produced by Premiere Radio Networks and scheduled to debut in November; *Body by Jake* magazine, published by Hachette Filipacchi Magazines and set to debut in January 1997; and a new *Body by Jake* book to be published by Random House in September 1997. Steinfeld hopes to convince advertisers to buy across the various media properties.

"I believe we're a brand, and what we have to offer is something three-dimensional," Steinfeld says. "We're telling advertisers to look at it and get creative." ■

Turner looking for Goodwill, not profit

Says 1998 games aren't expected to make money; closing in on broadcast partner

By Jim McConville

Turner Broadcasting Chairman Ted Turner says he doesn't expect TBS's coverage of the 1998 Goodwill Games in New York to make a profit.

"We hope so, but they've never made money directly," Turner said last week at a press conference to kick off promotion of the games.

The first three Goodwill Games—in 1986, 1990 and 1994—lost TBS an estimated \$70 million combined, \$40 million in 1994 alone.

"I'm not worried about it," Turner says. "There was a time when TBS and CNN were just getting started too, but they came around in pretty good time." Turner Sports President Dr. Harvey W. Schiller says that Turner's budget for the games doesn't call for a profit.

Time Warner Chairman Gerald Levin says the games carry an intangible goodwill value for the soon-to-be-merged Time Warner/Turner: "The promotional value, the good things that will come from this from everybody



involved—that's worth a lot of money to us."

Both Turner and Levin say that the financial outcome of the 1998 games won't be a factor in deciding whether they air a fifth games, in 2002.

TBS and a yet-to-be-decided major broadcast network will air the 1998 games. Schiller says that more than one network is in the running, including ABC. TV coverage of the 1994 games from St. Petersburg, Russia, consisted

of a partnership between TBS and ABC Sports.

The 10-year-old games, scheduled July 19–Aug. 2, 1998, at sites in New York City and Long Island, will air in three-hour weeknight blocks on TBS, with weekend coverage expected to air on the broadcast network. Levin says Time Warner/Turner will use Turner's cable networks to promote the games.

Time Warner/Turner next month will kick off a two-year, \$25 million media advertising campaign—the largest ad budget for the games to date—with its first print ads to run in the New York market. Those ads will feature 1996 Olympic gold medalist Michael Johnson racing two New York City taxicabs. ■

IFE, UIH hook up to launch Latin American channels

By Debra Johnson

International Family Entertainment (IFE), parent company of The Family Channel and owner of MTM Entertainment, has found a powerful Latin American ally in international MSO United International Holdings (UIH).

The pair are setting up Miami-based United Family Communications, a 50-50 joint venture that will manage three family-oriented Latin American channels scheduled to launch March 24, 1997. The channels are Atlas, Casa Club TV and The Family Channel, the last of which has been on the air in Mexico since July 1995 but will relaunch with "much-improved" programming and greater penetration.

Family Channel will offer programming blocks tailored to kids, teens and families. All three channels will be targeted to Spanish- and Portuguese-speaking markets and will schedule new and acquired programming, and all are expected to be carried on Galaxy Latin America's DIRECTV platform and possibly rival platform Sky Entertainment Services Latin America.

UIH already has substantial cable

investments in the region and boasts a total 500,000 subscribers in Latin America. By the time the channels launch, UIH expects to have at least 650,000 subs, according to Cynthia Hudson Fernandez, director of programming, UIH, who is expected to head UFC.

UIH's Latin American investments include a 100% stake in Cablevision (Chile), 94% of Peru's Cable Star, 65% of STX (Chile), 49% of Mexico's Megapo, 46.3% of Brazil's Jundiai TV, 40% of TV Show Brasil and 34% of Net São Paulo. In addition, UIH has launched more than 20 channels in six countries during the past six years and has creative partnerships with, among others, HBO, Time Warner, Disney/ABC and News Corp.

The family entertainment market is a relatively crowded one in Latin America, with heavyweights such as WBTV: The Warner Channel, Sony Entertainment Television, Canal Fox, USA Networks and TNT Latin America already operating there. But IFE's partnership with UIH should give it a leg up on the distribution front, and it can draw on UIH's Spanish programming service. MTM Entertainment also has 2,000 hours of programming in its library. ■

Turner strong for ITEL

UK distributor ITEL is reporting strong worldwide sales for Turner Original Productions' documentary fare. In the UK, Channel 5 bought *UFOs*, while The History Channel took *Driving Passion*, *The Native Americans* and *Moonshot*. Luxembourg's CLT bought 10 programs, including *Pirate Tales*; *China: The Wild East*, and *Hank Aaron*. In the Asia Pacific, New Zealand's TV3 acquired 10 titles including *UFOs* and *Animal ER*, while Taiwan TV took *Animal ER*, *Ghost Stories* and *The World's Best Commercials*. South Africa's SABC, meanwhile, picked up *The Good, the Bad and the Beautiful*.

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Cable eyes branded future

NAMIC/NCTA conference stresses old names on new products, new markets and new technologies

By Jim McConville

Introducing new cable products, opening international markets and capitalizing on new technologies will be the keys to cable expansion into the next century, say leading cable executives.

Cable networks must impress their established name brands onto other product vehicles such as online services, pay per view, home shopping

merchandise and international ventures, says Debra Lee, president of Black Entertainment Television Networks.

Speaking last week at the joint National Association of Minorities in Cable (NAMIC) and the National Cable Television Association's (NCTA) 10th annual Urban Markets seminar in New York, Lee said that cable networks need to take full advantage of their recognized network name.

"The beauty of cable is that you can target a segment of the TV market, extending the network brand name you've established over the past 15 years," said Lee. "The key is to leverage that brand into other markets."

Lee said BET's long-term plans

include expanding the company's three-hour home shopping block, BET Shop, into a full-fledged network and starting a dedicated BET film channel.

Keeping its word, BET last Tuesday announced that it will partner with Encore Media to launch a black premium movie network, BET Movies/Starz!3, starting in February (see story, page 63).

BET will try to keep a balance between spending on programming and investing in other technologies and services, Lee said, adding that BET will develop an online service as soon as "we can figure out how we are going to pay for it."

Jones Intercable President Jim

Granada carriage deals

Granada Sky Broadcasting says it has signed cable carriage deals with 10 of the UK's major 13 cable operators, including Nynex CableComms, Bell Cablemedia, Videotron and General Cable. But the UK's biggest provider, TeleWest, is still unsigned. TeleWest may be holding capacity for six new BBC channels. Nynex CableComms has confirmed that it will start carrying the seven new GSKyB channels from Oct. 1.

Mayfair talks with Cambium

London-based film company Mayfair Entertainment International, which recently formed Mayfair Television Entertainment, has confirmed that it is in talks with Toronto-based Cambium Releasing about buying 300 hours of family and entertainment fare from Cambium's library. MTE has TV distribution rights to such feature films in Mayfair's library as "Richard III," "Vanya on 42nd Street" and Merchant Ivory's "Jefferson in Paris."

Canal+ income up

French pay-TV group Canal+, which plans to merge with rival pay-TV group NetHold, reported a 16.6% increase in its net income, to FF386 million (\$75.7 million), on increased revenue of FF5.4 billion (up 8.3%) for the first six months of 1996. The launch of digital service Canal-satellite Numerique in April is being partially credited for the positive results. Between May and August, Canal+'s total subscriber base increased by 85% year-to-year, far exceeding the company's initial forecasts. Canal+ has enrolled 100,000 subscribers for its digital service so far.

Green light for CLT/Bertelsmann?

The merger of Luxembourg broadcaster CLT and German media group Bertelsmann may be given the green light by the European Commission now that it has abandoned its digital pay-TV plans. European competition



commissioner Karel van Miert says the approval of the CLT/Bertelsmann merger is now "easier." Separately, Bertelsmann claims to have received notification from cartel authorities in Brussels and Berlin that they would block UK pay-TV group BSkyB's involvement in German pay movie service Premiere. Bertelsmann does not want BSkyB to become a shareholder in the German pay channel.

Landmark goes digital

Landmark's Travel Channel will broadcast digitally throughout Europe off Astra 1E beginning Nov. 1. Analog transmission via Intelsat 601 will cease in January 1997.

NBC Asia deals

NBC Asia, which operates entertainment channel NBC and business channel CNBC Asia, has closed cable carriage deals with Sky Cable and ACCION in the Philippines. The channels will reach more than 150,000 subscribers and some 20,000 hotel rooms.

Measat in Malaysia

Measat Broadcast Networks has revealed further details of its 20-channel digital package, scheduled to launch in Malaysia in November. The channel lineup includes five channels from Star TV, two from Turner Broadcasting and one from TVB in Hong Kong.

Cable amendments

The Spanish government has introduced amendments to its cable law that will allow cable operators to offer basic telephony starting in 1998 in an effort to compete with telco Telefonica. Driving the new amendment was concern over the profitability of cable operation Cable y TV de Catalunya, backed in part by the Catalan regional government. US West also owns 25% of the Barcelona area project.

—By Debra Johnson & Nicole McCormick

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50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Sept. 16-22, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating		
				Cable	U.S.	Share
1. NFL Football: Phil. vs. Atlanta	TNT	Sun 7:58p	5,140	7.4	5.3	11.8
2. Rugrats	NICK	Sun 10:00a	2,536	3.7	2.6	11.1
2. Rugrats	NICK	Wed 7:30p	2,504	3.7	2.6	6.7
4. Rugrats	NICK	Tue 7:30p	2,459	3.6	2.5	6.1
4. World Championship Wrestling	TNT	Mon 9:00p	2,495	3.6	2.6	5.2
6. NFL Primetime	ESPN	Sun 7:00p	2,466	3.5	2.5	6.3
6. World Championship Wrestling	TNT	Mon 8:00p	2,413	3.5	2.5	5.5
8. Raahh!!! Real Monsters	NICK	Sun 10:30a	2,237	3.3	2.3	9.7
8. Rugrats	NICK	Mon 7:30p	2,271	3.3	2.3	5.5
10. Secret World of Alex Mack	NICK	Sat 8:00p	2,166	3.2	2.2	6.1
10. Rugrats	NICK	Sat 7:30p	2,204	3.2	2.3	6.8
12. NASCAR: Hanes 500	ESPN	Sun 12:40p	2,168	3.1	2.2	7.2
12. NFL Countdown	ESPN	Sun 11:29a	2,178	3.1	2.2	9.0
14. Adventures of Pete & Pete	NICK	Sun 12:00n	2,057	3.0	2.1	8.3
14. Tiny Toons Adventures	NICK	Sat 9:00a	2,030	3.0	2.1	10.4
14. Rugrats	NICK	Thu 7:30p	2,045	3.0	2.1	5.4
14. CFA: LSU vs. Auburn	ESPN	Sat 7:28p	2,113	3.0	2.2	5.8
18. Secret World of Alex Mack	NICK	Sun 12:30p	2,000	2.9	2.1	7.6
18. Rocko's Modern Life	NICK	Sun 11:30a	2,001	2.9	2.1	8.3
18. Rugrats	NICK	Sat 8:30a	2,004	2.9	2.1	11.3
18. Are You Afraid of the Dark?	NICK	Tue 5:00p	1,991	2.9	2.1	7.2
18. Doug	NICK	Mon 7:00p	1,945	2.9	2.0	5.0
18. Family Matters	TBS	Mon 6:35p	2,040	2.9	2.1	5.7
24. All That	NICK	Sun 1:00p	1,893	2.8	2.0	6.9
24. Looney Tunes	NICK	Sat 1:00p	1,875	2.8	1.9	8.3
24. Tiny Toons Adventures	NICK	Sat 9:30a	1,892	2.8	2.0	9.4
24. Rugrats	NICK	Fri 7:30p	1,887	2.8	1.9	5.7
24. Doug	NICK	Tue 7:00p	1,925	2.8	2.0	5.1
24. Clarissa Explains It All	NICK	Tue 6:00p	1,895	2.8	2.0	5.9
30. Movie: 'Separate Lives'	USA	Sun 4:00p	1,893	2.7	2.0	5.6
30. The Ren & Stimpy Show	NICK	Sun 11:00a	1,854	2.7	1.9	8.0
30. Looney Tunes	NICK	Sun 9:00a	1,825	2.7	1.9	8.9
30. Raahh!!! Real Monsters	NICK	Sat 7:00p	1,837	2.7	1.9	6.0
30. My Brother and Me	NICK	Sat 12:30p	1,824	2.7	1.9	8.3
30. Doug	NICK	Wed 7:00p	1,821	2.7	1.9	5.2
36. Clarissa Explains It All	NICK	Sun 6:00p	1,738	2.6	1.8	4.8
36. All That	NICK	Sat 9:00p	1,744	2.6	1.8	4.5
36. Doug	NICK	Fri 7:00p	1,766	2.6	1.8	5.7
36. Are You Afraid of the Dark?	NICK	Wed 5:00p	1,797	2.6	1.9	6.9
36. Tiny Toons Adventures	NICK	Tue 6:30p	1,776	2.6	1.8	5.1
36. Movie: 'Hang 'em High'	TNT	Tue 10:05p	1,827	2.6	1.9	5.0
42. Tiny Toons Adventures	NICK	Sun 5:30p	1,730	2.5	1.8	5.1
42. Rocko's Modern Life	NICK	Sat 6:30p	1,728	2.5	1.8	5.9
42. Jim Henson's Muppet Babies	NICK	Sat 10:00a	1,728	2.5	1.8	8.8
42. Are You Afraid of the Dark?	NICK	Fri 5:00p	1,678	2.5	1.7	6.7
42. Doug	NICK	Thu 7:00p	1,679	2.5	1.7	4.9
42. Rocko's Modern Life	NICK	Tue 5:30p	1,731	2.5	1.8	5.8
42. Rocko's Modern Life	NICK	Mon 5:30p	1,672	2.5	1.7	5.4
42. Are You Afraid of the Dark?	NICK	Mon 5:00p	1,669	2.5	1.7	5.9
42. CFA: Florida vs. N.C. State	ESPN	Thu 7:55p	1,716	2.5	1.8	4.0
42. WCW Wrestling	TBS	Sat 6:05p	1,776	2.5	1.8	6.1

Sources: Nielsen Media Research, Turner Research

O'Brien said that future cable growth for operators means breaking into international markets and introducing digital technology, which allows subscribers to access a variety of services from the same pipeline.

In tandem with international launches, O'Brien said, the cable industry soon will see multiplatform launches—cable, satellite, telephone—occurring simultaneously.

With the advent of other delivery methods, HBO has put more effort into making programs distinctive with "big events" specials and original movies, said Jeff Bewkes, president of Home Box Office.

Along with technical advances, the future will bring some uncertainty, Bewkes said. "I'm not sure what the [recently FCC approved] merger between Time Warner and Turner will mean to HBO."

Bewkes said that Time Warner-owned HBO likely will leverage its own cable networks along with Turner networks such as CNN when working out carriage agreements for launch on international platforms.

For cable operators, long-term success means providing a wide selection of popular cable services, O'Brien said. "You don't win on the tonnage game—you win on providing quality channels."

Panelists split somewhat on the importance of satellite delivery to cable's future.

Although new program delivery systems such as DBS are worth developing, Lee said, BET's top priority is to keep its cable partners and subscribers satisfied. "How do you keep cable operators happy so they still carry you and at the same time keep subscribers happy so they watch you?"

Bewkes said that alternative distribution such as DBS plays a more valuable role for pay-TV networks than for basic TV channels. Premium channels such as HBO, which rely more on the number of paying subscribers than on ratings-generated ad dollars, will get more revenue per subscriber from DBS than will basic cable networks, he said.

"If we [HBO] add one million subscribers it can translate into \$50 million in [annual] revenue," Bewkes said.

Cable executives said they're spending more on building up customer service and brand awareness. O'Brien said that Jones now spends about 55%-60% of its marketing budget on brand awareness, up from the 45% typically spent four or five years ago.

DBS looks at 20 million subs by 2000

Analysts up forecasts from 14 million to 16 million

By Jim McConville

The sky's the limit for DBS companies, say industry analysts, many of whom now predict that the number of TV households that own or rent a TV satellite dish could approach 20 million by 2000.

Dennis Leibowitz, analyst for Donaldson, Lufkin & Jenrette, estimates that there will be 5 million subscribers to high-power DBS by year's end. He says DBS subscribers could number 19.4 million by 2000 and more than 20 million if C-band is included.

Leibowitz and other industry experts offered those predictions during the Satellite Broadcasting and Communications Association's (SBCA) SkyForum VI conference held in New York last week.

Such numbers represent a dramatic increase over those projected a year ago at SkyForum V, when essentially the same group of industry figures offered forecasts of 14 million-16 million subscribers by 2000.

Industry analysts cited the new \$199 price break on DBS hardware as a major catalyst in upping their DBS sales forecasts to the 20-million mark.

And prices for DBS satellite equipment, industry executives said, still may go lower. "[Will it] end up being the case that the equipment is going to be given away to attract the subscriber? It probably will at some point," said Murray Klippenstein, president of AlphaStar Television Network, which earlier this month lowered its DBS price from \$699 to \$399.

DBS program revenue could reach \$3 billion by year's end, said Evie Haskell, editor of *SKYReport*, a monthly report on direct-to-home satellite published by the SBCA.

New DBS users will come at the expense of cable's estimated 63.2 million cable subscribers, which Leibowitz predicted will reach zero growth after 2000.

EchoStar Communications Chairman Charlie Ergen said subscriber

BET on Primestar

Black Entertainment Television (BET) has signed an agreement with DBS operator Primestar Partners to carry BET as one of the expanded channels to be added after the DBS service launches its GE2 satellite in first quarter 1997. Basic cable network BET, with 47 million subscribers, will be added to Primestar's "Prime Value" package sold at \$32.99 per month.

Cable Positive seeks nominations

Cable Positive, the cable industry's AIDS action organization, is seeking nominations for the Brad Wojcowski Memorial Award. Established in 1994 in honor of one of the original members of Cable Positive's board of directors, the award recognizes the cable industry employee or company that has contributed significantly to the fight against AIDS.

'Marry Me' on Family

Six celebrity couples will be interviewed on the Family Channel's upcoming series of *Marry Me* specials. Family Channel *Home & Family* co-host Cristina Ferrare will host the hour-long specials, the first of which is scheduled for Oct. 30 and the second for January 1997. The first set of couples will include Regis Philbin and Kathie Lee Gifford.

Heartland milestone

Heartland Wireless Communications Inc. reached the 200,000-subscriber mark earlier this month. The company has also added wireless service to 15 additional markets, giving the company systems in 95 markets nationwide.

USA buys films from ITC

USA Networks has acquired a package of 16 films from distribution company ITC, most with telecast rights that run through 2000 and a few beyond that date. Films in the package include "Four Weddings and a Funeral" and "The Usual Suspects."

DIRECTV offers discounts

DBS program provider DIRECTV will offer "early bird" discounts of \$20 on either of its "NHL Center Ice" or

"NBA League Pass" special out-of-market sports packages. Fans who purchase the NHL Center Ice package of up to 500 regular-season out-of-market NHL games by Oct. 3 receive it for \$109. Customers who purchase DIRECTV's "NBA League Pass" package of up to 1,000 out-of-market regular-season games before Oct. 15 will pay \$129.

ESPN adds NHL commentator

ESPN has added Dave Strader, who has called the Detroit Red Wings hockey games for the past 11 years, as play-by-play commentator for ESPN2 telecasts of NHL games. Strader joins game analyst Darren Pang.

Top five modem makers

Cable Television Laboratories, the cable industry's business and scientific research consortium, has identified five cable modem manufacturers as supplying crucial information for cable modem interoperability. The five makers are Com21, General Instrument, Hewlett-Packard, LANcity and Motorola. CableLabs, Rogers Cablesystems, Continental Cablevision, Tele-Communications Inc., Time Warner Cable, Comcast and Cox will incorporate certain intellectual property provided by the modem makers to arrive at specifications for an open, nonproprietary cable modem.

Avalanche deal

Ascent Sports of Denver, a division of Ascent Entertainment Group, has cut deals with the Denver ABC affiliate and Fox Sports Rocky Mountain to televise the 1996-97 Colorado Avalanche season. The Fox Sports/KMGH(TV) package calls for 55 Avalanche games—49 on Fox Sports Rocky Mountain and six on KMGH.

EMI becomes Advance

Satellite services company EMI Communications has changed its name to Advance Entertainment Corporation. The Syracuse N.Y.-based Advance distributes independent stations WWOR(TV) New York and WSBK-TV Boston to cable systems and home dish users in the U.S., Puerto Rico and Canada. —SM

momentum already is shifting from cable to DBS: "DBS is probably somewhere between 7,000 and 10,000 new subscribers per day. I doubt the cable industry is getting even one new subscriber [a day] on a net basis."

But a number of those new DBS owners are keeping cable, said SBCA President Chuck Hewitt, adding that some 30% (approximately 1 million) of current DBS subscribers also have cable. In response to the situation, Hewitt said, the SBCA has created a new category—"multiprovider household" (MPH)—to track homes that carry more than one TV service.

Terry McGuirk, executive vice president, TBS, said that Turner now takes DBS into account as a legitimate distribution vehicle when considering the launch of a network.

HBO President Jeff Bewkes said DBS has helped to put more of its premium movie service in front of consumers where, he said, there's twice as much premium movie channel use among DBS subscribers as among equivalent cable households. "There are now eight channels of HBO and Cinemax on DBS going to 16." ■

Hendricks looks to VOD future

Says industry has more steps to take before reaching goal

By Jim McConville

TV still has a couple of evolutionary stages to go through before it can legitimately wear the label "video on demand," says Discovery Communications Chairman John Hendricks.

While industry experts at SkyForum VI in New York last week upped estimates on the number of DBS satellite dishes to 20 million units by 2000 (see story, page 81), keynote speaker Hendricks predicted that TV still has at least two more steps to take before dish owners can start picking programming at will.

TV will follow the movie industry's lead, he said, and will adopt a multiplex delivery model for video on de-



Television has a way to go before viewers can see shows when they want, says Discovery's John Hendricks.

mand that lets subscribers custom-pick from a multiple-program menu.

Digital delivery and the expanded viewing made possible by satellite delivery will set the stage for TV's simultaneous introduction of "step 3 and step 4."

"Step 3," Hendricks said, will be special-interest programming on demand. TV news will no longer be a choice of four to six major networks, but will be broken down into "concurrently delivered specialized areas like business news, sports news, international news and political news."

Encore Media, for example, plans to offer eight digital channels split by movie genre—comedy, romance, action—to give consumers more choice. "Encore calls these new channels 'mood on demand,'" Hendricks said.

Hendricks said Discovery already is breaking down its science and nature documentary categories into individual channels for science, history, children's, travel and living.

TV's fourth step will come when TV networks are able to provide individual shows. "Step 4 can simply be labeled 'programs on demand.'"

Stage 4 won't necessarily provide TV viewers with more choice, but with more access. "Multiple, half hourly repeats of shows will become a schedul[ing] virtue," Hendricks said. ■

NOTICE

On June 9, 1993, the states of New York, California, Maryland, Massachusetts, Ohio, Pennsylvania, Texas, Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Michigan, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Oregon, South Dakota, Tennessee, Utah, Vermont, Virginia, Washington and Wisconsin, and on August 18, 1993, the states of Hawaii, Missouri, Oklahoma, South Carolina, West Virginia and the District of Columbia, filed complaints in the Federal Court for the Southern District of New York alleging violations of federal and state antitrust laws against PRIMESTAR Partners, L.P., Comcast Corporation, Continental Cablevision, Inc., Cox Enterprises, Inc., G.E. Americom Services, Inc., Newhouse Broadcasting Corporation, Tele-Communications Inc., Time Warner, Inc., and Viacom Inc. ("the Defendants"). The Defendants agreed to settle, without any admission of wrongdoing, the allegations in the complaints. The final judgements which set forth the terms of the settlement were filed in the Federal Court for the Southern District of New York on September 14, 1993. Upon written request, a copy of the Final Judgement As to All Defendants Except Viacom Inc. and Viacom K-Brand Inc. may be obtained from any of the following:

PRIMESTAR Partners, L.P.
Three Bala Plaza West
Bala Cynwyd, PA 19004
Attention: General Counsel

Comcast Corporation
1500 Market Street
Philadelphia, PA 19102
Attention: General Counsel

Continental Cablevision
Corporate and Legal Affairs Dept.
Pilot House, Lewis Wharf
Boston, MA 03110

Cox Enterprises, Inc.
1400 Lake Hearn Drive
Atlanta, GA 30319
Attention: Vice President - Legal Affairs

G.E. Americom Services, Inc.
4 Research Way
Princeton, NJ 08540
Attention: General Counsel

Newhouse Broadcasting Corporation
c/o Sabin, Bernant & Gould
350 Madison Avenue
New York, NY 10017

Tele-Communications, Inc.
5619 DTC Parkway
Englewood, CO 80111
Attention: General Counsel

Time Warner, Inc.
75 Rockefeller Plaza
New York, NY 10019
Attention: Chief Counsel - Litigation

Upon written request, a copy of the Final Judgement As to Viacom Inc. and Viacom K-Brand Inc. may be obtained from:

Viacom Inc.
1515 Broadway, New York, NY 10036
Attention: General Counsel

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Internet Ratings

NBC makes Olympian showing in 'Net ratings

Strong performance from MSNBC debut, NBC Olympics site

By Richard Tedesco

MSNBC's companion Website broke fast to the second spot among news/info/entertainment sites in July, according to PC Meter's latest household Internet usage survey.

MSNBC caught the attention of 6.1% of users surfing the Internet at home, just behind ZDNet at 6.5% and just ahead of Pathfinder, which scored a 6.0%. NBC's site came in at 5.8 in the survey, up from 1.8 in PC Meter's June survey. The improvement was a clear indication of the impact of the summer Olympics, which drew 4.2% of household PC users to the official Olympics Web site.

CNN's score in the survey rose to 5.3 after scoring 2.2 the previous month, likely benefiting from users checking Olympics results. C/Net, which topped the June list at 6.6, dipped to 5.4 in July. ESPN's SportsZone scored a 3.6, followed by The Weather Channel's 3.3. Other TV network sites in the top 25 included MTV at 1.8 and Discovery at 1.7.

Netscape stayed atop overall Web site rankings in the survey for the second straight month, reaching 41% of all home PC users.

WWW Audience Estimates, News/Information/Entertainment Web Sites, July 1996

1. zdnet.com	6.5%
2. msnbc.com	6.1%
3. pathfinder.com	6.0%
4. nbc.com	5.8%
5. cnet.com	5.4%
6. cnn.com	5.3%
7. olympic.org	4.2%
8. disney.com	4.0%
9. usatoday.com	4.0%
10. intellicast.com	3.9%
11. id4.com	3.7%
12. sportszone.com	3.6%
13. weather.com	3.3%
14. unitedmedia.com	2.4%
15. gameplayers.com	2.3%
16. happypuppy.com	2.2%
17. nando.net	2.2%
18. sportsline.com	2.1%
19. riddler.com	2.0%
20. info.cern.ch	1.8%
21. mtv.com	1.8%
22. digits.com	1.7%
23. nascar.com	1.7%
24. pcmag.com	1.7%
25. discovery.com	1.7%

Source: PC Meter LP

America Online ranked second, with a 39.6% reach. The top five were rounded out by Yahoo!, WebCrawler and Excite. Microsoft's corporate site saw the biggest increase, from 7.3 to 13.9.

Among sites showing a notable rise since the beginning of the year was GeoCities, where people can create their own Web pages. "We're seeing more and more traffic into personal home pages," said Steve Coffey, vice chairman and chief technology officer of the Port Washington, N.Y., company.

PC Meter estimates that each percentage point currently represents 130,000-

160,000 home PC users. Services such as CNN and ESPN draw heavy activity from PC users in the workplace and would score significantly higher numbers if those counts were included. (CNN claims a level of 1 million-2 million hits per day by its internal measurements. ESPN also claims to average millions of hits per day.)

PC Meter is field testing a system to measure workplace activity, and intends to roll that sampling system out in 1997, according to Coffey. Pilot samples of international usage also are being tested in the UK. France and Germany. **TMI**

3DO drops videogame biz, goes 'Netward

3DO is breaking into Internet gaming, abandoning the aspirations of chairman Trip Hawkins to launch the killer videogaming system.

Its first product is Meridian 59, a medieval role-playing fantasy game being billed as the first multiuser dimension game for the 'Net to be distributed in retail outlets. It sells for \$39.95 with a \$9.95 monthly fee for unlimited online play.

The Silicon Valley start-up's grandiose vision of creating the last word in videogame technology reached a bright anticlimax last year when Hawkins and 3DO sold rights to its cutting-edge 64-bit player to Matsushita Electric for \$100 million.

So after three fiscal years of losses up to \$5 million a year, 3DO will reorganize and take its act to the Internet. Current plans call for several Internet entertainment products to debut in 1997.

Hawkins will vacate his role as chairman, and Hugh Martin, 3DO president, will assume full operating control. The company will streamline its software business and seek a joint venture or sell 3DO Systems, its hardware business.—RT

Internet Broadcasting

MCA, Intel get into 'Madeleine's Mind'

Serial cyber-thriller brings sponsors into story

By Richard Tedesco

Signaling the ascendancy of cyber-dramas—and novel approaches to sponsorship—MCA/Universal Pictures and Intel are getting into *Madeleine's Mind*, the serialized cyber-thriller that may be produced for TV or as a feature film.

The two companies are co-sponsoring the show, and MCA is negotiating an option on TV and film rights for it. The sponsorship means that the project has reached a break-even point in production costs for its second season of 40 "scenes" over the next 20 weeks, according to Josh Greer, chairman of Digital Planet, the series producer.

The fully animated *Madeleine* (www.mad-mind.com), which uses Macromedia Shockwave to propel the online action, costs \$75,000-\$100,000 per episode to produce. Digital Planet is guaranteeing an impression rate, hoping to create a business model for the genre. "We seem to be the canary in the mine," said Greer, who reports that a third-party measurement system will be used to gauge the audience.

The series will carry links to the sponsors'



Looking at program choices in Mount Prospect, Ill.

sites from banners and product plugs in the story line. For instance, *Madeleine* will be tied to an Intel PC at the outset of episode two. The daughter of a brilliant scientist, *Madeleine* carries a secret formula for altering reality through her own mental power. It was stored in her brain by her father before his death. The plot turns on *Madeleine's* self-discovery as she's threatened by evil forces attempting to extract the formula.

Digital Planet has five or six other productions in development, says Greer, including *Super Sexy Secret Agents of the '80s*, a send-up on Cold War spy scenarios.

TNN

CAI Wireless moves to market trial

CAI Wireless plans to begin a market trial of its high-speed wireless Internet-access service in Rochester, N.Y.

CAI will use SURFboard cable modems from General Instrument, with maximum transmission speeds of 27 mbps. The service will be available for \$35-\$50 per month to 500 users in Rochester with commercial rollout. The three-month trial will include residential and business users on the extant MMDS system that CAI maintains here, operating between 2.5 ghz and 2.7 ghz.

The company plans a broader launch of commercial modem service sometime early in 1997. Albany, N.Y.-based CAI operates six analog-based wireless systems that it has used to provide video services in New York City, Albany, Philadelphia, Washington and the Norfolk/Virginia Beach, Va., area, along with Rochester.

ACLU sues over Ga. cyber law

The American Civil Liberties Union led a group of 14 plaintiffs in a Georgia lawsuit that seeks to block a state statute that would restrict anonymity in cyberspace.

The suit, filed in federal district court in Georgia, seeks an injunction against a law that would bar the use of pseudonyms or anonymity among PC users communicating via the Internet. The state law also "unconstitutionally restricts" the use of links on the World Wide Web.

"Fundamental civil liberties are as important in cyberspace as they are in traditional contexts. The right to speak and publish using a virtual nom de plume has its roots in a long tradition dating back to the very founding of democracy in this country," said Ann Beeson, an ACLU national staff attorney who specializes in cyberspace.—RT

Odyssey: More PC users go Internet-direct

Nearly half of U.S. PC users accessing the Internet at home are connecting directly through Internet service providers rather than via commercial online services.

That's according to the semiannual Homefront study conducted by San Francisco-based Odyssey Inc., which estimates the current online universe at 14% of U.S. households. Results of its July survey, released last week, indicate that 48% of those surfing the 'Net at home get there via Internet service providers (ISPs), while 35% use commercial online services. Some of the remaining 17% reported a direct connection through a T1 line. Others did not respond to the question.

That's a reversal from Odyssey's last survey, in January, when 54% of Internet users were using commercial services to gain access and only 30% of those surveyed were taking the ISP route.

America Online was the leading commercial service in July, at 18%, with CompuServe in second at 5%, according to the Odyssey survey, which indicated that Netcom was the most popular ISP (8% of that market), followed closely by AT&T/WorldNet (7%).

In another aspect of the survey, 41% of the respondents were more concerned about the quality of Internet access, while 29% viewed quality of proprietary content as more important. In the previous Homefront survey, 37% placed greater emphasis on content.—RT

Technology

September 30, 1996

ATV TRANSMITTERS



The race for the first HDTV transmitter is over!

Harris is first in HDTV transmission.

While others scramble to develop ATV/HDTV transmitters, Harris has already crossed the finish line. And that's no surprise, considering our vast experience in every type of television broadcasting.

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Grand Alliance compatibility.

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tems integration experience in UHF, VHF, satellite and wireless cable technology, Harris understands the importance of compatibility with equipment from other manufacturers. That's why we've developed our equipment to meet the anticipated standards of the Grand Alliance ATV system.

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Harris-designed-and-built broadcasting systems operating worldwide, we have the know-how — now — to help make your transition to HDTV as efficient and profitable as possible.

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Special Report: SNG/ENG

WPIX builds digital SNG truck

Vehicle will feature Sony Betacam SX gear

By Glen Dickson

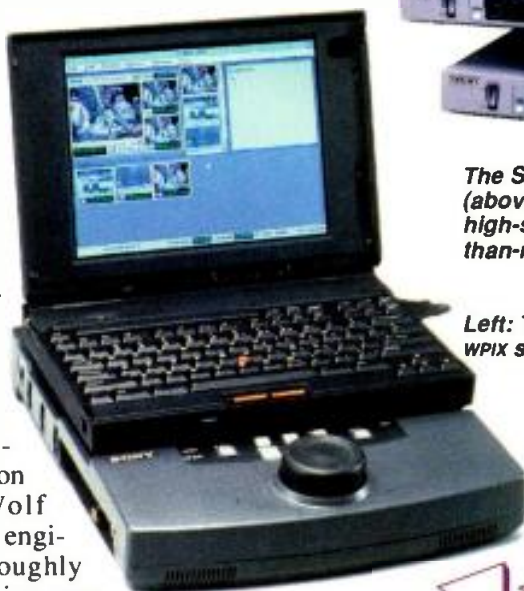
WPPIX(TV), Tribune Broadcasting's WB affiliate in New York, will be rolling out a next-generation SNG truck this winter. The all-digital vehicle will be the first to use Sony's new digital SNG technology, capable of transmitting two digital streams at once or one feed at twice the speed of real time.

The truck, being developed through a collaboration of truck integrator Wolf Coach, Sony and Tribune engineering staff, will cost roughly \$500,000 (including receiving gear at WPIX) and is scheduled for completion in January. A mock-up of the unit will be on display at World Media Expo in Los Angeles in October.

WPIX's first SNG unit will pack a lot of capabilities into a small unit, says Wolf Coach President Richard Wolf. "It's a new look at SNG and ENG technology all in one package," he says. "We're hitting all the bases—it will have the digital Sony equipment and also analog capability, as well as terrestrial microwave capability, depending on who WPIX is trying to feed. And at under 11 feet high and 20 feet long, it still can negotiate the canyons of New York."

The truck will have a 1.8-meter Vertex satellite dish, a NuComm microwave antenna, and an LNR Communications modulator/upconverter assembly for analog satellite transmission. Signal distribution will be all serial 601 digital, managed by a Leitch digital routing system and digital-to-analog converters.

"This is the first time we've done completely digital CCIR 601 distribution within an SNG truck," Wolf says. "You can hit it with a digital signal and stay digital throughout, and you can also take analog signals and



Left: The DNE-50 laptop editor will allow WPIX staffers to make mobile edits.



The Sony DSM-T1/R1 satellite modulator (above) will link to the Sony DNW-A100 high-speed SX recorder/player for faster-than-real-time transmission.

encode them to digital."

For digital uplinks, the vehicle will rely on Sony's DSM-T1/R1 digital satellite modulator, with a Sony demodulating unit back at WPIX. The digital modulator, which debuted at NAB '96, is capable of transmitting one feed at twice the speed of real time or two feeds in real time off a 36 mhz transponder.

The high-speed transport is made possible by Sony's DNW-A100 high-speed Betacam SX recorder/player, a hybrid tape/disk unit. The DNW-A100 will be linked to a Sony DNE-50 laptop edit controller for mobile nonlinear editing.

The new WPIX truck also will be able to support SDI (serial digital interface) streams from standard digital cameras and send out a dual digital stream—one SDI path, one SDDI (serial digital data interface, Sony's transport protocol for SX gear).

Frank Geraty, WPIX vice president of engineering, says that multistream capability makes the truck the "perfect tech-

nical companion" to WPIX's rebuilt production plant, which was upgraded to serial component digital in December 1995 with a new Sony DVS-7000 digital switcher and DNW-500 cameras.

"We're upgrading the whole plant to deal with the SX format and nonlinear editing as a long-term goal," Geraty says. "This truck is the first shot."

According to Ira Goldstone, Tribune's vice president/director of engineering, Tribune chose the Sony component digital MPEG-2 route (4:2:2 Main Profile @ Main Level, encoded at 18 mbps, with the SDDI transport protocol) over composite 4:2:0 MPEG-2 systems because of concatenation issues.

"We didn't want to concatenate compression schemes," says Goldstone. "This way we have one compression scheme rather than concatenated artifacts from different systems. The key is SDI in the plant. If you maintain everything in the component domain, that gives you the best possible quality today and the best future capability for DTV. The fewer times you encode and decode, the better off you are."

For now, Tribune will use the Sony digital SNG modulator only to get feeds back to WPIX; from there, they will be demodulated and sent to other Tribune stations over Vyvx fiber.

Once all the testing is completed and WPIX has "stabilized" on the SX format, Tribune may roll out the Sony digital SNG gear and SX equipment at other stations across the country.

Goldstone says that Tribune is considering using a combination of SX, Sony DVCAM, and Panasonic's DVCPRO format in its stations and is looking at file servers that can store both DVCPRO files and SX files. He also hints that Sony is backing off the "total systems" strategy it trumpeted at NAB. "We told them we wouldn't go with them if it was a total Sony solution," he says. ■



Special Report: SNG/ENG

Intelsat pushes digital SNG interoperability

'Plug and play' is next challenge for codec manufacturers

By Glen Dickson

With the completion of its second round of SNG interoperability tests for MPEG-2/DVB-compliant digital compression systems, international satellite consortium Intelsat is hopeful that codec manufacturers can achieve "plug-and-play" interoperability between their systems.

The goal of the tests, run by Intelsat and the Inter-Union Satellite Operations Group (ISOG), is to determine whether digital encoders and decoders from different manufacturers can work with each other for the transmission of SNG contribution feeds and other occasional video services. If feasible, the widespread use of digital SNG transmission could lead to significant cost and space savings on transponder capacity, which would save news organizations money and allow them to distribute more feeds.

The August tests followed up on Intelsat's initial tests in May, which found enough room in the MPEG-2/DVB standard specifications to require common operating parameter sets for variables such as bit rate, modulation and forward error correction.

The latest round, conducted in late August, showed almost complete compatibility between MPEG-2/DVB systems, given common operational parameters and careful tweaking from laboratory engineers. Participating manufacturers included Scientific-Atlanta, Digi-Media Vision, Philips, Divicom, Tiernan, TV/COM, Wegener, Tandberg and California Microwave. Tektronix and Symbionics provided MPEG-2 test equipment for the effort.

Intelsat also conducted a demonstration in which five separate carriers were loaded into a 41 mhz global transponder on the Intelsat VII simulator. At a transmission rate of 6 megasymbols each (an MPEG-2 encoding rate of roughly 8.3 megabits per second) with 8 mhz spacing, the digital codecs were able to receive each of the five carriers, proving that five



CBS News has purchased \$1 million worth of Tiernan MPEG-2/DVB digital SNG gear and used it to distribute affiliate news feeds from the Republican Convention in San Diego in August. CBS also uses Tiernan equipment in Europe as part of the European News Exchange.

separate 6-megasymbols carriers can coexist within that bandwidth.

"What it means is [that interoperability] is possible, and that's fantastic," says Vince Walisko, Intelsat director of global broadcast and special services. "What we're looking for now is 'plug and play'—to achieve what we have in the analog world, without the aid of factory engineers."

Walisko says the systems should come closer to that level of compatibility by the next round of tests, to be held in the third week of February 1997. He hopes to report those results at NAB '97.

Future testing issues for the MPEG-2/DVB systems include digital terrestrial interfaces, digital transport streams and conditional access. Conditional access could be a tough hurdle for the interoperability tests, warns Orion Atlantic's Jack Albert, senior vice president/GM of satellite services.

"That will be the most difficult," says Albert. "Conditional access could put everything back to square one. You can use anybody's encryption on analog, but MCPC [multiple channel per carrier] systems cost a lot of money for conditional access. You'd need all different IRDs to be able to encrypt news feeds."

Mike Knowles, Digi-Media Vision strategic marketing manager, agrees. "The tests have been very basic, with extremely simple transmissions," he

says. "The majority of systems have proved to be compatible, but with conditional access it's a whole new ball game."

Knowles says that company secrecy over conditional-access systems could slow the interoperability process, which so far has been very open.

While Walisko says the interoperability of conditional access systems is technically feasible by using new operational parameters, he acknowledges that business interests may become a stumbling block. But he says that for the purposes of contribution feeds, conditional access shouldn't

be a big issue.

CBS's Brian Knoblock, deputy foreign editor for CBS News, doesn't see conditional access as a "driver" for broadcasters. Although CBS has had success using Tiernan DVB gear in a closed system within Europe, Knoblock is still waiting to have compressed uplink capability for news feeds at any earth station.

"The more important thing is to have stuff work together without significant human intervention," says Knoblock. "What you need is a scenario where it comes out of the box and some technician at two in the morning doesn't have to be a super-digital-compression guy to tweak the parameters to get the uplink out and have a receiver lock onto it. Conditional access is a nice bonus, but it's more important for rock concerts and boxing matches—things you have rights for."

Knoblock says that for the occasional-use market, digital SNG technology has to become "transparent to the broadcaster," as different analog systems are today.

"Hopefully, the machines will tune themselves and lock themselves up," he says. "At some level in the occasional-use market, you need a base set of parameters that everybody's going to agree will look the same on both ends. Maybe you could have an 'ISOG Standard' button on the encoders and decoders." ■



There's a
reason *why*

we call

them a

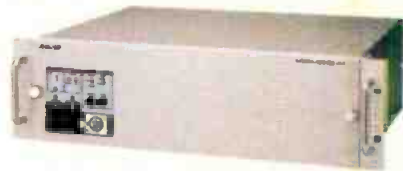
family of

cameras.

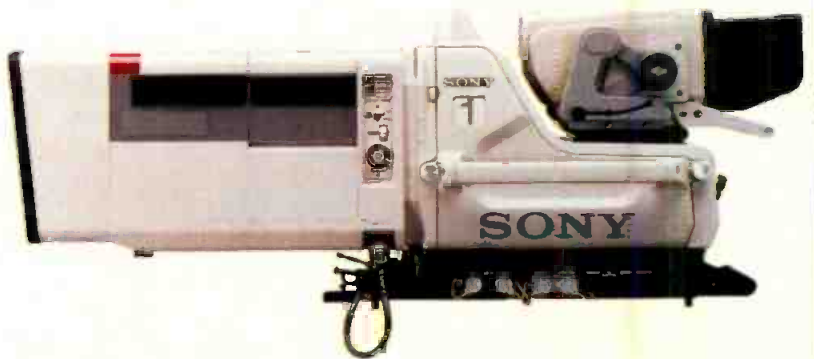
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Special Report: SNG/ENG

Trucks ride strong SNG/ENG market

By Glen Dickson

As the news business grows more competitive, truck suppliers are facing both increasing demand and more demanding customers.

"People are being asked to do more with a vehicle because of the competitive nature of news," says Wolf Coach Presi-

dent Richard Wolf. "There's a desire for a smaller vehicle, and there's also the desire to put more in the vehicle. The smaller platforms are more attractive."

Although Wolf Coach is working on a state-of-the-art digital SNG/ENG

complete with new DVCPRO digital component acquisition gear. Wolf also built a new dual-path SNG unit, or Power Truck, for the start-up news operation, complete with digital-ready capability, six cellular phones, two satellite phones and nine VTRs.



A Benchmark 11 ENG van and SNG Power Truck that Wolf Coach built for Fox station WFXT-TV Boston.



Harris's S-15 SNG vehicle puts a 1.2-meter microwave dish on a Chevy Tahoe body to achieve four-wheel-drive mobility.



Harris's S-2D digital flyaway unit requires far less power (40 watts compared with 300) than do portable analog uplinks and can run off a DC battery in the field.

unit for Tribune Broadcasting. Wolf says that the market generally has been cautious about digital trucks, preferring to purchase analog units with digital-ready capability.

"We're seeing a tremendous difference between 'it can work' and 'it does work,'" he says. "What we're doing is trying to make people understand the strengths and limitations of the alternatives. When people ask for a digital truck, we ask: 'Do you

going to get from a narrower bandwidth?" asks Wolf. "That's a critical question that needs to be answered."

Jay Adrick, systems product director for Harris Broadcast, predicts that shrinking transponder capacity probably will spur the SNG market to digital more than will hardware refinements.

"Your transponder space won't cost as much, and that's where MPEG shines," Adrick says. "However, to pay the increased price of digital hardware when you compare it to savings in spectrum cost is not a good investment at this point. But if it's a choice between getting a path or not, then it starts looking like a good investment."

Harris manufactures a digital SNG exciter, the DSC 1400, which is being used in digital trucks by Speer Communications and by the Golf Channel in closed-loop applications. The company also is making sales in Europe of its digital flyaway unit, a portable SNG uplink that can run on 110 volts of DC power.

Adrick predicts that the outer limit for analog SNG sales is five years. Although, he says, the market is strong for full-featured, dual-band microwave trucks, Harris also is finding orders for smaller ENG vehicles based on the Ford Explorer or Chevy Tahoe.

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Adrick predicts that the outer limit for analog SNG sales is five years. Although, he says, the market is strong for full-featured, dual-band microwave trucks, Harris also is finding orders for smaller ENG vehicles based on the Ford Explorer or Chevy Tahoe.



Intergraph's StudioZ Workstation now comes bundled with an effects library.

independent effects for film, video and multimedia post-production work. The StudioZ system handles authoring, video capture, animation, compositing and nonlinear editing and provides a serial digital video output. —GD

Graphics help

Intergraph Computer Systems has introduced its new line of Windows NT-based StudioZ CGI/Video Authoring Workstations, which now includes the real-time, interactive RealZm 3D graphics subsystem with the Render-GL library of graphics extensions. The new StudioZ models also come bundled with Intergraph's new ZFX, a library of resolution-inde-

If You're Getting Bad Reception, the Answer Is Clear.



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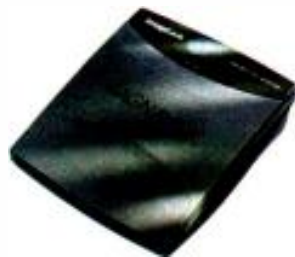
There's nothing more frustrating. You're curled up on the couch with your favorite snack as you turn on a great show or movie...only to be met with a blurry, distorted picture. You can fiddle and fuss with the controls, wiggle the antenna... but the problem won't go away. Now, there's finally something you can do about it: **imageLock™**, the simple solution to the oldest of TV reception problems – ghosting.

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Performance may vary according to broadcasting and ghosting conditions. Requires transmission of the GCR signal by broadcast and cable networks. Television images are simulated.

Cutting Edge

By Glen Dickson

Fox Tape, the technical facility used by Fox Broadcasting, Fox Children's Network and Fox Sports, has purchased **Discreet Logic's** FIRE uncompressed nonlinear online editing system. Fox Tape is the first broadcast facility to buy the SGI-based digital editing and effects system and will use it to create 30- and 60-second promos for the Fox Children's Network that previously have been edited on traditional tape-based systems.

Minneapolis cable channel **Northwest Community Television** has purchased \$500,000 worth of **Panasonic** DVCPRO digital component gear, including 18 AJ-D750 editing decks, seven AJ-D700 ENG camcorders and two AG-EZ1U DV-format minicams. The DVCPRO gear will be used for Northwest's half-hour evening news-

cast, *Cable 12 News*, as well as a weekly news magazine and a morning news show.

Matrox and Panasonic parent **Matsushita** have formed an agreement to provide DV and DVCPRO support in Matrox's DigiSuite nonlinear editing



The Matrox DigiSuite editing system will now support the DVCPRO format.

system. Matrox will use Matsushita codec technology to develop a DV codec module that plugs onto the Matrox DigiMotion board to provide

dual streams of DV or hybrid DV/motion-JPEG audio/video compression and playback in real time, allowing users to edit DVCPRO and DV-format material with Matrox's PC-based systems.

IndeNet subsidiary **Channelmatic** has won a \$300,000 contract from Chicago's **Prime Cable** to install a two-zone 24-channel MPEG-2 digital

ad insertion system. Prime Cable expects to add a third zone and possibly double its channel capacity in early 1997. The Prime system, which will combine Channelmatic software and switching control with Sony VideoStore servers, will be able to store 1,080 30-second commercials and will interface to a CCMS 20/20

traffic and billing system.

AT&T/Lucent Technologies and **Amati Communications** have pulled their in-band on-channel (IBOC) system out of the digital audio radio (DAR) field tests in San Francisco, citing the lack of an acceptable test facility. The AT&T/Amati system is the second IBOC proponent to withdraw from the tests, run by the Consumer Electronic Manufacturers Association. In May, Westinghouse/Gannett joint-venture USA Digital Radio pulled out of the tests after objecting to CEMA testing procedures. The remaining systems in San Francisco are the Eureka L-band DAB system, the AT&T/Lucent in-band/adjacent-channel (IBAC) system, and an S-band satellite system co-developed by Voice of America and Jet Propulsion Lab.

Continental Airlines will employ defense communications technology from **Harris Corp.** and programming from DIRECTV for a new in-flight TV service. In-Flight Phone Corp., Chicago, has enlisted Harris to provide a dual-polarization antenna and cabin distribution system for the Continental jets, which will offer more than 20 channels of live TV delivered individually to passengers' seats. The Harris antenna, originally designed for U.S. defense and space programs, will receive signals from all three DIRECTV satellites simultaneously.

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Classifieds

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RADIO

HELP WANTED MANAGEMENT

Small market Central Maine full service FM station seeks hands-on individual for combined Sales/GM slot. Confidential. Reply to Box 00939 EOE.

HELP WANTED SALES

The Guide to Talk Radio programming, a syndicated directory, seeks creative sales leader. Resume to P.O. Box 342, Needham, MA 02192. 617-433-0870.

HELP WANTED PRODUCTION

WCAL has an opening for a Producer/Host. Primary responsibility is on-air announcing and production of features, reports, etc. Qualifications include excellent communication skills; appropriate on-air experience, style, and presence; proven production skills; familiarity with and appreciation for music (especially classical), cultural and public affairs, and the public radio mission and marketing challenges. Must be well organized, willing to work a flexible schedule, and team oriented. The successful candidate will have a desire to work on an imaginative, dedicated team of 20 (full time). WCAL, America's first listener supported station, offers an outstanding technical facility, is in a college town on the southern rim of the Twin Cities Metro area (45 minutes to the Fitzgerald (World) Theatre, the Mall of America, or the International Airport), with the best of both cosmopolitan and rural environments. Salary range: \$28,000 or DOQ + excellent benefits package. Open until filled; applications by October 31 will receive fullest consideration. Resume and work samples (which will not be returned) to: Personnel Director, St. Olaf College, Northfield, MN 55057. EOE/AA.

SITUATIONS WANTED MANAGEMENT

Small/Medium Market GM. 14 years management experience. Strong sales background. Excellent trainer. Exceptional people skills. Creative promotions. Jim 815-758-6292.

GM/GSM with experience in small, medium and major markets is looking for a new challenge. Startups also welcome. Midwest or preferred. Leave your confidential message at (312)927-2957.

Experienced in profitable small market radio sales. If your station or group needs GM or sales management. Call 316-343-9896.

SITUATIONS WANTED PROJECTS

Purchased a small market FM radio station with two partners for \$250,000 on July 1, 1994. We sold station on September 30, 1996 for \$525,000. I am now available on a project basis. My strengths include sales, cost control, organization, promotion and US Virgin Islands and Puerto Rico experience and understanding. To discuss your possible use of my services, telephone William Shaw 704-487-1589.

TELEVISION

HELP WANTED MANAGEMENT

BROADCAST PROFESSIONALS

WBIS+ (CHANNEL 31 IN NEW YORK CITY), A JOINT VENTURE BETWEEN ITT CORPORATION AND DOW JONES & COMPANY, INC. IS LOOKING FOR BROADCAST PROFESSIONALS. THE POSITIONS WILL BE

BASED IN NEW YORK CITY IN THE HEART OF THE WORLD'S MOST IMPORTANT FINANCIAL DISTRICT.

WBIS+ IS A NEW TV STATION PROVIDING SPORTS AND BUSINESS INFORMATION PROGRAMMING TO THE NEW YORK AREA. WE ARE LOOKING FOR CANDIDATES WITH EXPERIENCE IN THE FOLLOWING AREAS: DIRECTORS, TECHNICAL DIRECTORS, SENIOR PRODUCERS, LINE PRODUCERS, FIELD PRODUCERS, PROMOTION MANAGER, ON-AIR PROMOTION PRODUCERS, PRODUCTION ASSISTANTS AND STUDIO CREW TO HANDLE STUDIO CAMERAS, VIDEOTAPE, EDITING AND FLOOR EDITING.

QUALIFICATIONS INCLUDE PRIOR EXPERIENCE IN A TELEVISION DEPARTMENT AND THE ABILITY TO WORK IN A FAST-PACED, START-UP ENVIRONMENT.

WBIS+ OFFERS EXCELLENT BENEFITS, A SALARY COMMENSURATE WITH EXPERIENCE, AND AN OPPORTUNITY TO WORK FOR A TEAM THAT LOOKS TO BECOME THE PREMIER NEW YORK PROVIDER OF BUSINESS AND SPORTS PROGRAMMING. INTERESTED CANDIDATES SHOULD SUBMIT A RESUME (AND NON-RETURNABLE TAPE) WITH SALARY HISTORY TO:

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DIRECTOR, STAFFING
DOW JONES & COMPANY, INC.
DEPARTMENT TV-BC
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WHERE INFORMATION MEETS INNOVATION

NewStar Sales Manager

NewStar, the developer of the top-selling newsroom automation and news editing solutions, seeks highly motivated sales people to sell our Windows application and integrated editing system in the western US and South America. Qualified candidates will possess the following:

- ★ fluency in English and Spanish
- ★ newsroom automation experience
- ★ excellent verbal and written communication skills
- ★ a good knowledge of news video editing
- ★ knowledge of client/server networks

Successful sales experience is an advantage, but applicants with positive attitudes, motivation, intellect and customer-oriented consultative selling personalities will be seriously considered.

Qualified candidates for this Madison Wisconsin based position may fax or email resumes to Ms. Gail Jordan, VP Sales & Marketing, Fax: +1-608-273-5876, or email gjordan@dvg.com.

NEWSTAR
The Leader in Newsroom Automation

Kansas Public Telecommunications Service, Inc. (KPTS), Hutchinson/Wichita, Kansas, seeking President/General Manager with managerial and fund raising experience; interpersonal communications, conceptual and creative ability. Baccalaureate degree required. Benefit package. Reply: KPTS, c/o Harvey Sorenson, P.O. Box 48641, Wichita, Kansas 67201-8641. Equal Opportunity/Affirmative Action Employer.

Petracom Broadcasting, Inc. is one of the new breed of owners that is growing and needs leaders to run our stations. We are looking for both a General Manager and a General Sales Manager candidate who have good people skills and can think outside of the box. Please send resumes and cover letters to: Greg Graber, WTVW, FOX 7, P.O. Box 7, Evansville, Indiana 47701. No phone calls please. WTVW is an Equal Employment Opportunity Employer.

Wanted: EOE in small market in NW needs Station Manager with strong local sales background, ability to recruit, hire, train and motivate a must. Send confidential resume and salary requirements to Box 00937.

General Manager. U.S. Broadcast Group is looking for an experienced General Manager in Johnstown, PA to lead the efforts of two television stations: WWCP-TV, a FOX affiliate, and WATM-TV, and ABC affiliate. If you are looking to be a part of a dynamic and growing team that has the tools to compete, and you're an aggressive proven leader with the skills to grow revenue, further develop news, use your creativity in developing strong promotions, and you have the ability to work with people, staff and clients, then send us your resume. Send to: Gary Schneider, Executive Vice President, U.S. Broadcast Group, 1450 Scalp Avenue, Johnstown, PA 15904. Equal Employment Opportunity.

HELP WANTED SALES

Sales Account Executive. Public TV station seeks aggressive, self-starter to develop corporate support for productions and underwriting. Must have extensive professional experience in fundraising and/or media sales. Salary, commission, benefits. Resumes to Lisa Rosas, WLIW21, POB 11, Plainview, NY 11803. EOE/AA.

Local Sales Manager for KMOH-TV the WB affiliate in Western Arizona. Must be an excellent trainer, motivator and have excellent hiring abilities. Send resume to Dan Robbins, c/o GCTV, 2201 North Vickey Street, Flagstaff, AZ 86004. EEO.

Local Sales Manager: Sullivan Broadcasting: Nashville's aggressive LMA - needs a strong local sales manager to take charge of an experienced sales staff. Candidate must be able to motivate and manage while creating new business. Skills and experience necessary: TvScan, computer skills, hiring and training, proven negotiation track record, communication and goal setting abilities. 3-5 years television experience required and management experience preferred. Send resume to: Sullivan Broadcasting of Nashville, 631 Mainstream Drive, Nashville, TN 37228. Attn: Human Resources. EOE.

Local Sales Manager: Portland, Oregon. KATU-TV, Channel 2, ABC affiliate is seeking an experienced leader to head our local sales team. Candidate must be a good motivator and coach, proficient in the development of new business, inventory control and pricing. Minimum five years television sales experience required. Qualified applicants send resume to: Mindy David, 2153 NE Sandy Blvd., Portland, OR 97232. EOE.

Join one of the fastest growing broadcasting companies in the country! Sinclair Communications Inc. has an outstanding opportunity for a proven Account Executive. The winning candidate must possess the following qualities: 1) a dedicated work ethic with a desire to create new business, 2) ability to negotiate ratings as well as rates, 3) experience with qualitative research and TVScan, 4) major agency and new business experience. Send your resume to Sandra Stewart, LSM, WABM/WTTO-TV, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35209.

Local Marketing/Sales Manager. KTTY San Diego. Television talent needed for Tribune Station in San Diego. Seeking an individual with demonstrated ability to develop new business and maintain client relationships to meet revenue and share objectives. The successful candidate will be a team player with proven leadership and computer skills, great people skills, and strong time management and organizational skills. The ability to hire, train, and motivate a new sales staff is essential, as are a solid understanding of the TV industry (including independents) and proven negotiation, communication, and goal-setting skills. Three to five years of media sales experience is required, a four-year degree in a related field is preferred. Send resumes ASAP to Mr. Kelly McMackin, General Sales Manager, KTTY-TV, P.O. Box 121569, San Diego, CA 92112. Taking resumes through 10/31/96. KTTY is an Equal Opportunity Employer. Women and minorities encouraged to apply.

KTVL-TV, Medford, Oregon, is seeking a General Sales Manager to lead regional and national sales, and oversee an aggressive and experienced local sales team. Qualified applicants must demonstrate excellent sales management competence, be able to motivate staff, and build client and community relationships. Powerful negotiation and inventory management skills a must, as well as previous broadcast sales management experience. Knowledge of Columbine systems preferred. Send resume and references to Personnel Department, KTVL-TV, PO Box 10, Medford, Oregon 97501 or fax to 541-779-0451. KTVL-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

KGWN-TV5 a Benedek Broadcasting station, dominating the Cheyenne, Wyoming market has an immediate opening for General Sales Manager, three (3) years experience in Sales Management required. Send resume only to KGWN-TV5, 2923 East Lincolnway, Cheyenne, Wyoming 82001.

General Sales Manager: KOIN-TV, CBS in beautiful Portland, OR (market rank 24) has an immediate opening for a motivated General Sales Manager to lead our sales and marketing efforts. In addition to a proven record of success in broadcast sales management, the top candidate will have the proven ability to grow and develop sales staff, practice goal management, design and implement innovative sales and marketing programs, and work effectively in a team environment. Join a strong station in a growing market - one of the most "livable" cities in the USA. KOIN-TV offers a successful, competitive team environment where you can make a difference. Call the KOIN-TV operator at 464-0600 to request an application. Send application, resume, salary history and cover letter outlining your ability to manage change and respond to competitive pressures immediately to: General Sales Manager Search, KOIN-TV, 222 SW Columbia, Portland, OR 97201. A Lee Enterprises, Inc. station. Equal Opportunity Employer.

General Sales Manager. WMDT-TV47 has an immediate opening for a GSM to lead our local sales staff to the next level. Strong leadership capabilities with proven track record in local sales development, training, inventory control and community relationships essential. Familiarity with use of Stowell Data and TV-Scan a plus. Resumes to Kathleen McLain, GM, P.O. Box 4009, Salisbury, MD 21803. Equal Opportunity Employer.

Dame Media is rapidly approaching the twenty station plateau. We have immediate needs for experienced LSMS in small and medium markets in New York and Pennsylvania. Our focus is to find individuals who can (a) train and motivate a quality sales staff, (b) focus on local direct business and (c) understand the commitment needed to meet and surpass revenue goals. Send resume c/o COO, Dame Media, Inc., PO Box 6477, Harrisburg, PA 17112. EOE.

Account Executive sought for strong FOX affiliate in sunny San Antonio, Texas. Three to five years of TV sales experience required including a powerful track record in new business development and marketing/sales promotions. Must have an excellent knowledge of ratings and research. Join one of the largest TV station groups in the country, operated by Sinclair Broadcast Groups. Please mail resume to: Carol Wright, Station Manager, 4335 N.W. Loop 410, San Antonio, Texas 78229. Equal Opportunity Employer. Drug free environment.

Account Executive: WRLH-FOX 35 in Richmond, VA is seeking an experienced broadcast salesperson for a top account list. Applicant should have 3+ years experience including a track record with advertising agencies and new business development. Mail or fax resume to: LSM, WRLH-TV, P.O. Box 11169, Richmond, VA 23230. EOE.

HELP WANTED TECHNICAL

BROADCAST MAINTENANCE ENGINEER

Thirteen/WNET seeks an individual to repair 1" Betacam SP, D-2 machines, and maintain editing (linear and non-linear) and broadcasting systems. Knowledge of studio equipment with extensive experience in component level troubleshooting a must. Qualified applicants must have an Associate's degree in Electronics or the equivalent, 2+ years of experience in broadcast maintenance, and be PC and MAC computer literate. FCC or SBE certification a plus. For consideration, please send/fax resume and salary requirements to:

Thirteen/WNET

Attn: Manager, Compensation & Staffing
PSCH-0316
356 West 58th Street
New York, NY 10019
Fax: 212-582-3297
No phones. No agencies, please. EOE.

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Major DTH Television Company is setting up its operation center in Miami and is looking for professionals who would like to lead our team in the Direct To Home television market.

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Responsible for all operational and traffic staff; running the station in absence of the Station Manager. Accountable for play list for 200+ channels. Should possess excellent interpersonal/communication skills, be organized with an excellent understanding of the plant and station technical infrastructure, have good computer skills, and a good understanding of satellite transmission and compression technology. At least 8 years experience in an operational role in cable, post-production or broadcasting.

TECHNICAL MANAGER

Maintenance of broadcast; IT and building services. Bachelors degree in electronic or electrical engineering, knowledge of power and RF systems. At least 5 years broadcast experience at senior level.

TRAFFIC MANAGER

Oversee traffic and library; prepare air time schedules/play lists for 200+ play-out channels; and check/reconcile logs. Must have an understanding of acquisition/billing; and knowledge of IT based systems. At least 5 years experience in traffic or operations desirable.

Bilingual desired: Spanish/English Portuguese/English.

We offer a competitive salary and benefits package. Please mail or fax resume to:
Human Resources, P.O. Box 418214, Miami Beach, FL 33141. Fax (305) 285-7714. EOE.

Video/Photographer Technician: KSDK-St. Louis' #1 station and #1 NBC Affiliate seeks superstar technician. Must be proficient on CMX Omni Editor, Chyron Max, and Ampex ADO and Century Switcher. Person will work closely with producers and be responsible for promotion and sales production. Must be creative and able to meet strict deadlines. Please send resume and tape to: KSDK-TV 5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Top 50 market is seeking dynamic hands-on Chief Engineer. Must be qualified in all areas of television broadcast engineering and maintenance of transmitter and studio equipment. Ideal candidate must possess excellent leadership, organizational, technical and communication skills. Send resumes with salary to Box 00938 EOE.

Television Ops/Maintenance Technician: NewsChannel 6 Engineering has an immediate opening for an Operations/Maintenance Technician. Applicant must have at least two (2) years of broadcast television experience in Master Control operations with experience in PM maintenance and repair of broadcast-related equipment. Applicant would be required to work Master control shifts for two (2) days of their work week and cover as vacation relief. This position offers the opportunity to grow in the field of broadcast engineering maintenance. SBE certification or equivalent electronics background and a good driving record is required. Please send resume and references to Michael E. DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230 or E-Mail to mdewire@newschannel6.com No phone calls, please. Equal Opportunity Employer.

Technical Director. Great opportunity to join an excellent company and TD complex, fast Quantel Stillstore. Full-time, weekdays and weekends. Also responsible for pre-production, post production of promos, assisting director, and directing wx cut-ins. You need working knowledge of GVG 300, plus stillstore and DVE usage. Two years experience in production at broadcast facility required and college degree preferred. Good attitude and ability to handle pressure a must. Rush letter of application, resume, and non-returnable demo reel to: Personnel Dept., KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

Television Engineering Maintenance Technician: NewsChannel 6 Engineering has an immediate opening for an Engineering Maintenance Technician. Applicant must have at least three (3) years experience in Broadcast operations and maintenance with strong skills in news-related support equipment. Knowledge of Betacam equipment 3/4 and RF is essential with skills in studio equipment and PCs a plus. Primary duties include repair and maintenance of all broadcast-related items and installation of new equipment. Applicant must be willing to perform secondary duty as back up SNG truck operator, must have good driving record and be willing to apply for a commercial drivers license. SBE certification, FCC General Class, or equivalent electronics background required. Please send resume and references to Michael E. DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230 or E-Mail to mdewire@newschannel6.com No phone calls, please. Equal Opportunity Employer.

Television Assistant Chief Engineer. Exceptional growth opportunity. Growing NBC affiliate seeks qualified Engineer to assume the role of Assistant Chief Engineer with opportunity for rapid advancement. Requirements include: FCC General Class License, experience with UHF transmitter, studio design, videotape maintenance, computer skills. Management experience necessary. Resume and references ASAP to: David Boyer, C.E., WICD TV, 250 South Country Fair Drive, Champaign, IL 61821. EOE.

Technician. Hands on, component level troubleshooting broadcast equipment including Sony, Beta VTR's, Odetics library machines, Panasonic D3 VTR's, and other state-of-the-art equipment. Experience in digital video switchers and DVE's necessary. Familiarity with personal computers and local area networks a must. Five years experience and FCC license or SBE certificate required. Send resume to Jim Chase, KYW-TV Broadcast Operations and Engineering, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F. ADA.

Hands-on, experienced television Studio Engineer to repair videotape and other studio equipment to component level. Resume, salary to: Jerrell Kautz, CE, WCBI-TV, Box 271, Columbus, MS 39701, Fax 601-329-1004, E-Mail: jkautz@wcbi.com

TV Broadcast Maintenance Engineer. WDAY-TV is looking for an experienced individual with good tape maintenance background. This individual will be responsible for maintenance on MII, 1" and 3/4" tape machines. FCC general class or SBE certification preferred. Must have a good driving record. Send resume to Chief Engineer, WDAY-TV, P.O. Box 2466, Fargo, ND 58108 or fax to (701)241-5217. Forum Communications Company is an Equal Opportunity Employer.

Switcher/Director: WICD/Newschannel 15 in Champaign, Illinois is looking for a Switcher/Director for our fast-paced, high story count newscasts. Requirements include the ability to direct and switch, with multiple live shots and program elements. Must work cooperatively with all departments. Commercial television experience required. Send resumes, non-returnable videotapes of recent newscasts, and three references to: Larry Waters, Operations Manager, WICD-TV, 250 South Country Fair Drive, Champaign, IL 61821. EOE.

KSTU Fox 13 Television, a Fox-owned station in Salt Lake City, has an immediate opening for a full-time studio electronic maintenance engineer. Full benefits package available. Essential qualifications include a minimum of two years post-high school education in electronics or related field or equivalent possessing thorough knowledge of electronic theory and application including AC, DC, and RF circuitry; 2 years previous experience in an electronic technical field or equivalent; demonstrated proficiency at troubleshooting electronic equipment to component level; ability to read and interpret electronic schematics. For further qualifications or to apply, please send resume to KSTU Fox 13 Television, Attn: Personnel, 5020 West Amelia Earhart Drive, Salt Lake city, UT 84116 or Fax: (801) 537-7869. Equal Opportunity Employer.

Independent SNG operation seeks Engineer for Ku-Band uplink truck. Position is based in Boise, Idaho. Qualified applicant should have 2-3 years related experience and be able to work with little supervision. In return for an outstanding performance, you'll enjoy a generous salary with great benefits. Excellent working environment with one of the fast growing companies in the business. Fax your resume along with a cover letter to: Skywest Communications 208-362-6111.

ENG Operator/Editor. WPBT's "Nightly Business Report" seeks news videotape cameraperson and editor to work in our Washington Bureau. Responsibilities include on-location ENG shooting/editing, lighting set up for studio and location shoots, records incoming feeds, edits and/or re-edits video packages to script. Travel required. Must have three years daily ENG shooting and editing experience. Studio operation experience desirable. Apply at or send resume to: Human Resources, WPBT2, 14901 N.E. 20th Avenue, Miami, FL 33181. EOE. M/F/D/V.

Come work in the Sunshine State. WTXL-TV Florida's Capital City ABC station needs an energetic and talented Engineer who is a self-starter and highly motivated team player. Broadcast engineering and maintenance experience required. Rush your resume to Brad Strommen, Chief Engineer, WTXL-TV, Thomasville Road, Tallahassee, FL 32312. EOE.

Chief Engineer: West Texas, CBS Affiliate, seeks individual well versed in news operation support, capital budgets, and all broadcast engineering practices. Hands-on experience with Harris VHF transmitter, microwave and satellite systems, Odetics Virtual Recorder, and Sony studio cameras and 3/4" products. Applicants must have minimum of 3 years experience in all phases of TV maintenance and installation. Degree, digital and computer experience preferred. Send resume and salary history to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

Chief Engineer wanted for Pappas owned WBFX-TV in Greensboro, NC. Heavy transmitter and maintenance experience required. This WB station is on the move, and needs a top notch Chief to maintain high on-air quality and build for the future. Send resume to General Manager, WBFX-TV, 622-G Guilford College Road, Greensboro, NC 27409. Fax resume to (910)547-8144 or call (910)547-0020 for further information. An EEOC Employer.

Chief Engineer and Maintenance Engineer. Major TV/Video facility. Clearwater, FL. Fax: 813-536-1864.

HELP WANTED NEWS

PRODUCER/REPORTER

We seek a freelance News Producer/Reporter with experience in producing medical or health related news programming. Most work will be in the N.Y. Metro area, however some travel may be required. Send resume and non-returnable VHS tape to Ben at: University News, 83 Cromwell Avenue, Staten Island, N.Y. 10304.

Weekend Assignment Editor. Responsible for all news gathering operations on weekends. Must be good and quick decision maker; able to juggle crews and reporters to cover a lot of ground; creative and effective planner for various newscasts with different formats and approaches; able to cover spot news as well as develop more involved stories. 3-5 years experience in large market; knowledge of Philadelphia region. Send resume (no phone calls, please) to Jeff Bartlett, News Operations Manager, KYW-TV, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F. ADA.

Weathercaster. A progressive FOX affiliate in medium market with new weather start-up is looking for knowledgeable weather person with non-traditional presentation that will set us apart. Candidate will set the pace for news start-up so tape must show solid skills and style that is more than reading numbers off the map. 1-2 years on-air experience preferred. Send tape, resume to KOKI-TV, Attn: Hal Capron, 5416 South Yale, #500, Tulsa, OK 74135. KOKI is an Equal Opportunity Employer.

WRDW-TV seeks Chief Videographer to oversee videography staff and oversee quality control procedures relating to all news video. Must be experienced news shooter/editor and have leadership skills/ability. Resumes and tape to Human Resources Officer, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

WSBT-TV is looking for *Chief Videographer* to motivate staff and monitor videography/editing for quality. Minimum of two years experience including supervision and degree preferred. OK NPPA completion preferred. *Morning Meteorologist* with a minimum of one year TV weather forecasting experience including use of computer graphics required. Genesis and Metline knowledge and AMS seal preferred. *Reporter/Videographer* with a minimum of one year experience to cover news events in southwest Michigan. Must have live shot and/or anchor experience. Send resume, beta/VHS tape and cover letter to Human Resources, WSBT-TV, 300 West Jefferson Boulevard, South Bend, IN 46601. Equal Opportunity Employer.

WHOI-TV, the ABC affiliate in Peoria, Illinois is looking for a *Photojournalist*. We're looking for someone with one year shooting and editing experience. Betacam and *live* truck experience is a plus. You must have a creative eye, super attitude and the will to make yourself a great photographer. Rush tape and resume to John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, IL 61610. EOE.

WHOI-TV, the ABC affiliate in Peoria, Illinois is looking for a *General Assignment Reporter*. Prefer one year experience. Ideal candidate is a news junkie, aggressive, uncovers the lead story every night, great writer, self motivator, does great creative *live* shots, and uses natural sound to enhance a story. If you're a young reporter, this is a great opportunity to strengthen your reporting skills. Rush tape and resume to: John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, IL 61610. EOE.

Traffic Manager: Southwest affiliate is accepting resumes for the position of traffic manager. All interested candidates must have knowledge of colombine software. In addition, the traffic manager will supervise an assistant and facilities coordinator; is responsible for generating daily traffic logs and will supervise and coordinate all functions of monthly billing. We are looking for a "team player". Reply to Box 00942. EOE.

Reporter. WPBF-TV, the ABC affiliate in West Palm Beach (market #45) has an opening for a Reporter. We are a growing, aggressive news organization looking for self-starters with a passion for finding stories. Candidates should have at least a year of daily reporting experience, strong writing skills, and substantial live experience. Send cover letter, resume with references, and a non-returnable tape to: Bill Burke, News Director, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, Florida 33410.

Reporter. Top notch ABC affiliate looking for visual story teller. If you are a good writer and able to think and speak on your feet in live situations, send a resume tape by October 7, 1996 to: Nancy Sanders, Assistant News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an Equal Opportunity Employer.

Reporter - KCRG-TV 9, Eastern Iowa's 24 Hour News Source, is looking for a great Reporter to join our great news team. One year reporting experience required. We have it all! Four live trucks, live helicopter, computerized newsroom and more! If you're the best, this is the best place to be. Send resume and non-returnable tape to: Bob Smith, KCRG-TV 9, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Producer: News Four San Antonio is looking for a terrific Producer. The right person will help us develop and produce future newscasts that will be viewer beneficial and pin-point, demotargeted. Good, clear viewer-friendly writing is essential along with excellent producing and leadership skills. Lots of creativity and high energy are also "musts." Tapes and resumes to: Tim G. Gardner, News Director, 4 San Antonio/KMOL-TV, 1031 Navarro Street, San Antonio, Texas 78205. 4 San Antonio/KMOL-TV is an Equal Opportunity Employer. M/F. No phone calls please.

Producer/Director. WOTV Battle Creek, Michigan. WOTV/ABC41 is seeking qualified candidates to direct our weekend 6:00 and 11:00pm newscasts, plus assist with shooting and editing commercial spots, during the week. Broadcast degree and at least one year of experience directing/switching live multi-camera news programs is essential. Familiarity with Chyron Max, Avid News Cutter, NewStar or similar equipment is necessary. This is the opportunity for a motivated self-starter to assume a leadership role with a growing news operation. If you're a multi-skilled individual looking to make an impact in the 38th market, send your resume and non-returnable tape to: Patrick Linehan, Production Manager, WOOD-TV, 120 College Avenue SE, Grand Rapids, MI 49503. WOTV is an Equal Opportunity Employer and actively solicits. Qualified minority and female applicants for consideration.

Producer. News producer needed in a hot news town. Excellent writing and production skills a must. 3-5 years experience in the producer "hot seat" preferred. Send tape and resume, reference by October 7, 1996 to: Nancy Sanders, Assistant News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an Equal Opportunity Employer.

Photographer/Editor. Breaking news, follow-ups, undercover, and the retrospective examination of daily events that are making news. Must be able to capture and present the day's news on video. Minimum 5 years experience in photographing and editing long form features; knowledgeable in the care, set-up, and operations of state-of-the-art camera and editing equipment; computer proficiency; valid driver's license. Send resume to Jim Chase, KYW-TV Broadcast Operations and Engineering, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F. ADA.

Writer/Producer. Do you have the key to breakthrough news topicals? We are looking for an energetic, creative, self-motivated team player to grab our prime-time viewers and deliver them to the best 10PM newscast in town. You must have at least 3 years experience as a promotion writer/producer. Creative writing, the ability to work under changing deadlines and handle multiple jobs at the same time is a must. Hands-on CMX editing skills are a definite plus. Send resume and a non-returnable VHS tape to Carolyn Simmons, Personnel Coordinator, WSDU-TV 846 Howard Avenue, New Orleans, LA 70113. No phone calls, please. An Equal Opportunity Employer.

Newscast Producer: We're adding another newscast and that creates an opening for an experienced, creative show producer who knows how to reach a target demo and what it takes to make a show stand above its competitors. We do live-oriented, graphic and production intensive programs and have all the tools you need, including a new SNG Truck and live helicopter. Rush tapes, resume, references and salary history along with a page on why you're right for one of these jobs to Box 00941. EOE.

News Reporter. The number one station in Houston is looking for a strong *live* reporter who can handle hard news. Minimum 3 years prior TV reporting experience required. Send non-returnable tapes to: Dave Gwizdowski, Assistant News Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005.

News Producer. KSTU, a Fox O&O station in Salt Lake City, an immediate opening for a full-time news producer for its hour-long prime time news broadcast. Full benefits package available. Essential qualifications include a bachelors degree in communication, journalism, or related field or equivalent; minimum of three years experience as a producer or television news and/or information programming; sound newsgathering abilities, strong writing skills, creative ideas and an "eye" for stories with audience appeal; proven ability to organize a well-paced, journalistically sound, entertaining daily program under the direction of news management; proven ability to lead a nightside news staff in the organization and execution of an hour-long, fast-paced newscast. If interested, please send resume and non-returnable tape (VHS preferred) to KSTU Fox 13 Television, Attn: Personnel, 5020 West Amelia Earhart Drive, Salt Lake City, UT 84116, or fax: (801) 537-7869. Equal Opportunity Employer.

News Producer Wanted. No beginners. Writing and production experience on primary newscasts required. Related degree from a four-year college, plus experience at a commercial television station. Send resume (no phone calls) to: Dan Steele, Operations and Program Manager, WPSD-TV, P.O. Box 1997, Paducah, KY 42002-1197. EOE, M/F, ADA.

News Producer. Kansas City ABC affiliate has opening for News Producer. We are searching for a team player who can bring some creativity to a newscast, not just stack. We have all the live toys. Heavy emphasis on writing and working with other staff members This is a chance to join an experienced, winning team. Send tape, resume and references to Assistant News Director, KMBC-TV, 1049 Central, KCMO 64105. No phone calls. EOE.

News Producer. #1 Station in top 50 market seeks a highly creative individual with 1-2 years experience to produce an evening newscast. Successful candidate must be motivated, accurate, have excellent writing skills and produce newscasts with the viewer in mind. Qualified candidates please forward non-returnable tape and resume to Lisa Stevens, News Director, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

KDLT-TV, Sioux Falls' NBC affiliate, is seeking an Anchor/Reporter for 5 p.m. and 10 p.m. news broadcast to compliment female anchor. Please send non-returnable tapes to Terry Keegan, News Director, KDLT-TV, 3600 South Westport Avenue, Sioux Falls, SD 57116. EOE.

News Director: Frustrated with trying to find ways to tie your local news into an inane syndicated talk show or "True Story" network movie-of-the-week? Want the opportunity to develop real news programming and build a solid, 24 hour news organization? Orange County Newschannel is currently seeking an exceptional news director and news leader, who will bring a strong editorial emphasis to our 24 hour cable news channel and lead our staff to newsgathering and presentation excellence. The news director will lead by example and teach our staff to collaborate for maximum editorial impact. This position requires a news leader who understands, champions and will settle only for local, cable television news at its finest. Ideal candidates must be aware of the challenges and opportunities associated with news gathering and programming for a 24 hour newschannel and possess the vision to create compelling television news programs and effectively manage a large, enthusiastic staff. A minimum of 10 years hands-on news reporting, writing, producing or assignment editing experience is desired. A minimum of 5 years in news management is also desired. We offer a competitive salary and benefits package. Please send your resume, complete with references and news philosophy to: Orange County Newschannel, Attention: Human Resources, 625 N. Grand Avenue, Santa Ana, CA 92701. We are an equal opportunity employer.

News Anchors: If you have the qualities to lead a future Texas powerhouse, jump in now on the ground floor of an aggressive rebuilding process. Billboards and promotional campaign just waiting to catapult the right journalist to local stardom. National award winning news director knows how to do it right. Bilingualism (English/Spanish) and knowledge of the southwest helpful. Send tape/resume to: Luis Patino, News Director, KDBC-TV, P.O. Box 1799, El Paso, Texas 79999 or fax (915) 544-5526. EEO Employer.

Morning News Anchor position now open. Will co-anchor and assist in the production of 6 o'clock local news hour, anchor local news updates during network and syndicated programming. Other reporting, producing duties may be included. Related degree from a four-year college and anchor experience at a commercial television station. Send tape and resume (no phone calls) to: Dan Steele, Operations and Program Manager, WPSD-TV, P.O. Box 1197, Paducah, KY 42002-1197. EOE, M/F, ADA.

KLAS-TV in Las Vegas is looking for aggressive Photojournalists. We are looking to fill 2 open positions. Applicants must have a minimum of 3 years experience, be able to work live trucks, edit stories, have a knowledge of lighting and tell a good story with pictures. Send tape and resume to Eric Sorenson, Assistant Chief Photojournalist, KLAS-TV Channel 8, 3228 Channel 8 Drive, Las Vegas, Nevada 89109. EOE.

KDBC-TV, El Paso, Texas, an Imes Communications Station, is searching for a Technical Director as well as an Assistant Production Manager. All the bells and whistles have been ordered. State-of-the-art facility currently being built. Just need the right people to make it sing. Must have solid background with a positive, focused attitude. Less-than-the-best need not apply! Join a winning team in the sunny Southwest! CBS affiliate. Contact Bill Day, KDBC-TV, 2201 Wyoming Avenue, El Paso, TX 79903. Fax: 915-532-9686. An Equal Opportunity Employer.

Investigative Reporter: KJRH-TV in Tulsa seeking energetic Reporter with strong writing and presentation skills. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

Independent TV and Radio Production Company serving overseas broadcast networks seeks totally motivated Correspondent in Washington Bureau. This is a bi-media position, 70% radio, 30% TV, and requires the ability to communicate in several different on-air styles. Extensive knowledge of world affairs, minimum 5 years on-air experience, and proven track record in both media essential. Radio mixing skills desirable. Resumes and non-returnable VHS/audio tapes to: Bureau Chief, Feature Story, 1730 Rhode Island Avenue, NW, Suite 205, Washington, DC 20036. No phone calls please.

Imaging America; WNET's new national weekly newsmagazine program for PBS focusing on Americans and where they live, is currently looking for talented, experienced and energetic Reporter/Producers, Producers, Avid Editors and Videographers. All candidates should have the ability to bring fresh ideas and take a story from conception to completion. Candidates should also be familiar with longform/magazine type segments. Send tape and resume to: Imaging America, Thirteen/WNET, 356 West 58th Street, New York, NY 10019. Fax: 212-560-3138. E-Mail: imaginga@wnet.org

Helicopter Pilot/Reporter. Major market television station seeks an experienced Pilot/Reporter for liveness traffic and news reports on various newscasts. Must have a minimum of 2,000 hours total helicopter flying time with a minimum of 500 hours in an AS350B A-Star. In addition, candidate should have a minimum of 2 years experience as an on-air reporter. Please send resume, cover letter and videotape to Box 00934 EOE.

General Assignment Reporters: Need mature, aggressive types who have the on-camera presence and storytelling abilities to really break through to the audience. We want creative, "out of the box" reporters who are excellent in live situations and know how to get just about any story. Rush tapes, resume, references and salary history along with a page on why you're right for one of these jobs to Box 00940. EOE.

Editor: News Four San Antonio is looking for an ENG tape editor for future newscasts. Excellent tape editing abilities plus a keen eye for compelling video are musts. Tapes and resumes to: Jim Myers, Chief Photographer, 4 San Antonio/KMOL-TV, 1031 Navarro Street, San Antonio, Texas 78205. 4 San Antonio/KMOL-TV is an Equal Opportunity Employer. M/F. No phone calls please.

Chief Photographer. WMDT-TV47 has an opening for a Chief Photographer/Editor beginning October 1st. Proficiency with 3/4", hi-8 and live truck required. Position reports to News Director. No phone calls please. Resumes and tapes to Scott Michlin, News Director, P.O. Box 4009, Salisbury, MD 21803. Equal Opportunity Employer.

Chief Meteorologist for Rocky Mountain area. Full time, good benefits. Must have at least four years on-air experience with an NWA or equivalent certification. Must be able to perform all on-air and promotional duties and be computer literate. Must love weathercasting. Resume and a non-returnable tape to: KRDO-TV, EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EOE.

Assignment Planner. Leadership role on assignment desk. Groom local sources to break stories; find local significance of national stories; keep track of day-to-day events; thrive on deadlines; work without watching the clock. 3-5 years assignment desk experience; booking and segment production background; familiarity with or experience in Mid-Atlantic region. Send resume (no phone calls, please) to Jeff Bartlett, News Operations Manager, KYW-TV, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F. ADA.

Anchor/Reporter: Eastern North Carolina's news leader is looking for an experienced Anchor/Reporter. The station is on the move and we are looking for veteran anchor candidates. At least 3 years experience a must. No phone calls please. Send tape and resume to: Omar Sobrino, News Director, WCTI-TV, 225 Glenburnie Drive, New Bern, NC 28562. EOE.

Anchor our AM and Noon or weekend weather segments as a Weather Reporter/Photographer for this aggressive NBC affiliate in Ft. Wayne, Indiana. Meteorology degree and seals a plus, desire to achieve a must. We are seeking a communicator who can interest viewers in more than the temperatures. Must be able to report and package on climate, environment and human interest topics, handle live presentations in field and studio as well as create maps and weather graphics using Kavouras system. Rush VHS tape to Jim Bailey, WKJG-TV 2633 West State Boulevard, Fort Wayne, IN 46808. Phone calls immediately disqualifies. WKJC-TV is an Equal Opportunity Employer.

11 p.m. Anchor/Reporter. A dominant, small market NBC affiliate seeks polished, intelligent journalist with a strong on-camera presence and solid writing skills. Applicant must be able to shoot and edit. We offer an excellent fringes benefits package and opportunity to work in a first-rate organization. EOE/M/F. Send resume and non-returnable VHS tape to: Office Manager, WVVA-TV, Route 460 Bypass, Bluefield, WV 24701.

#1 WABC-TV New York Needs Top Writer/Producer: Tough job requires talented pro. WABC-TV seeks an experienced, dedicated promotion writer/producer with a strong reel and talent to shine in #1 market. Extensive news topical experience, strong creative and production skills a must. Lots of pressure, tight deadlines, great opportunity. Please send resume and tape to: Brigitte McCray, WABC-TV, 7 Lincoln Square-6th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

HELP WANTED PROMOTION

Manager On-Air Promotion. KERA/KDTN seeks a creative person w/4+ years experience in management, writing, directing and producing on-air promotions. Knowledge of computer graphics, and public TV system. Send resume and salary history to KERA, Attn: HN - AP, 3000 Harry Hines Boulevard, Dallas, TX 75201. EOE.

Promotion Writer/Producer: Top 50 television station looking for an experienced writer/producer to join our promotion team. Applicant must be able to write, shoot and edit. All candidates should submit a cover letter, demo tape and resume to: Sean Finn, Promotion Director, WYOU-TV, 415 Lackawanna Avenue, Scranton, PA 18503. No phone calls please. WYOU is an equal opportunity employer. M/F/H.

Promotion Producer. Top 50 CBS affiliate seeking Promotion Producer. Must be creative, productive person with writing, producing and Beta editing skills as well as ability to oversee computer editing/post production sessions. Knowledge of image and heavy topical promotion desired. Must have at least 3 years experience producing promotion in commercial broadcast station doing competitive local news. Please send tape and resume to Jay Wilkinson, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

Promotion Manager: KDDB-TV, an Imes Communications Company, is searching for aggressive promotion manager. This individual must be creative, organized, strategic and "think outside of the box". If you are interested in joining a dynamic team that is rebuilding a CBS affiliate, and you are really good at what you do, send your resume to: John Bennett, V.P./General Manager, P.O. Box 1799, El Paso, TX 79999 or fax (915)532-9686. EEO Employer.

Promotion Department: Top 50 television station is looking for a do-it-all P.R. Coordinator. Duties will include, but are not limited to, placement of promo spots on commercial log, writing press releases and organizing station events. The ideal candidate will have strong writing and organizational skills and television experience is helpful. Send resumes to: Sean Finn, Promotion Director, WYOU-TV, 415 Lackawanna Avenue, Scranton, PA 18503. No phone calls please. WYOU-TV is an equal opportunity employer. M/F/H.

On-Air Promotion Producer: Dynamic and highly successful company is growing rapidly and in need of an on-air promotion producer. This is your chance to join a highly ambitious and motivated promotion department. You'll be able to play with cool toys like an Avid 8000. In order to play in our sandbox you must be able to meet deadlines, work effectively under pressure, be a team player, and have one year producing experience. College degree preferred. Send tape and resume to: Ramar Communications, Inc., Attn: April Ferrino, Promotion Manager, 9800 University, Lubbock, Texas 79423. EOE.

KABB FOX-29/KRRT UPN-35 in San Antonio has an immediate opening for a creative, organized Promotion Manager to manage a staff of producers and graphic designers, do some on-air spot production, and handle outside media and publicity. KABB and KRRT are two powerful stations in a fun, sunny metered market operated by Sinclair, one of the largest TV station groups in the country. Applicants should rush resume to Human Resources, KABB/KRRT, 4335 NW Loop 410, San Antonio, TX 78229-5168. Equal Opportunity Employer. Women and minorities are encouraged to apply. Drug free environment.

HELP WANTED TALENT

On Air TV/Radio Broadcasters. Needed to fill local, national and international jobs thru Internet talent placement service. All ages/experience/positions. Free info 1-800-759-0402.

HELP WANTED RESEARCH

Research Manager. Looking for that perfect research opportunity? An opportunity where you can really sink your teeth into substantive projects and live in one of the most exciting markets in the country? WTVJ, the NBC O&O in Miami, is looking for a Research Manager who understands the numbers and can effectively help us communicate those numbers to our clients. Minimum requirements: Flexibility, thorough understanding of Nielsen, its methodology and sales related television software programs, ability to prepare presentations, and excellent communication skills. Strong understanding of quantitative and qualitative as it applies to a diverse media market including a proclivity for the impact cable and alternate technologies will have on broadcast television. Send resume to: Employee Relations Manager, WTVJ/NBC, Inc., 316 North Miami Avenue, Miami, FL 33128. We are an Equal Opportunity Employer. M/F/V/H.

**HELP WANTED
FINANCIAL & ACCOUNTING**

Financial Analyst. WTTG, the FOX Television Station in Washington, DC, has an immediate opening for a Financial Analyst. Position is responsible for Station's external reporting function including highly detailed revenue reporting, weekly P&L, forecast, and tax packages. Must have at least 3 years of financial analysis experience, preferably in the communications industry. Degree in Accounting or related field required. Familiarity with forecasting and G/L accounting highly desirable. Extreme proficiency in Lotus 1-2-3 essential. Self auditing skills a plus. For consideration rush resume and salary requirements to: WTTG FOX 5, 5151 Wisconsin Avenue NW, Washington, DC 20016. Attn: Lydia Martinez. NO phone calls please. EOE/M/F/D/V.

Controller. Manages the financial affairs of KCRG-TV and Radio. Supervises accounting department, prepares budgets, assists management in financial planning and regulatory compliance. Requires minimum of 5 years experience as a Controller or Business Manager; College degree or equivalent experience in accounting, finance, or related field. Prior experience in broadcast accounting; traffic and billing systems highly desirable. Send resume to Dan Austin, Administrative Assistant, KCRG-TV, P.O. Box 816, Cedar Rapids, Iowa 52406. EOE.

Accounting Manager. WTTG, the FOX Television Station in Washington, DC, has an immediate opening for an Accounting Manager. Supervisory responsibility for professional staff of five. Responsibilities include overseeing payroll, billing and A/P functions. This position is also responsible for periodic financial reporting requirements (cash flow, profit and loss, forecast and tax packages). Responsible for ensuring compliance with contractual agreements and corporate policy. Auditing experience a plus. Extreme proficiency in Lotus 1-2-3 essential. Must have at least 3 years of management experience in a financial environment, preferably in the communications industry. CPA required. For consideration submit resume and salary requirements to: WTTG FOX 5, 5151 Wisconsin Avenue NW, Washington, DC 20016. Attn: Lydia Martinez. No phone calls please. EOE/M/F/D/V.

HELP WANTED PRODUCTION

Full-Time Satellite Capacity

Most competitive prices for high powered West-Hemi/West-Hemi transponders on Intelsat 705 and domestic transponders on GE-1.

Digital compression and automated signal origination available.

Call Hero Productions at (305) 863-1111

INFINIT GRAPHICS & ANIMATION SYSTEM SPECIALIST

Responsibilities:

Responsible for the operation of the Chyron Infnit during daily live newscasts and productions, creating cutting edge animations to enhance local news and programming efforts, train production department personnel and setup and operate Art Department networking and NewStar Leader election software.

Qualifications:

Three to five years experience with television character generator operation. Must have comprehensive knowledge of transform and multi-effects generation.

Submit Resume To:
Jeff Jeandheur
Production Manager
KPRC-TV2
8181 SW Freeway
Houston, Texas 77074



No phone calls please.

An Equal Opportunity Employer

**POST-NEWSWEEK
STATIONS, INC.**

TV/Radio Coordinator. If you have a talent for scripting and producing excellent video news spots, Kansas State University has the job for you. Our ideal candidate has at least one year's experience reporting news for a network-affiliate television station and additional experience writing radio news. Required: Bachelor's degree in radio-TV or related area. Salary \$28,000 per year, with excellent benefits and liberal vacation. Send resume, letter of application, names and phone numbers of three references by October 11. Send to Search Committee, TV/Radio Coordinator, News Services, 9 Anderson Hall, Kansas State University, Manhattan, KS 66506-0117. After initial screening and before interviews, finalists will be asked to submit a VHS demo tape. Visit our web site at <http://www.newss.ksu.edu>. Kansas State University is an Equal Opportunity Employer.

Superstar Producer of educational video for leading provider of College and High School video courses in northern VA BA or MA in communications or related field. Minimum 5 years experience developing and producing educational video. Strong project management and communication skills. Creativity and resourcefulness essential. Knowledge of image acquisition/rights clearance. We work hard, strive for excellence, share information and profits, pay competitive salaries/health benefits, set strong goals and do whatever it takes to meet them. If you are a leader, respond well to challenges, care deeply about customers and co-workers, and want to grow with a fast-paced company, please fax us your resume/salary requirements ASAP. (703)912-2908.

Building a News Team of solid go-getters! KDBC-TV, El Paso, Texas, an Imes Communications Station, is creating a Texas powerhouse. Executive Producer, Producers, Reporters, Videographers, Assignment Editors needed. Even if your position isn't listed, send your resume. Don't miss this opportunity to become part of a national award winning News Director's news team. Positive, fast learners only. Less-than-the-best need not apply. CBS affiliate. Send tapes/resumes to Luis Patino, News Director, 2201 Wyoming, El Paso, TX 79903. An Equal Opportunity Employer.

Creative Services Director. WMAR NewsChannel 2, Baltimore's ABC affiliate, celebrating it's 50th anniversary next year, has an exciting opportunity for a seasoned Creative Services Director to lead our station into the 21st century. The ideal candidate has a knockout portfolio, proven ability to conceptualize, communicate, motivate, delivers great creative ideas and has a minimum of 7 years in TV. News experience and supervisory experience are a must. Please send tape and resume to WMAR-TV, Human Resources, 6400 York Road, Baltimore, MD 21212. An Equal Employment Opportunity Employer. Women and minorities encouraged to apply.

Managing Producer. KERA seeks 8+ years experience in program production and broadcasting w/excellent writing and communication skills, strong organizational and management skills, and knowledge of public TV system. Send resume and salary history to KERA, Attn: HN-MP, 3000 Harry Hines Boulevard, Dallas, TX 75201. EOE.

Art Director. WTTG, FOX O&O in Washington, DC, is looking for top-notch Art Director with creative skills to take our great station to the next level. Ideal candidate has a knockout portfolio from a minimum five years in TV. Proven ability to conceptualize, communicate, motivate and deliver great creative ideas quickly and tirelessly is a must. Exciting position with direct supervision of Art Department. Strong emphasis on News and Promotion maximizing the talent of a four-member graphics staff. Must have management and post-production experience. Position demands working knowledge of latest graphic arts technology. SGI, Liberty, Alias, Flint, Aurora, Mac, and Chyron Infnit. Knowledge of marketing plan design and execution is a plus. For consideration send resume, reel, print samples and salary requirements to: Lydia M. Martinez, Director of Personnel, WTTG FOX TV, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/M/F/D/V. No phone calls please.

HELP WANTED PROGRAMMING

Assistant Program Director - Full-Time. We seek a person who is simultaneously detail-oriented and highly creative, an intuitive team player with excellent people skills, a self-motivated individual with strong oral and written communication skills; a proven organizer of large events, 5 years experience a plus. If you have these attributes send a resume, cover letter and example of an event you've planned and organized to WAAY-TV, Personnel Manager, Bulletin #296, 1000 Monte Sano Boulevard, Huntsville, AL 35801. Pre-employment drug testing. No phone calls please. EOE.

SYNDICATED TV
AFFILIATE RELATIONS

Syndicated TV Affiliate Relations. We produce skiing and snowboard programs for national TV. Do you or your company have the experience and contacts to place our programs on TV stations and cable networks this winter? Fax your resume to Sno Country Worldwide at 802-457-1550. Mail to 10 Cox Road, Woodstock, VT 05091 or call 802-457-3838.

PROGRAMMING SERVICES



National Weather Network

Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-8673 and start today.

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

In Washington, D.C. Friendly and professional ENG and EFP crews. SP Betacam packages, Avid Editing and rentals. Montage Production Ltd. 202-393-3767.

CABLE

HELP WANTED TECHNICAL

Chief Engineer: Encore Media is seeking a seasoned, motivated Chief Engineer to lead its engineering department. Responsible for the engineering and maintenance of Encore's all digital post production facility consisting of five component digital On-Line edit bays; AVID media composer, Audiovision, and Air-Play edit systems; Quantel Henry and Hal graphics systems; Digital Betacom (VTR's), digital audio mixers, video production switchers and editors; digital and analog routing switchers, and related video production equipment. Also responsible for the design and project management of the installation of video production equipment and systems, the generation and maintenance of accurate documentation of the technical facilities, supervision of the technical maintenance of accurate documentation of the technical facilities, supervision of the technical maintenance staff, budgets and capital planning and construction scheduling of future facilities expansion with an emphasis on operational efficiency and productivity. Candidates must be current on new technologies in production, post production, video tape operations, graphics platforms, playback and uplink. Also, successful candidates require a minimum of 5 years experience as an executive supervising the design, documentation and technical maintenance of broadcast systems and equipment, along with hands-on experience in technical maintenance of broadcast video, audio, and automation equipment. Candidate must have good written and oral communication skills and be multi-task oriented with the ability to manage crisis. An understanding of digital compression technology including MPEG1, MPEG2 is a plus. College degree required. Please send resume and salary history to: Chief Engineer, #182, P.O. Box 4917, Englewood, CO 80155. Drug test required for successful candidate. EOE.

HELP WANTED NEWS

Assignment Manager: The Weather Channel is looking for an aggressive Assignment Manager who is also a good people person. This person will be responsible for decision making in coverage of severe weather, including dispatching crews, satellite trucks, producers and on-camera people. This is done with great cooperation between various departments, including meteorology, tech-ops and on-camera. The Assignment Manager will also be responsible for establishing and maintaining relationships with video suppliers, scheduling personnel and will track costs for the monthly budget process. Please respond by mailing, faxing or e-mailing resume to: The Executive Producer, The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339 or fax 770-801-2522 or suth6377@wpo.landmark.net.

HELP WANTED DRIVER

Television Driver: Driver needed for brand new, Los Angeles based, 51 foot TV remote production truck. Driver will also perform light TV maintenance duties such as repair of video and audio cables and other items as instructed by engineer in charge of unit. Candidate must be willing to travel, able to work flexible hours and some moderate to heavy lifting is involved. Commercial drivers license, an excellent driving and safety record and five to ten years experience driving large trucks are necessary. Preference will be given to those with experience driving television remote units. Send resume to Tom Edwards, TCI National Digital Television Center, 4100 E. Dry Creek Road, Littleton, CO 80122. No phone calls please. A drug test and criminal background check will be required of the successful candidate. EOE.

HELP WANTED NEWS

TRAFFIC COORDINATOR

Lifetime Television for Women, the highly regarded cable network, has an immediate opening in our busy, vital traffic dept.

Reporting to the Traffic Manager, the successful candidate will be responsible for handling placement of commercial spots onto prelogs. You'll be maximizing inventory through spot manipulation and assisting in entering orders into Traffic system.

Requirements: 2-3 years experience in a cable or broadcast environment. You must be detail oriented, possessing good organizational and verbal/written communication skills. Knowledge of traffic systems & experience in a Windows environment is essential. A familiarity with scheduling helpful. Ability to function efficiently during peak pressure periods required.

We offer a competitive compensation/benefits package and a real opportunity to grow professionally. Please submit resume with salary history to:

Lifetime
Television for Women

LIFETIME TELEVISION
Human Resources Department
309 West 49th Street, New York, NY 10019

EOE M/F

HELP WANTED SALES

CABLE & MMDS SALES

Successful adult satellite programming service requires a dynamic and experienced Sales Representative to expand cable and MMDS sales. Candidates must have the drive and sales skills to increase market share and have had three or more years in TV or cable distribution sales, including client relationships and the ability to maintain them. Please fax your resume and salary requirements to:

(818) 508-4541

Exxtasy

HELP WANTED RESEARCH

Research Manager: Bethesda based Discovery Communications Inc. seeks a research manager to perform audience analyses to help formulate programming, marketing and affiliate sales strategies as well as create audience estimates. Four years experience in television audience analysis and familiarity with Nielsen ratings required. Strong report writing and mathematical abilities and communications skills a must as well as proficiency in word processing, spreadsheet packages and graphics software. Send cover letter, resume and salary requirements to Discovery Communications, Inc., c/o Ingrid Gorman Andrews, Director of Research, 7700 Wisconsin Avenue, Bethesda, MD, 20814. No phone calls accepted.

To place your Cable classified ad in
Broadcasting & Cable,
Call Sandra Frey (212) 337-6941

ALLIED FIELDS

HELP WANTED INSTRUCTION

University of Oregon. The School of Journalism and Communication at the University of Oregon seeks an Assistant Professor in electronic media for the fall of 1997. This tenure-track position requires teaching classes in video production. The candidate will also teach classes in visual literacy, coordinate the School's production of broadcast documentaries, and help us integrate new technologies into the curriculum. Creative production or research activity is expected. Demonstrated competence in video production is required. The MFA or Ph.D. is preferred. High-level professional experience will be considered in lieu of an advanced degree. The School of Journalism and Communication is a free-standing academic unit with 1,000 students and 27 full-time faculty. The School has six undergraduate sequences - advertising, communication studies, electronic media, magazine, news-editorial, and public relations - and offers master's and doctoral degree programs. Nationally known for our commitment to undergraduate education and teaching excellence, we are building a new electronic media production facility. Visit our web site: <http://jcomm.uoregon.edu> Consideration of applications will begin November 15. To apply, send vita, videotape and other supporting materials, along with letters from three academic or professional references (which may be sent under separate cover) to: Professor Al Stavitsky, Chair, Electronic Media Search Committee, School of Journalism and Communication, 1275 University of Oregon, Eugene, OR 97403-1275. An Affirmative Action/Equal Opportunity Employer committed to cultural diversity and compliance with ADA.

North Central College seeks media/video generalist, assistant professor level, beginning September, 1997. Responsibilities include teaching media classes and advising student video group. Ph.D. strongly preferred. Detailed job description available on request. Send letter of application, resume, transcripts, and three letters of recommendation to Dr. Richard Paine, c/o Academic Affairs, North Central College, Naperville, IL 60566-7063. Review of applications begins January 15, 1997. EOE.

Broadcast/Print Journalism - Assistant Professor of Communication. Barry University, Miami Shores. Nine month, continuing-track position beginning August 1997; teach undergraduate and graduate courses in writing for the media, broadcast news, media management, and journalism. Ability to teach digital animation and/or advise student newspaper, a plus. A doctorate is preferred, candidates with ABD status may be considered. Relevant college teaching and/or professional experience are necessary. *Deadline: December 1, 1996.* Send letter of application, curriculum vitae, transcripts, three letters of recommendation, and samples of work to: Dr. Kathy J. Wahlers, Chair, Department of Communication, Barry University, 11300 N.E. Second Avenue, Miami Shores, FL 33161. An Equal Opportunity Employer.

**Fax your classified ad to
Broadcasting & Cable
(212) 206-8327**

HELP WANTED TECHNICAL

UNCG Broadcasting/Cinema Engineer/Facilities Manager. The Broadcasting/Cinema and Theatre Department at the University of North Carolina at Greensboro seeks an Engineer/Facilities Manager for its Broadcasting/Cinema program. Repair, maintenance and purchase of television and video equipment. Supervision of remote equipment check out and student workers. Management of department television studios. Teach one course each semester in area of expertise and provide training workshops. Qualifications: College degree or approved technical certificate and/or significant professional experience in broadcast engineering. Applicants should have knowledge of internet, computer based imaging. Teaching experience desirable. Rank: Lecturer, twelve month renewable contract. Salary: Negotiable. Interested candidates should send a letter of application, vita transcripts, and three current letters of reference to: Chair, Engineer/Facilities Manager Search Committee, Broadcasting/Cinema and Theatre Department, 200 Taylor Building, UNCG, NC 27412-5001. Application deadline: November 22, 1996. EEO/AA. W/M/V/D.

HELP WANTED SALES

**ACCOUNT EXECUTIVE
NEW YORK**

SRDS, a major publisher of media information, is seeking a seasoned and aggressive professional to join our growing Sales Department on the Television, Radio and Interactive Sources.

The ideal candidate will possess 5-7 years of proven success in broadcast/cable advertising sales, excellent written/oral communication skills and the ability to develop new business and to enhance relationships with current and potential customers. A solid understanding of the Broadcast/Cable marketplace is essential. Excellent organizational, planning and follow-through skills a must. Proven prospecting skills required. A growing knowledge of the Interactive marketplace and on-line advertising is desired. Please mail/fax resume to:

**SRDS, Attn: Human Resources,
1700 Higgins Road, Suite 500
Des Plaines, IL 60018-5605.
Fax: 847-375-5002.
e-mail: tmphmrs@srds.com.
EOE M/F/D/V.**

EMPLOYMENT SERVICES

National Sports Jobs Weekly, PO Box 5725 Glendale AZ 85312, <http://www.sportsjobs.com> (602) 933-4345, 4 issues for \$39, 13 for \$89.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide
PRESS ① Radio Jobs, updated daily
② Television Jobs, updated daily
③ Hear "Talking Resumes"
④ To record "Talking Resumes" and employers to record job openings
⑤ Entry level positions
1-900-726-JOBS
*1** per min. JOBPHONE, NEWPORT BEACH, CA

**PROFESSIONAL JOBS
WITH ENTERTAINMENT COMPANIES**
BROADCAST & CABLE TELEVISION, DISTRIBUTORS,
MOTION PICTURE, POST PRODUCTION & MORE
Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information: (800) 335-4335
In CA, (818) 901-6330.
Entertainment Employment Journal™

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

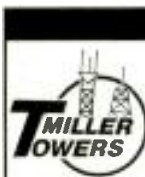
**RTNDA (900) 40-RTNDA
RTNDA JOB LINE**
Updated daily. 85 cents a minute.
To place a free listing call: (202) 659-6510; fax: (202) 223-4007. RTNDA,
1000 Connecticut Ave., NW,
Suite 615, Washington, DC 20036

Entry Level Only! Employment Assistance for TV News and Sports Reporters. Lead service, talent marketing and demo tapes. 13th year. MCS. 619-788-1082.

SALES TRAINING

"WHAT IS A SPOT?"
If your employees are asking this question, this interactive program is a must buy!
Designed for use in all aspects of advertising.
"What is a Spot?" includes:
▲ Terminology ▲ Hierarchy Charts
▲ Chronology of a Media Buy
**Call (312) 944-9194
for details!**

WANTED TO BUY TOWERS



FM & TV TOWERS WANTED

Miller Tower company is actively acquiring towers throughout the United States. Purchase price based on tower cash flow. Lease back your station needs as you require.

For a confidential review, contact: Bill Miller - Miller Tower Company
212-696-4511 or mail inquiry to: 444 Park Avenue South, 7th Floor, NY, NY 10016

COLLECTION AGENCY

**MEDIA COLLECTION
DREAM TEAM**

CCR

Attorney (former broadcast/cable ad sales manager NBC-TV, Katz, Petry, Lifetime) and staff handle the USA's top media firm's collection accounts offering:

1. Unequalled knowledge of media business.
2. Ten years of unequalled/documentable recovery rates.
3. Customized reporting.
4. Competitive contingent fee schedule.
5. References available.

Call/Write:

CCR

George Stella
1025 Old Country Road
Suite 303S
Westbury, NY 11590

Tel: (516) 997-2000/(212) 766-0851

Fax: (516) 997-2071

TOWER RENTAL SPACE

Tower Rental Space. 1120' Tower in Janesville, WI with ability to cover Madison, Rockford and the surrounding areas. Contact WJNW-TV at 815-229-6000 for more information.

FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

EDUCATIONAL SERVICES

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

How to Get a Job as a TV News Reporter. Workshop Oct. 5. For information, call Julie Eckhart, ESP. 914-937-1719.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

**STOCK
ANSWERS.**

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300

**CARPEL
VIDEO**

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

PUBLIC NOTICE

The public television Interconnection Committee will meet at 9:00 a.m. on October 17, 1996 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes reports on satellite operations, CPB interconnection agreement, budget, transponder utilization, and other business.

The Public Broadcasting Service Budget, Finance and Audit Committee will meet in executive session at 1:00 p.m. on October 17, 1996 in the PBS offices, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes the auditors' report, proposed FY 1998 budget, stations on deferred payment plans, reports from officers, and other business.

The Public Broadcasting Service Board of Directors will meet at 9:00 a.m. on October 18, 1996 in the PBS offices, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes reports from PBS officers, management, board committees on governance, finance, business, satellite operations, new technologies and other business.

FOR SALE STATIONS

AT AUCTION

THE BROADCAST ASSETS OF
GUARDIAN COMMUNICATIONS, INC.

NINE RADIO STATIONS

**ALBUQUERQUE AREA RADIO
STATIONS**

KARS-AM 860- KDNR-FM 106.3

KKIM-AM 1000 - KLVO-FM 97.7

BALTIMORE RADIO STATION

WITH - AM 1230

CINCINNATI RADIO STATION

WTSJ - AM 1050

**CLEVELAND AREA RADIO
STATION**

WCCD - AM 1000

PUEBLO, CO RADIO STATIONS

KFEL - AM 970 - KNKN - FM 107.1

Some seller financing available. Faxed or overnight delivered bids accepted for preliminary rounds. Each bid must be accompanied by a \$25,000 bid deposit per market. Minimum bid and other restrictions and reservations apply.

Bidders must be registered prior to bidding. All sales subject to normal FCC requirements. **BIDDING BEGINS OCTOBER 14, 1996.** For an information and registration packet: Call Auction Agent at (513) 931-8222 or fax request to (513) 931-8108 or mail request to 800 Compton Road, Unit 33, Cincinnati, OH 45231

*Buying or selling a station?
Call a lawyer who's been there.*

Barry Skidelsky, Esq.

15 years' experience
programming, sales & management.

655 Madison Avenue, 19th floor
New York, NY 10021
(212) 832-4800

At NAB/Los Angeles.
Call for appointment
or contact at Biltmore Hotel.

Las Vegas - Fulltime AM Radio station. Low dial position. Fast growing market. Call Radio Adventures 804-488-1010.

If the call of fall has you wanting to buy, try this Texas non-commercial C3 FM CP with facility, building, land, next to booming market, under \$300,000 cash, terms available, call and leave name, address, phone # or fax at 512-751-6491.

Automated AM Gospel Station in Coshatta, LA. Terms available. James Bethard. (318) 932-4071.

Broadcasting & Cable Classifieds

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are \$187 per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are \$2.10 per word with a minimum charge of \$42 per advertisement. Situations Wanted rates are \$1.15 per word with a minimum charge of \$23 per advertisement.

Blind Boxes: Add \$30.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: _____ **Line ad** **Display**

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

Payment:

Check Visa MasterCard Amex

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ Phone: _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street ▲ NYC 10011 • Attention: Antoinette Fasulo or Sandra Frey
FAX NUMBER: 212-206-8327

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Fasulo at (212) 337-7073 or Sandra Frey at (212)337-6941 .

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

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.10 per word, \$42 weekly minimum. Situations Wanted: 1.15¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word, Screened Background: \$2.60, Expanded Type: \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications: \$2.10 per word, \$42 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$187 per inch. Situations Wanted: \$93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Babylon, N.Y. (BTCH-960830GV)—WBAB Inc. for WBAB-FM 102.3 mhz: voluntary transfer of control from Steven Dinetz to HM2/Chancellor LP.

Freeport, N.Y. (BTC-960830GU)—WGBB Inc. for WGBB(AM) 1420 khz: voluntary transfer of control from Steven Dinetz to HM2/Chancellor LP.

Patchogue, N.Y. (BTCH-960830GW)—WBLI Inc. for WBLI(FM) 106.1 mhz: voluntary transfer of control from Steven Dinetz to HM2/Chancellor LP.

Southampton, N.Y. (BTCH-960830GX)—WHFM Inc. for WHFM(FM) 95.3 mhz: voluntary transfer of control from Steven Dinetz to HM2/Chancellor LP.

Accepted for filing

Appleton, Wis. (BTCCT-960905IA)—Ace TV Inc. for WACY(TV) ch. 32: involuntary transfer of control of licensee corp. from Carl J. Martin to estate of Carl J. Martin. *Sept. 5*

NEW STATIONS

Permit canceled (call letters deleted)

Junction, Tex. (BPH-921026MC)—Robert L. Meadows for KAHQ(FM) 93.5 mhz, ERP 2.72 kw, ant. 97 m. *Sept. 16*

Dismissed

Glasgow, Ky. (BPH-950104MG)—Barkin

Partnership for FM at 94.1 mhz, ERP 6 kw, ant. 100 m. *Sept. 6*

Glasgow, Ky. (BPH-950105MF)—Judy Crabtree for FM at 94.1 mhz, ERP 2.16 kw, ant. 167.6 m. *Sept. 6*

Nashauk, Minn. (BPH-950201MB)—Minnesota Christian Broadcasters Inc. for FM at 102.9 mhz, ERP 25 kw, ant. 100 m. *Aug. 20*

Nashauk, Minn. (BPH-950203MC)—Roger Paskvan for FM at 102.9 mhz, ERP 16.5 kw, ant. 123 m. *Aug. 20*

Returned

Maumelle, Ark. (BPH-941031MC)—Reynaldo Hernandez for FM at 96.9 mhz, ERP 6 kw, ant. 100 m. *Aug. 23*

South Bend, Wash. (BPH-951019MD)—Spencer Broadcasting for FM at 105.7 mhz, ERP 50 kw, ant. 150 m. *Sept. 12*

Granted

Benton, Ky. (BPED-951027MD)—Heartland Ministries Inc. for FM at 89.7 mhz, ERP 3.7 kw, ant. 91 m. *Sept. 12*

Glasgow, Ky. (BPH-950104MG)—Royse Radio Inc. for FM at 94.1 mhz, ERP 6 kw, ant. 100 m. *Sept. 6*

Crystal Falls, Mich. (BPH-891010MF)—Crystal Radio Co. for FM at 100.7 mhz. *Sept. 11*

Nashauk, Minn. (BPH-950203MB)—Alan R. Quarnstrom for FM at 102.9 mhz, ERP 25 kw, ant. 100 m. *Aug. 20*

South Bend, Wash. (BPH-951011MB)—Jodesha Broadcasting Inc. for FM at 105.7 mhz, ERP 3.2 kw, ant. 276 m. *Sept. 11*

Filed/Accepted for filing

Arab, Ala. (BPCT-960722KS)—Fant Broadcast Development LLC (Anthony J. Fant, 98% owner, One Independence Plaza, Ste. 720, Birmingham, AL 35209) for TV on ch. 56, ERP 5,000 kw visual, ant. 504 m., S side of SH 69, 2 km SW of Scant City. Fant has applied for TV on ch. 61, Mobile, Ala.; ch. 45,

Sikeston, Mo.; ch. 60, Roanoke, Va.; ch. 45, Richland Center, Wis., and ch. 47, Columbia, S.C. Anthony J. Fant owns KTVC (TV) Cedar Rapids, Iowa, and KNLD-TV Duluth, Minn.; 95% of WWHO(TV) Chillicothe, Ohio; 90% of KHGI(TV) Kearney, KSNB-TV Superior and KWNB-TV Hayes Center, all Neb.; 80% of WNAL-TV Gadsden, Ala.; has CPs for WLWC-TV New Bedford, Mass.; WAQF(TV) Batavia, N.Y., and TV on ch. 18, Albion, Neb.; is buying KQDS-AM-FM Duluth, and has applied for TVs on ch. 23, Ames, Iowa; ch. 51, Jackson, Miss.; ch. 35, Marshall, Tex., and ch. 51, Lincoln, Neb. *July 22*

Gulf Shores, Ala. (BPCT-960725LA)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 55, ERP 180 kw visual, ant. 12 m., on side of existing non-broadcast communications tower at 2516 Hwy 59. Marri has applied for TVs in Mobile and Selma, Ala.; Union, Ark.; Charlotte Amalie, V.I.; Farwell, Tex., and Destin, Jackson and Inverness, all Fla. Principals of Marri have interest in the acquisition of WCTH(FM) Plantation Key and WSWN(AM) and WBG(FM) Belle Glade, Fla. *July 25*

Mobile, Ala. (BPCT-960725LB)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 61, ERP 1,500 kw visual, ant. 136 m., on side of existing WKSJ(AM)-WAVH(FM) tower, 1.4 km NE of intersection of I-65 and US 45, Prichard, Ala. Marri has applied for TVs in Gulf Shores and Selma, Ala.; Union, Ark.; Farwell, Tex.; Charlotte Amalie, V.I., and Destin, Jackson and Inverness, all Fla. Principals of Marri have interest in the acquisition of WCTH(FM) Plantation Key and WSWN(AM) and WBG(FM) Belle Glade, Fla. *July 25*

Mobile, Ala. (BPCT-960722KQ)—Fant Broadcast Development LLC (Anthony J. Fant, 98% owner, One Independence Plaza, Ste. 720, Birmingham, AL 35209) for TV on ch. 61, ERP 5,000 kw visual, ant. 347 m., in Baldwin Co., Ala., at WEAR-TV transmitter site, .3 km S of I-10. Fant has applied for TV on ch. 56, Arab, Ala.; ch. 45, Sikeston, Mo.; ch. 60, Roanoke, Va.; ch. 45, Richland Center, Wis., and ch. 47, Columbia, S.C. Anthony J. Fant owns KTVC(TV) Cedar Rapids, Iowa, and KNLD-TV Duluth, Minn.; 95% of WWHO(TV) Chillicothe, Ohio; 80% of WNAL-TV Gadsden, Ala.; has CPs for WLWC-TV New Bedford, Mass.; WAQF(TV) Batavia, N.Y., and TV on ch. 18, Albion, Neb.; is buying KQDS-AM-FM Duluth; is selling 90% of KHGI(TV) Kearney, KSNB-TV Superior and KWNB-TV Hayes Center, all Neb., and has applied for TVs on ch. 23, Ames, Iowa; ch. 51, Jackson, Miss.; ch. 35, Marshall, Tex., and ch. 51, Lincoln, Neb. *July 22*

Selma, Ala. (BPCT-960723LE)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corpo-

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

rate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 29, ERP 1,500 kw visual, ant. 96 m., on side of WHBB(AM) tower, .4 km NE of junction of Range St. and SR 14. Marri has applied for TVs in Gulf Shores and Mobile, Ala.; Union, Ark.; Farwell, Tex.; Charlotte Amalie, V.I., and Destin, Jackson and Inverness, all Fla. Principals of Marri have interest in the acquisition of WCTH(FM) Plantation Key and WSWN(AM) and WBGF(FM) Belle Glade, Fla. *July 23*

Nogales, Ariz. (BPED-960826KQ)—Faith Pleases God Church Corp. (Carlos Ortiz, president, 4501 W. Expressway 83, Harlingen, TX 78552) for TV on ch. 16, ERP 240 kw, ant. 58 m., corner of Calle Paisano and Camion de la Paloma rds. The corporation has applied for TVs in Big Springs, Del Rio, Laredo, Rudolph, San Angelo and Texarkana, all Tex., and Ogden, Utah. *Aug. 26*

Union, Ark. (BPCT-960722KU)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 49, ERP 1500 kw visual, ant. 175 m., on side of existing KBSA(FM) tower, near El Dorado, Ark. Marri has applied for TVs in Gulf Shores, Mobile and Selma, Ala.; Farwell, Tex.; Charlotte Amalie, V.I., and Destin, Jackson and Inverness, all Fla. Principals of Marri have interest in the acquisition of WCTH(FM) Plantation Key and WSWN(AM) and WBGF(FM) Belle Glade, Fla. *July 22*

Shasta Lake City, Calif. (BPH-960718-MA)—Phoenix Broadcasting Inc. (Gary Katz, president/70.1% owner, P.O. Box 7568, Chico, CA 95927) for 107.1 mhz, ERP .15 kw, ant. 1,082 m., Shasta Bally Peak, 14 km W of Shasta. Phoenix owns KCEZ(FM) Corning, KDIG(FM) Orland and KKCY(FM) Colusa, and has applied for FMs in Gridley and Weaverville, all Calif. *July 18*

Rupert, Idaho (960830AC)—Tri-Market Broadcasters Inc. (Allen D. Lee, president/25% owner, 313 7th Ave. East, Jerome, ID 83338) for AM at 1340 khz, ERP 1 kw, TL: SE corner of 300W and 100S. Tri-Market owns KKMV(FM) and KBBK(AM) Rupert. Lee owns 34% of KART(AM) and KZRT-FM Jerome. *Aug. 30*

Danville, Ill. (BPCT-960723LD)—Pelican Broadcasting Co. (David B. Maltz, president/owner, 3330 Warrensville Ctr. Rd., #206, Shaker Heights, OH 44122) for TV on ch. 68, ERP 5,000 kw visual, ant. 394 m., 3.75 mi. SW of Fithian. Pelican has applied for TVs on ch. 44, Marshfield, Mo.; ch. 61, Bay City, Mich.; ch. 51, Center Point, Ala.; ch. 64, Tullahoma, and ch. 63, Elizabethton, Tenn., and ch. 45, Cheney, Wash. *July 23*

Dearing, Kan. (BPH-960826MP)—William Bruce Wachter (1612 Woodland Terrace, Pittsburg, KS 66762) for FM at 98.1 mhz, ERP 2.7 kw, ant. 150 m., CR 2600, 1.28 km E of CR 3600, 4 km NE of Dearing. Wachter owns 65% of KWXD(FM) Asbury, Mo., and has an equal interest in application for FM in Ingalls, Kan. *Aug. 26*

Dearing, Kan. (BPH-960830MA)—Robert B. Mahaffey (P.O. Box 4584, Springfield, MO 65808) for FM at 98.1 mhz, ERP 6 kw,

100 m., 3 km ESE of Jefferson, 4.4 km NNW of Dearing. Mahaffey owns KRMS(AM) and KYLC-FM Osage Beach, 20% of KGGF(AM) and KUSN-FM Coffeyville and CP for KJGM(FM) Fredonia, all Kan.; 14.28% of KTTR(AM) and KZNN-FM Rolla and KTTR-FM St. James, Mo., and has applied for FMs in Warsaw and Doolittle, Mo. *Aug. 30*

Pittsfield, Mass. (BPCT-960724LI)—Pappas Telecasting of America LP (Harry J. Pappas, president/92.7% owner, 500 S. Chinowth Rd., Visalia, CA 93277) for TV on ch. 51, ERP 5,000 kw, ant. 345 m., on peak, Jiminy Peak ski resort. Pappas Telecasting owns KFRE(AM) and KMPH-TV Visalia/Fresno, KPWB-TV Sacramento and KTNC(TV) Concord/San Francisco, all Calif.; WSWs-TV Opelika, Ala./Columbus, Ga.; KPTM-TV Omaha and KREN-TV Reno; WBFx(TV) Lexington/Greensboro, N.C., and WASV(TV) Asheville, N.C./Greenville, S.C.; is buying KWNB-TV Hayes Center, KHGI-TV Kearney and KSNB-TV Superior, all Neb.; operates KXVO(TV) Omaha and has applied for TVs in Owensboro and Lexington, Ky.; Defiance and Xenia, Ohio; Sheboygan, Wis., and Charleston, W.Va. Harry J. Pappas owns KMPH(FM) Hanford/Fresno and, together with Stella A. Pappas, has CP for WMMF-TV Fond du Lac, Wis. *July 24*

Bay City, Mich. (BPCT-960723LC)—Pelican Broadcasting Co. (David B. Maltz, president/owner, 3330 Warrensville Ctr. Rd., #206, Shaker Heights, OH 44122) for TV on ch. 61, ERP 5,000 kw visual, ant. 308 m., Becker Rd., .6 km W of Portsmouth Rd., Buena Vista, Mich. Pelican has applied for TVs on ch. 44, Marshfield, Mo.; ch. 51, Center Point, Ala.; ch. 68, Danville, Ill.; ch. 63, Elizabethton, and ch. 64, Tullahoma, Tenn., and ch. 45, Cheney, Wash. *July 23*

Houston, Miss. (BPCT-960827KE)—K&D Spain Partners (Walter D. Spain, general partner, P.O. Box 12, Tupelo, MS 38802) for TV on ch. 45, ERP 5,000 kw, ant. 506 m., 3.9 km from Woodland, Miss., 300 m. E of Woodland lookout tower. *Aug. 27*

Great Falls, Mont. (BPH-960827MC)—STARadio Corp. (Jack W. Whitley, president, 20 Third St. N., Great Falls, MT 59401) for FM at 107.3 mhz, ERP 100 kw, ant. 306 m., on Rainbow Rd., .88 km NE of intersection of Rainbow and Dam rds. STARadio owns WKAN(AM) and WLRT(FM) Kankakee, Ill.; KLFM-FM and KMON-AM-FM Great Falls, Mont., and is buying KHKR(FM) East Helena and KTHC(FM) Sidney, Mont., and KYEZ(AM) and KYYZ(FM) Williston, N.D. *Aug. 27*

Lincoln, Neb. (BPCT-960724LJ)—Lincoln 51 LLC (Mark William Leitch, manager/owner, 120 Colina Alta Dr., El Paso, TX 79912-3722) for TV on ch. 51, ERP 5,000 kw, ant. .390 m., 1 km S of Malmo. *July 24*

Mesquite, Nev. (BPH-960827MD)—Virgin Mesquite Broadcasting (Todd P. Robinson, owner, 2321 Devonshire Rd., Ann Arbor, MI 48104) for FM at 97.5 mhz, ERP 100 kw, ant. -.94 m., NE corner of SR 170 and Hefen Rd. Robinson has applied for TVs in Muskogee, Okla.; Sioux City, Iowa; Hutchinson, Kan.; Tunica, Miss., and Ocean Isle Beach, N.C. *Aug. 27*

Mesquite, Nev. (BPH-960826ML)—Red-

wood Broadcasting Inc. (John C. Power, president/.6% owner, P.O. Box 3463, Carefree, AZ 85377) for FM at 97.5 mhz, ERP 6 kw, ant. 920 m., 18 km S of Bunkerville, atop Virgin Peak Ridge. Redwood has CP for FM in Payson, Ariz.; has applied for TVs in Shasta Lake City, Calif.; Marquette, Mich.; Great Falls, Butte and Missoula, all Mont., and Pocatello, Idaho; is selling KNSN(AM) Chico and KHSL-FM Paradise, has LMA with option to buy KHZL(FM) Shingletown, and is buying KNNN(FM) Central Valley, all Calif. *Aug. 26*

Mesquite, Nev. (BPH-960826MT)—Carter Broadcasting Corp. (Kenneth R. Carberry, president/owner, 20 Park Plaza, Boston, MA 02116) for FM at 97.5 mhz, ERP 100 kw, ant. 217 m., 14 km NNW of Mesquite. Carter owns WROL(AM) Boston, WACE(AM) Chicopee and WCRN(AM) Worcester, Mass.; WLOB(AM) Portland and WRUM(AM) and WWMR(FM) Rumford, Me., and WRIB(AM) East Providence, R.I. *Aug. 26*

Mesquite, Nev. (BPH-960823MH)—Richard Martin and Edward J. Patrick (P.O. Box 5668, Colorado Springs, CO 80931) for FM at 97.5 mhz, ERP 100 kw, ant. 244 m., on side of proposed tower, 1.7 km NNE of Halfway Wash as it crosses Lincoln/Clark Co. line. *Aug. 23*

Mesquite, Nev. (BPH-960826MF)—Virgin River Broadcasting Inc. (Lavon Randall, president/50% owner, P.O. Box 1450, St. George, UT 84771) for FM at 97.5 mhz, ERP 100 kw, ant. -.73 m., 1 mi. NE of Bunkerville, Nev. Randall owns 50% of KFMD-FM Delta, KNUC-FM Smithfield, KNFL-AM-FM Tremonton, 33 1/3% of KSGI-TV Cedar City, and 25% of KSGI-FM St. George, and has interest in applications for FMs in Richfield, Brigham City and Tremonton, all Utah. *Aug. 26*

Jewett, N.Y. (BPH-960826MN)—Beehive Entertainment Corp. (Robert Dyson, president/owner, Pendell Rd., Poughkeepsie, NY 12501) for FM at 97.9 mhz, ERP .420 kw, ant. 325 m., top of Knoll, Colonel's Chair, on existing windmill, 1.6 km SW of Hunter, N.Y. Beehive owns WZAD(FM) Wurtsboro and WCZX(FM) Hyde Park, N.Y. Dyson owns WEOK(AM) and WPDH(FM) Poughkeepsie and WRRVV(FM) and WALL(AM) Middletown, N.Y. *Aug. 26*

Jewett, N.Y. (BPH-960826MO)—Ridgefield Broadcasting Corp. (Dennis Jackson, president/52.4% owner, 19 Boas Ln., Wilton, CT 06897-1301) for FM at 97.9 mhz, ERP 1.45 kw, ant. 205 m., W side of Mill St., 300 ft. E of summit of Bump Mtn., Windham, N.Y. Jackson owns 50% of WADC(FM) Westport and has 50% interest in application for FM in Rosendale, N.Y. He also owns WQQO(FM) Sharon, Conn., and WNBX(FM) Lebanon, N.H., jointly with wife, Maureen (owner of remaining 47.6% of Ridgefield). *Aug. 26*

Lake Placid, N.Y. (BPET-960910KE)—Northeast Gospel Broadcasting Inc. (Brian A. Larson, president/33.3% owner, Box 36 Kings Rd., Buskirk, NY 12028) for TV on ch. 34, ERP 611 kw, ant. -.64 m., 1 km WSW of intersection of Averyville & Hyland rds. Northeast owns WNGX(FM) Argyle and has applied for FM in Buskirk, N.Y. Larson owns WNGN-FM Hoosick Falls, N.Y. *Sept. 10*

Rochester, N.Y. (BPET-960724LK)—

Changing Perspectives Inc. (Donald W. Osgood, president/owner, Buck Hill Ln., Pound Ridge, NY 10576) for TV on ch. 61, ERP 40 kw, ant. 189 m., 278 m. NW of intersection of Colfax and Ferrano sts. Changing Perspectives has applied for TV in Corning, N.Y. *July 24*

Xenia, Ohio (BPCT-960722KP)—Pappas Telecasting of America, LP (Harry J. Pappas, president/92.7% owner, 500 S. Chinowth Rd., Visalia, CA 93277) for TV on ch. 32, ERP 5,000 kw, ant. 294 m., 3295 SR 323, Stokes, Ohio. Pappas Telecasting owns KFRE(AM) and KMPH-TV Visalia/Fresno, KPWB-TV Sacramento and KTNC(TV) Concord/San Francisco, all Calif.; wsws-TV Opelika, Ala./Columbus, Ga.; KPTM-TV Omaha and KREN-TV Reno; WBFX(TV) Lexington/Greensboro, N.C., and wasv(TV) Asheville, N.C./Greenville, S.C.; is buying KWNB-TV Hayes Center, KHGI-TV Kearney and KSNB-TV Superior, all Neb.; operates KXVO(TV) Omaha, and has applied for TVs in Owensboro and Lexington, Ky.; Pittsfield, Mass.; Xenia and Defiance, Ohio; Sheboygan, Wis., and Charleston, W.Va.. Harry J. Pappas owns KMPH(FM) Hanford/Fresno and, together with Stella A. Pappas, has CP for WMMF-TV Fond du Lac, Wis. *July 22*

Guymon, Okla. (BPCT-960719KF)—Marsh Media Inc. (David Weir, president, 600 S. Tyler, #12077, Amarillo, TX 79101) for TV on ch. 9, ERP 316 kw, ant. 326 m., NO940 Rd., 2.7 km N of SR 3, Guymon division. Marsh Media owns KVII-TV Amarillo, Tex. *July 19*

Wilburton, Okla. (BPH-960826MM)—DFWU Inc. (1101 North Hwy 81, Marlow, OK 73055) for FM at 103.7 mhz, ERP 100 kw, ant. 262 m., 2.8 km NE of Krebs, Okla. DFWU owns KFXI(FM) Sulphur, Okla. *Aug. 26*

Wilburton, Okla. (BPH-960826MQ)—Little Dixie Radio Inc. (Francis D. Stipe, president/49% owner, P.O. Box 1068, McAlester, OK 74502) for FM at 103.7 mhz, ERP 100 kw, ant. 185 m., 7.25 km from center of Krebs, Okla. *Aug. 26*

Grants Pass, Ore. (BPCT-960725LC)—Peregrine Communications Ltd. (Victor M. Ives, president, 10255 SW Arctic Dr., Beaverton, OR 97005) for TV on ch. 30, ERP 1,829.5 kw, ant. 636 m., Fielder Mt. communications site, 9.2 km E of Grants Pass. Peregrine owns KWBP-TV Salem and has applied for TV on ch. 9, Walla Walla, Wash. *Aug. 30*

Tullahoma, Tenn. (BPCT-960723LD)—Pelican Broadcasting Co. (David B. Maltz, president/owner, 3330 Warrenville Ctr. Rd., #206, Shaker Heights, OH 44122) for TV on ch. 64, ERP 5,000 kw visual, ant. 525 m., S side of Colony Rd., 1.5 km E of Gruetli-Laager. Pelican has applied for TVs on ch. 44, Marshfield, Mo.; ch. 61, Bay City, Mich.; ch. 51, Center Point, Ala.; ch. 68, Danville, Ill.; ch. 63, Elizabethton, Tenn., and ch. 45, Cheney, Wash. *July 23*

Beaumont, Tex. (BPCT-960724LH)—Beaumont 21 LLC (Stephen Cooney, manager/50% owner, 230 Thunderbird, #L, El Paso, TX 79912) for TV on ch. 21, ERP 5,000 kw, ant. 367 m., 1.4 mi. E of Vipor, Tex. *July 24*

Farwell, Tex. (BPCT-960722KT)—Marri

Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 18, ERP 1,500 kw visual, ant. 118 m., on side of existing tower, 1.75 km W of Santa Fe Lake, near Clovis, N.M. Marri has applied for TVs in Selma, Ala.; Union, Ark.; Charlotte Amalie, V.I., and Destin, Jackson and Inverness, all Fla. Principals of Marri have interest in the acquisition of WCTH(FM) Plantation Key and WSWN(AM) and WBGF(FM) Belle Glade, Fla. *July 22*

Laredo, Tex. (BPET-960809KI)—Laredo Community College (Jorge Trevino, president, West End Washington St., Laredo, TX 78040) for TV on ch. 39, ERP 220 kw, ant. 220 m., Anna & Shea sts., Laredo. *Aug. 9*

Mason, Tex. (BPH-960826MS)—Jayson D. and Janice M. Fritz (P.O. Box 311, Fredericksburg, TX 78624) for FM at 97.7 mhz, ERP 50 kw, ant. 150 m., 9.1 mi. NNE of Doss, Tex. The applicants own KNAF(AM) Fredericksburg and KFAN-FM Johnson City, Tex. *Aug. 26*

Ogden, Utah (BPET-960722KV)—Global Education Development Inc. (George D. Sebastian, president, 1546 Catron SE, Albuquerque, NM 87123) for noncommercial educational TV on ch. 18, ERP 140.66 kw visual, ant. 239.1 m., 14.5 mi. W of Ogden on Little Mtn. Global Education has applied for noncommercial TVs on ch. 43, Coolidge, Ariz.; ch. 20, Durango, Colo.; ch. 43, Des Moines, and ch. 34, Ames, Iowa; ch. 34, Senatobia, Miss., and ch. 9, Santa Fe, N.M. Sebastian has 50% interest in application for TV on ch. 39, Newton, Iowa. *July 22*

Ogden, Utah (BPED-960826KR)—Faith Pleases God Church Corp. (Carlos Ortiz, president, 4501 W. Expressway 83, Harlingen, TX 78552) for TV on ch. 18 ERP 3,422 kw, ant. 215 m., atop Little Mtn. summit. The corporation has applied for TVs in Big Springs, Del Rio, Laredo, Rudolph, San Angelo and Texarkana, all Tex., and Nogales, Ariz. *Aug. 26*

Christiansted, V.I. (BPCT-960813KG)—Virgin Blue Inc. (Victor A. Gold, president/26% owner, P.O. Box 24544, Christiansted, USVI 00824) for TV on ch. 27, ERP 18.4 kw visual, ant. 121 m., 11 Estate Princess Hill, St. Croix, V.I. *Aug. 13*

Charlotte Amalie, St. Thomas, V.I. (BPCT-960718KQ)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 43, ERP 150 kw visual, ant. 464 m., on side of existing tower atop Signal Hill, near Charlotte Amalie. Marri has applied for TVs in Gulf Shores, Mobile and Selma, Ala.; Union, Ark.; Farwell, Tex., and Destin, Jackson and Inverness, all Fla. Principals of Marri have interest in the acquisition of WCTH(FM) Plantation Key and WSWN(AM) and WBGF(FM) Belle Glade, Fla. *July 18*

Virginia Beach, Va. (BPCT-960724LL)—The Karwolec Children's Family Trust (1077 Morton Ave., Porterville, CA 93255) for TV on ch. 21, ERP 1,000 kw visual, ant. 70 m.

The trust owns KKAG(TV) Porterville, Calif., and has applied for TVs in Ogden, Utah; Newton, Iowa; Spokane, Wash., and Gosnell, Ark. *July 24*

Virginia Beach, Va. (BPCT-960724LM)—Virginia Beach Broadcasting Co. (Lawrence Rogow, president/50% owner, 6611 Santa Monica Blvd., Los Angeles, CA 90038-1311) for TV on ch. 21, ERP 5,000 kw, ant. 235.9 m., 1 FM Square, Moycock, N.C. Rogow owns 95% of WHTV(TV) Jackson, Mich., and has 50% interest in applications for TVs in Bishop, Calif.; Jackson, Miss.; Waterville, Me.; Arcade, N.Y.; Douglas and Holbrook, Ariz.; Spokane, Wash., and Minden, La. *July 24*

Virginia Beach, Va. (BPCT-960718KR)—George S. Flinn Jr. (c/o Stephen C. Simpson, Attorney at Law, 1090 Vermont Ave. NW, Ste. 800, Washington, DC 20005) for TV on ch. 21, ERP 1,314 kw, ant. 211 m., .9 km S of intersection of St. Brides Rd. E and the Norfolk-Southern railroad tracks. Flinn owns WFB(TV) and WHBQ(AM) Memphis and WNWZ (AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans; 25% of CP for KDEN (TV) Longmont, Colo., and has applied for FMs in Tunica and Grenada, Miss., and Sun Valley, Nev. *July 18*

Charleston, W.Va. (BPCT-960722KD)—Pappas Telecasting of America LP (Harry J. Pappas, president/92.7% owner, 500 S. Chinowth Rd., Visalia, CA 93277) for TV on ch. 23, ERP 5,000 kw, ant. 532 m., 1.5 mi. SSW of Teays, W.Va. Pappas Telecasting owns KFRE(AM) and KMPH-TV Visalia/Fresno, KPWB-TV Sacramento and KTNC(TV) Concord/San Francisco, all Calif.; wsws-TV Opelika, Ala./Columbus, Ga.; KPTM-TV Omaha and KREN-TV Reno; WBFX(TV) Lexington/Greensboro, N.C., and wasv(TV) Asheville, N.C./Greenville, S.C.; is buying KWNB-TV Hayes Center, KHGI-TV Kearney and KSNB-TV Superior, all Neb.; operates KXVO(TV) Omaha, and has applied for TVs in Owensboro and Lexington, Ky.; Pittsfield, Mass.; Xenia and Defiance, Ohio, and Sheboygan, Wis. Harry J. Pappas owns KMPH(FM) Hanford/Fresno and, together with Stella A. Pappas, has CP for WMMF-TV Fond du Lac, Wis. *July 22*

Richland Center, Wis. (BPCT-960722KN)—Fant Broadcast Development LLC (Anthony J. Fant, 98% owner, One Independence Plaza, Ste. 720, Birmingham, AL 35209) for TV on ch. 45, ERP 5,000 kw visual, ant. 306 m., Tower Rd., 1.3 km W of Freedom Rd., 7.2 km S of North Freedom Village, Wis. Fant has applied for TVs on ch. 56, Arab, Ala.; ch. 45, Sikeston, Mo.; ch. 60, Roanoke, Va., and ch. 47, Columbia, S.C. Anthony J. Fant owns KTVG(TV) Cedar Rapids, Iowa; KNLD-TV Duluth, Minn.; 95% of WWHO(TV) Chillicothe, Ohio; 80% of WNAL-TV Gadsden, Ala.; has CPs for WLWC-TV New Bedford, Mass.; WAQF(TV) Batavia, N.Y., and TV on ch. 18, Albion, Neb.; is buying KQDS-AM-FM Duluth; is selling 90% of KHGI(TV) Kearney, KSNB-TV Superior and KWNB-TV Hayes Center, all Neb., and has applied for TVs on ch. 23, Ames, Iowa; ch. 51, Jackson, Miss.; ch. 35, Marshall, Tex., and ch. 51, Lincoln, Neb. *July 22*

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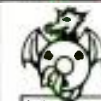
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THIS WEEK

- Sept. 30**—Deadline for entries for the second annual **Advertising Marketing Effectiveness International Awards**, which recognize excellence in global advertising. Contact: (212) 238-4481.
- Sept. 30-Oct. 1**—**Kentucky Cable Telecommunications Association** board of directors/general membership meeting. University Plaza Hotel and Convention Center, Bowling Green, Ky. Contact: (502) 864-5352.
- Sept. 30-Oct. 2**—Digital television and Internet conference and expo presented by **Convergence**. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.
- Oct. 1**—1996 **National Association of Broadcasters Service to Children Television Awards**. Cannon House Office Bldg., Washington. Contact: Victoria Cullen, (202) 429-5368.
- Oct. 1-2**—"Engineering for the Non-Engineer," course presented by **Women in Cable & Telecommunications**. Laurel Manor, Livonia, Mich. Contact: Molly Coyle, (312) 634-2353.
- Oct. 1-4**—Eighth annual **Electronic Industries Association/Consumer Electronics Manufacturers Association** digital audio and video workshop. Holiday Select Inn, Philadelphia. Contact: Lisa Fasold, (703) 907-7669.
- Oct. 2**—1996 **National Association of Broadcasters Service to Children Television Symposium**. NAB Headquarters, Washington. Contact: Victoria Cullen, (202) 429-5368.
- Oct. 2**—"The V-Chip: Myth and Reality," panel discussion presented by the **Academy of Television Arts & Sciences**. Directors Guild of America, Los Angeles. Contact: (818) 508-2080.
- Oct. 3**—"Rate Regulation in the Video Marketplace," conference presented by the **Cato Institute**, Washington. Contact: Robin Hulsey, (202) 789-5293.
- Oct. 3-4**—"Managing Change in an Evolving Industry," course presented by **Women in Cable & Telecommunications**. TCI Building, Denver. Contact: Molly Coyle, (312) 634-2353.
- Oct. 3-5**—SCaT/India Link, conference on Indian cable and pay TV presented by **Global Exposition Holdings and Satellite and Cable TV Magazine**. Nehru Exhibition Center, Bombay, India. Contact: (713) 342-9826.
- Oct. 4-6**—**Women in Communications** 87th international conference on information and technology. Red Lion Inn Hotel, Portland, Ore. Contact: (703) 359-9000.
- Oct. 4-8**—**Association of National Advertisers** 87th annual meeting and business conference. Ritz Carlton, Amelia Island, Fla. Contact: (212) 697-5950.
- Oct. 5-6**—MIPCOM Junior, youth programming convention and exhibition, presented by the **Reed Midem Organisation**. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

OCTOBER

- Oct. 7-8**—Third annual **Frost & Sullivan Cable Television Conference**. The Westin Hotel, San Francisco. Contact: (212) 964-7000.
- Oct. 7-11**—MIPCOM '96, international communications convention and exhibition, presented by the **Reed Midem Organisation**. Palais des Festivals, Cannes, France. Contact: Bernie Bernhardt, (212) 689-4220.
- Oct. 8-10**—CES Mexico, multimedia trade show presented by the **Electronic Industries Association/Consumer Electronics Manufacturers Association**. Palacio de Los Deportes, Mexico City. Contact: Margaret Cassilly, (703) 907-7600.
- Oct. 9-12**—World Media Expo, comprising the **National Association of Broadcasters Radio Show** (contact: [800] 342-2460); **Radio-Television News Directors Association** international conference (contact: Rick Osmanski, [202] 467-5200); **Society of Broadcast Engineers** annual conference (contact: John Poray, [317] 253-1640); **Society of Motion Picture and Television Engineers** 138th

- technical conference (contact: [914] 761-1100), and **Television Bureau of Advertising** 1st annual forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.
- Oct. 10**—**Caucus for Producers, Writers & Directors** third general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: (818) 843-7572.
- Oct. 10-11**—"Convergence: Partners in Progress," course presented by **Women in Cable & Telecommunications**. Viacom Conference Center, New York City. Contact: Molly Coyle, (312) 634-2353.
- Oct. 10-12**—**National Religious Broadcasters Eastern Chapter** convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.
- Oct. 13-15**—15th annual **Atlantic Cable Show**. Baltimore Convention Center, Baltimore. Contact: (609) 848-1000.
- Oct. 13-16**—**Electronic Industries Association** fall conference. Hotel del Coronado, San Diego. Contact: Carol Benda, (703) 907-7791.
- Oct. 14-18**—7th annual **NIMA International** meeting and trade show. Las Vegas Hilton and Convention Center, Las Vegas. Contact: David Savage, (202) 289-6462.
- Oct. 15**—**Federal Communications Bar Association** Midwest chapter luncheon featuring Susan Ness. Hotel Intercontinental, Chicago. Contact: Paula Friedman, (202) 736-8640.
- Oct. 17**—**Federal Communications Bar Association** luncheon featuring Janet Reno. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Oct. 17**—10th annual **Achievement in Radio Awards**. Omni Shoreham Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.
- Oct. 17-18**—"Wireless Telecommunications: Models for the Next Century," seminar presented by the **Myers Keller Communications Law Group**. Marriott at Metro Center, Washington. Contact: (202) 898-5706.
- Oct. 17-18**—"Research '96: Controlling Our Own Destiny," presented by the **Television Bureau of Advertising**. McGraw-Hill Conference Center, New York City. Contact: David Friedman, (212) 486-1111.
- Oct. 17-19**—**Friends of Old-Time Radio Convention** 21st annual convention. Holiday Inn—North, Newark, N.J. Contact: Jay Hickerson, (203) 248-2887.
- Oct. 18**—**International Institute of Communications** 27th annual conference. München Park Hilton, Munich. Contact: Ursula von Zallinger, +49 (89) 5900 2058.
- Oct. 18**—**International Radio & Television Society Foundation** newsmaker luncheon with featured speaker Reed Hundt. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Oct. 19-21**—**Tennessee Association of Broadcasters** annual convention and EAS seminar. Memphis Marriott Hotel, Memphis. Contact: (615) 399-3791.
- Oct. 21**—"Re-energizing the Political Process," **International Radio & Television Society Foundation** dinner. Marriott Marquis, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Oct. 21-23**—Private & Wireless Show, conference on private and wireless cable presented by **Global Exposition Holdings**. Wyndham Anatole Hotel, Dallas. Contact: (713) 342-9826.
- Oct. 22**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the **Electronic Commerce Committee**. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.
- Oct. 23**—Annual meeting of the **New Jersey Broadcasters Association**. Sheraton Eatontown Hotel and Conference Center, Eatontown, N.J. Contact: (609) 860-0111.
- Oct. 24**—Vendor Product Showcase of the **Society of Cable Telecommunications Engineers** Central Florida chapter. Royal Plaza Hotel—Walt Disney World Village, Orlando, Fla. Contact: (713)

342-9826.

- Oct. 25-27**—**Community Broadcasters Association** 9th annual conference and exposition. Aladdin Hotel, Las Vegas. Contact: Katie Reynolds, (414) 533-5573.
- Oct. 26-29**—**North Carolina Association of Broadcasters** annual convention and political debate. Grove Park Inn, Asheville, N.C. Contact: (919) 821-7300.
- Oct. 27**—1996 Radio Hall of Fame Awards, presented by the **Museum of Broadcast Communications**. Chicago Cultural Center, Chicago. Contact: (800) 860-9559.
- Oct. 27-29**—**Canadian Association of Broadcasters** annual convention. Edmonton Convention Center, Edmonton, Alberta. Contact: Christine Jack, (613) 233-4035.
- Oct. 27-30**—**Southern Educational Communications Association** annual conference. Hyatt Regency Westshore, Tampa, Fla. Contact: Norma Gay, (803) 799-5517.
- Oct. 28**—**Women in Cable & Telecommunications** 12th anniversary benefit gala. Renaissance Mayflower Hotel, Washington. Contact: Sedef Onder, (703) 821-2030.
- Oct. 28-29**—"Global Digital Television Strategies '96," conference presented by the **Institute for International Research**. Kensington Hilton, London. Contact: +44171 915 5055.
- Oct. 28-Nov. 8**—**Museum of Television & Radio** second annual Radio Festival. New York City. Contact: Chris Catanese, (212) 621-6735.
- Oct. 29**—1996 Co-op and DMA Marketing Conference, presented by **CTAM**. Washington Hilton and Towers, Washington. Contact: M.C. Anvil, (703) 549-4200.
- Oct. 29-31**—42nd annual broadcasters clinic and Upper Midwest Regional Society of Broadcast Engineers current technology conference and exhibition, presented by the **Wisconsin Broadcasters Association**. Ramada Capital Conference Center, Madison, Wis. Contact: Don Borchert, (608) 837-3462.

NOVEMBER

- Nov. 11**—**Broadcasting & Cable** 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.

DECEMBER

- Dec. 11-13**—The Western Show, presented by the **California Cable Television Association**. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

JANUARY 1997

- Jan. 13-16**—**National Association of Television Programming Executives** 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

MARCH 1997

- March 16-18**—Cable '97, **National Cable Television Association** annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

APRIL 1997

- April 4-7**—**Broadcast Education Association** 42st annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.
- April 7-10**—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

JUNE 1997

- June 12-17**—**20th Montreux International Television Symposium and Technical Exhibition**, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Susquehanna president drawn early to radio

If radio sales management has forged a path in the industry for a number of radio group leaders, then Susquehanna Radio Corp. President David Kennedy has followed the road less traveled.

An electronics whiz kid fascinated by radio, Kennedy built transmitters, took out a ham radio license and hosted a weekday afternoon radio show on a 100 milliwatt "station" from his basement. Kennedy says he became inspired by radio at age seven, when his uncle gave him his first transistor radio. "After that, somehow it got in my blood," he says.

At college, Kennedy pursued successive degrees in psychology and communications at his hometown University of Toledo and later at Bowling Green State University. While studying for his master's degree, Kennedy worked part-time, on-air shifts at Susquehanna-owned WLQR(FM) Toledo until he realized that he "really didn't have" what it took to succeed as a disk jockey.

Kennedy then chose a behind-the-scenes approach to a radio career, although building on his interest in programming. His master's thesis analyzed the relative success of similarly formatted stations that Susquehanna owned in different markets. Then—Susquehanna president Art Carlson was so impressed by Kennedy's report that, shortly after seeing it, he created a position in the company's radio division—director of program research—and handpicked Kennedy for the job.

Now, as president and chief operating officer overseeing Susquehanna's 14 FM and seven AM stations, Kennedy still is involved to some extent with programming and format choices at the station level.

The company's long-standing approach to programming has been "to look for the largest audience segment that we [think] we can successfully serve," he says. "We spend a lot of time paying attention to what the listeners say, and we do not approach a market with a predisposed idea."

That philosophy is clearly in play at some of Susquehanna's major-market stations. Classic rock KFOG(FM) San Francisco was floundering in 1984, its ratings barely at a 1.0 share with adults ages 25-54, when Susquehanna purchased the station. After tweaking the format by incorporating adult alternative artists and



"Growth for us is a different kind of challenge than it is for the public operator. We have to be smarter and work harder."

David Edward Kennedy

President/COO, Susquehanna Radio Corp., York, Pa.; b. July 8, 1952, Toledo, Ohio; BS, psychology and communications, University of Toledo, 1975; MA, communications, Bowling Green State University, 1976; Ph.D, communications, Bowling Green State University, 1981; staff announcer, WMHE (FM) Toledo, 1971-73; announcer, program director, operations manager, WLQR(FM) Toledo, 1973-79; Susquehanna Radio Corp.: director, program research, 1979-83; VP, planning and research, 1983-89; senior VP, 1989-95; GM, WFMS(FM) Indianapolis and WRRM(FM) Cincinnati, 1989-95; current position since January 1995; m. Beverly Anne Perdeau, Jan. 8, 1971; children: Rebecca, 24; Nathan, 20; Neil, 13.

album-oriented rock, KFOG—and sister station KFFG-FM San Jose, which simulcasts KFOG's format—earned first place in the market, with a 5.6 share, in Arbitron's spring 1996 survey.

"Without the benefit of patience, some research and strong management, it would not have succeeded," Kennedy says. "Ultimately the listeners gave us the clues."

Kennedy's management concerns include managing a relatively small radio group in an age of unprecedented consolidation and stricter competition for ratings and advertising revenue. Although the basic rules are still in play, the playing field is much larger, he says.

"Our approach has been to visualize our competitive landscape and determine the potential impact of the various combinations of radio stations," Kennedy says. "In the past we looked at the possibilities of combinations of stations only up to the limits of duopoly. Now the process itself is not new, but the magnitude of the process is."

Although he favors radio deregulation in principle, Kennedy insists that some level of regulation is needed to prevent radio groups from expanding to an unwieldy size.

"As we grow, we can no longer use [the] traditional model of radio group ownership—the modified mom-and-pop approach—as that which will prove successful," he says. "Span of control is the issue, and as we acquire more properties, we have to figure out unique methods of improving our management."

Kennedy suggests that in the future, franchise industries could provide blueprints for running radio-station groups: "We must look to other industries to help guide us as we look at managing more properties."

Kennedy is intent on building Susquehanna's portfolio of large, midsize and smaller-market stations. But growth will be "cautious and conservative," he says. As a privately held company, Susquehanna is not held responsible to shareholders, but it faces different hurdles.

"Growth for us is a different kind of challenge than it is for the public operator," Kennedy says. "We have to be smarter and work harder to overcome the specific challenges that...the public operator does not have to face. But that is something that keeps us going."

—DP

Fates & Fortunes

BROADCAST TV

Appointments at WXYZ-TV Detroit: **Tammy Sortor**, 11 p.m. news producer, named executive producer; **Diane Charles**, associate producer, named Newshawk producer; **Michelle Donaldson**, media coordinator, University of Michigan Medical Center, Ann Arbor, joins as associate producer; **Christy McDonald**, part-time news writer, named associate producer.

Appointments at WPXI(TV) Pittsburgh: **Jennifer Brocato**, producer, WKBW-TV Buffalo, N.Y., joins as news producer; **Roberta Petterson**, 5 p.m. producer, KJRH(TV) Tulsa, Okla., joins as producer, weekend morning shows; **Laura Snell** joins as associate producer, local programming.

Dan Forman, managing editor, WNBC(TV) New York, named assistant news director.

Teena Eggeraat, special projects producer, KNSD(TV) San Diego, joins KFMB-TV there as investigative producer.

Steve Sabato, news director, WLKY(TV) Louisville, Ky., joins WFSB(TV) Hartford, Conn., in same capacity.

Ken Ericson, executive producer, WESH(TV) Daytona Beach, Fla., named assistant news director.

Gary Sotir, VP/GM, KSNT(TV) Topeka,

Kan., joins WICU-TV and WFXP(TV) Erie, Pa., as president/GM.

Appointments at Window to the World Communications Inc., Chicago: **Bob Mauro**, senior VP, WTTW(TV)'s Chicago Production Center, named executive



Mauro



Hughes

VP: **Mary Beth Hughes**, VP, sales and marketing, Chicago Production Center, named senior VP of the center.

Doreen Wade, VP/GM, WLNE(TV) New Bedford, Mass., joins WRGB(TV) Schenectady, N.Y., in same capacity. Wade succeeds retiring VP/GM David Lynch.

Appointments at Gannett Television, Arlington, Va.: **Louise Abernathy**, director, human resources, named VP, Gannett Broadcasting; **Elizabeth Keane**, director, broadcast, named VP, Gannett Broadcasting, and VP, community relations and programming; **Wendy Wolfe**, director, marketing, named VP, marketing, Gannett Broadcasting.

Westinghouse Broadcasting International (WBI), has formed Momentum Distribution Inc., Los Angeles, a company that will produce and distribute television programming for the U.S. and international markets. Donahue will be president/CEO. Momentum also has acquired the rights to the WBI library of programs.

Seth Levin, lawyer, entertainment and corporate issues, Kaye, Scholer, Fierman, Hays & Handler, New York, joins King World there as counsel, *Inside Edition*, *American Journal* and *Rolonda*.



Brown

Appointments at CBS TeleNoticias' new Miami office, opened to service the CMT: Country Music Television and CBS TeleNoticias business in Latin America: **Ricardo Brown**, senior correspondent, named director, news; **Sergio López-Miró**, director, public relations, Lezcano Associates, Miami, joins in same capacity; **Marcia Robbins**, manager, international distribution, Stamford



López-Miró



Robbins



Bermudez-Key

office, moves to Miami as director, affiliate relations; **Klaudia Bermudez-Key** joins

the Miami office as sales manager, international sales.

Ronald Geagan, regional manager, MG/Perin Inc., joins Western International Syndication, Atlanta, as Southeastern regional manager.

PROGRAMING



Lilliston

Bruce St J Lilliston, entertainment lawyer, joins The Kushner-Locke Co., Los Angeles, as president/COO.

Alexandra Marks, reporter, media and telecommunications policy, Christian Science

Monitor, joins NBC News, Washington, as general assignment correspondent; **Mitch Ackerman**, senior VP, television production, Walt Disney Television, Burbank, Calif., named executive VP.

Joseph Santaniello, VP, corporate legal department, The Walt Disney Co., Burbank, Calif., named senior VP/assistant general counsel.

Ray Donahue, VP, marketing and sales,

Schatz heads special projects



Randi Schatz has been named director of special projects for BROADCASTING & CABLE. She will be responsible for developing special reports, market

issues, dailies and other projects that will appear in the weekly magazine; BROADCASTING & CABLE INTERNATIONAL, or projects that carry the magazine's name.

Formerly international sales director, she will retain overall responsibility for sales and marketing for BROADCASTING & CABLE INTERNATIONAL.

RADIO

Guy Chase, overnight on-air host, and **Amy Page**, part-time host, WRGX(FM) Briarcliff Manor/Westchester County, N.Y., named afternoon host and overnight air personality, respectively.

Appointments at CNN Radio, Washington: **John Bisney**, anchor/correspondent, Associated Press Radio Network, Washington, **Dale Willman** and **Gary Baumgarten**, assistant news direc-

tor, WWJ(AM) Detroit, join as correspondents; **Ken Pauli**, anchor/editor, CNNRadio Newsource and Guest-source, named senior producer.



Lee

Buddy Lee, local sales manager, WTMX(FM) Skokie, Ill., joins Bonneville International's Dallas Radio Division, KDGE(FM)/KZPS(FM), as general sales manager.

Jim Prain, station manager, WSB Radio, Atlanta, named VP/GM, Cox radio stations in Tampa, Fla., WSUN(AM)/WWRM(FM)/WCOF(FM) and operates WFNS(AM).

ASSOCIATIONS/LAW FIRMS

Todd Barasch, advertising and promotion coordinator, and **Brigette Parise**, membership coordinator, NATPE, Santa Monica, Calif., named manager, creative services, and manager, member services, respectively.

CABLE

Appointments at Bravo and The Independent Film Channel, Woodbury, N.Y.: **Christine Ohama**, director, Western region, named director, sales strategy; **Marco Frazier** named sales manager, Central region; **Cathy Lehrfeld**, director, public relations, Group W Satellite Communications, joins as director, public affairs; **Linda DiPaola**, assistant director, convention services and event marketing, named director; **Traci Madeson**, supervisor, affiliate marketing, named manager, corporate marketing.

Eileen McKnight, VP/director, media planning, E.H. Brown Advertising, Chicago, joins Jones Education Networks, Englewood, Colo., as VP, national advertising sales.

Appointments at Showtime Networks Inc., New York: **Joan Boorstein**, VP, creative affairs, motion pictures, Showtime Entertainment Group (SEG), named senior VP, creative affairs; **Sara Edwards**, manager, Northeast region, and **Ken Kay**, manager, Northeast region, named directors, DBS; **Vicki Letizia**, manager, creative affairs, SEG, named director.

Mark Sonnenberg, senior VP, programming, iX, Los Angeles, named executive VP, entertainment.

Tony Cox dead at 55

Former Showtime Networks chairman Winston H. (Tony) Cox, an advocate for women and minorities in cable and an avowed opponent of gratuitous violence on TV, died of a heart attack Sept. 21 at a Manhattan health club.

Cox, 55, resigned from Viacom-owned Showtime in early 1995 after a corporate reorganization. Most recently he was CEO of Cybersmith, a chain of computer-equipped cafes in Cambridge, Mass.

A 1963 graduate of Princeton University, Cox began his career at HBO parent Time Inc. in 1965 while earning his MBA from Harvard. He joined HBO in 1976, becoming the network's executive vice president of operations in 1982 and president of the HBO Network Group. In 1987 he joined Showtime as chairman. Among Cox's accomplishments there were his securing, through boxing promoter Don King, rights to televise the Mike Tyson heavyweight championship fights. But while he worked to secure those fights, he also worked to reduce violence on TV. While at Showtime, he helped to launch the cable industry's Voices Against Violence campaign.

Among Cox's industry honors were the Vanguard Award from the National Cable Television Association and an award from the National Association of Minorities in Cable. Cox is survived by his wife, Heidi, and four children.



Cox in 1989

—JM

Judy Helms Dyer, manager, education services, The Weather Channel, Atlanta, named director.

Bros. Interactive Entertainment, Burbank, Calif., as director, product development.

TECHNOLOGY



Moschner

Al Moschner, chairman, Zenith Electronics, Chicago, named vice chairman, Diba Inc., Menlo Park, Calif.

Luke Rawls, director, marketing, video communications systems, Sony Electronics

Inc., joins Extron Electronics, Anaheim, Calif., as director, new technologies.

TELEMEDIA

Scott Schiller, VP, advertising sales, Prodigy, joins Sony Online Ventures, New York, as VP, marketing and advertising sales.

Mark Bernstein, legal counsel, CNN Interactive, Atlanta, named VP, business development.

Deborah Newman, consultant/owner, Second Stage Media, joins N2K Entertainment, New York, as VP, marketing, advertising and sales.

Dick Thorn, senior producer, Terragraph Interactive Studios, joins Warner

DEATHS

Margaret "Peggy" Whedon, 80, producer, died Sept. 23 of complications from an embolism at Georgetown University Hospital in Washington. In the early '60s, Whedon produced *From the Capitol*, a radio program, for ABC News. In addition to her radio work she created and produced *Issues and Answers*, an ABC news magazine for which she won a Peabody. In 1981 she became a producer of *This Week with David Brinkley*, which replaced *Issues and Answers*. Whedon worked on *This Week* until her retirement in 1984. She is survived by two children and two grandchildren.

Paul Jensen, 72, former VP/GM, KOLN(TV) Lincoln, Neb., died Sept. 20 in Lincoln after a long illness. After Army service in Europe during World War II and a stint as a big-band singer, Jensen joined KOLN(AM) Lincoln in 1948 as an announcer. In 1953 he jumped to the then-co-owned KOLN(TV) and was named to its top post in 1975. He is survived by his wife, Norma, and two sons.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

FCC officials last week asked the four networks to respond by last Friday to the Perot campaign's charges that the broadcasters are refusing to sell it "reasonable amounts" of time. Perot's campaign filed a complaint at the commission asking that the FCC require the networks to sell it more time.

FCC Chairman Reed Hundt wants the networks to deliver a simulcast of free airtime for candidate statements. "Isn't this the right time for broadcasters to provide free time at the same time and in prime time?" Hundt asked last Friday in a speech to the Children Now Symposium in Menlo Park, Calif.

Discovery Communications and the BBC have made a long-term partnership deal to launch new TV channels in the U.S. and abroad and to jointly produce programming. Under the deal, estimated at more than \$500 million,

the BBC will get its own U.S. cable outlet. In return, Discovery will have access to the BBC's programming library. The deal also calls for Discovery and the BBC to launch several nonfiction programming networks outside the U.S.

Digital audio radio satellite service (DARS) spectrum auction revenue will help pay for additional Clinton administration spending requests for FY '97. The auction will be included in sweeping FY '97 appropriations legislation that funds the FCC, the Commerce Department and several other government agencies. It was expected to be introduced late last Friday or on Saturday. Senate Majority Leader Trent Lott (R-Miss.) said Friday that Commerce Committee members had signed off on the deal to raise an estimated \$2.9 billion from the auctions. Senate Commerce Committee Chairman Larry Pressler (R-S.D.) and ranking mem-

TW consolidating TBS cable operations

Time Warner Inc. says its Warner Bros. unit will oversee many of Turner Broadcasting System's non-cable entertainment assets, including TBS's film and television libraries; all animation activity, including TBS subsidiary Hanna-Barbera; worldwide syndication operations (with the exception of CNN); consumer products, and Turner Home Video.

Last week, the company said it was reorganizing the cable network operations and TBS sports assets under the oversight of Ted Turner, who becomes vice chairman of the new Time Warner Inc. In a joint statement, Turner and Time Warner Chairman Gerald Levin said they were examining options to consolidate other areas where overlap exists between the companies, including marketing and promotion, business development, international channels, advertising sales and corporate staff activities.

—SM

ber Ernest Hollings (D-S.C.) had warned the Senate leadership in a Sept. 20 letter that if they "disregard" safeguards put into place by the Commerce Committee to protect spectrum, it "could result in subjecting local broadcasters, public safety users and other wireless licensees to spectrum auctions based on budget

policy, not communications policy."

ABC will retool its children's entertainment department in October, making way for a new executive position in New York and greater control by Geraldine Laybourne, president, Disney/ABC cable networks, and Dean Valen-

Bad blood over news channel decision

Time Warner's decision not to carry News Corp.'s proposed Financial News Channel (FNC) apparently is a sore spot for the two companies' top executives, who continue a war of words over the breakup of their FNC carriage deal. Rupert Murdoch's News Corp. says it plans to take legal action and hinted that it may exact its revenge down the road. "[Time Warner] had verbally accepted our deal," says Fox News Channel President Roger Ailes. "That kind of deliberate attempt to humiliate somebody is pretty unnecessary. We've been screwed big time, and we hope [Time Warner] takes steps to correct that."

Fox officials maintain that Time Warner, the nation's second-largest cable system, with approximately 11.5 subscribers, agreed several weeks ago to carry FNC and that its decision to instead carry NBC-owned network MSNBC is a breach of contract. FNC, which launches Oct. 7, will have 12.5 million subscribers, says Ailes.

News Corp. reportedly has sent Time Warner officials a letter stating it intends to take legal action, and has filed a complaint with the Federal Trade Commission, which recently approved the Time Warner/Turner merger.

Ailes says Time Warner's decision to carry MSNBC

instead of FNC is an attempt to avoid giving Turner's CNN market competition. "The way to do that is to avoid giving FNC coverage and to give MSNBC coverage, because Time Warner doesn't view MSNBC as a competitive threat."

Ailes says Time Warner's decision could affect future business between the companies. "When there's a war, everybody gets hurt. If there's a war, we don't intend to lose. Right now we feel that there's been a sneak attack on our ships."

The *New York Post*, a News Corp.-owned tabloid, has fired the first volley in what could turn into a nasty media battle. Last week the *Post* ran a story that said failure of the Time Warner/Turner merger to raise Time Warner's stock could lead to Time Warner Chairman Gerald Levin's exit.

While declining comment on Fox's statements, Time Warner/Turner officials aren't publicly lying down. At a Time Warner luncheon in New York last week to celebrate the Time Warner/Turner merger, Turner Broadcasting Chairman Ted Turner compared News Corp. Chairman Rupert Murdoch to Adolf Hitler.

—JM

Debates may be benched for playoffs

The Clinton/Gore and Dole/Kemp presidential campaigns finally have settled on dates and formats for presidential and vice presidential debates, but the two sides continue to spar over other details.

Three 90-minute debates are set: one vice presidential session on Oct. 6 and two presidential face-offs, Oct. 9 and 16. All begin at 9 p.m. ET.

Short of a rain-out, Fox is set to air an 8 p.m. American League Championship game on Oct. 9. Conflicts for Fox also are possible on Oct. 6 and 16. If the American League Championship goes to a seventh game, NBC will air the game instead of the debate on Oct. 16.

One problem is that Fox and NBC have contractual obligations to air postseason baseball games, potential-

ly conflicting with the presidential forums. Dole wants to start the debate 45 minutes earlier on Oct. 16 to maximize TV coverage, but at press time the Clinton campaign was not permitting any changes.

The Clinton campaign has accused the Dole team of jeopardizing the debates by refusing to sign a contract spelling out details of the forums. They would not sign until Clinton agreed to permit Dole's use of a special writing platform in the Oct. 16 debate.

Meanwhile, Reform Party presidential candidate Ross Perot, who is being excluded from the debates, has filed a lawsuit in U.S. District Court seeking an injunction against the Commission on Presidential Debates' sponsorship. Oral arguments will begin Oct. 1. —HF

tine, president, Disney TV and Walt Disney TV animation. The reshuffling comes in the wake of the departure of Linda Steiner, VP of children's entertainment. The yet-unnamed executive will coordinate development, scheduling and management of ABC's five hours of Saturday morning programming for children, as well as the *Afterschool Specials*.

CBS has announced its final plans for giving presidential candidates Bill Clinton and Bob Dole free airtime.

Each candidate will be given two to two and a half minutes four days in a row to speak on four issues identified by a CBS News poll as being of "greatest concern to the American voter." The candidates' responses will run back-to-back, one issue per day, on successive broadcasts of the *CBS Evening News with Dan Rather*. They will be repeated on *This Morning and Up to the Minute*. The first responses will air Oct. 21 on the *CBS Evening News*.

UPN has tapped **Perri**

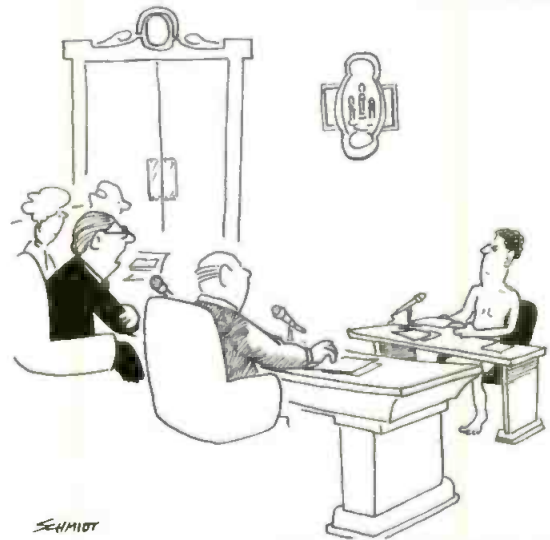
Stein, NBC's VP, sales, to head a new in-house advertiser sales division. Stein will work out of the network's New York offices as senior VP, advertiser sales, establishing the new division and opening regional sales offices in Chicago and Detroit. She'll oversee broadcast sales beginning with the 1997-98 upfront.

Fox will create a second regional sports network in Los Angeles

that will use Los Angeles Dodgers games as its program anchor. Fox's network, to launch early next year, comes out of an agreement reached with Tele-TV to sublicense Dodgers cable rights obtained by Tele-TV from KTLA(TV) Los Angeles earlier this year. Fox already operates regional sports network Prime Sports West (which will change to Fox Sports West on Nov. 1) as part of its Fox Sports/Liberty Media partnership. Beginning with the 1997 season, the Fox TV network will televise 40 home and away Dodger games.

About 100 staffers could be laid off at KCAL(TV) Los Angeles next month, when Young Broadcasting completes its \$368 million purchase of the station from Disney. In compliance with federal law, Disney last week sent letters warning nonunion and non-contract employees of their uncertain job status. Young also sent a letter to KCAL employees reiterating that no decisions on staffing changes have been made.

Frasier star Kelsey Grammer suffered only minor injuries when he flipped his Dodge Viper outside his Los Angeles home. Grammer, who has admitted to having problems with alcohol and drugs in the past, reportedly passed a breathalyzer test. Nonetheless, he checked into the Betty Ford Center for treatment of substance abuse. Paramount temporarily halted production of the show last week.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Are you telling this committee that you are in favor of nudity on TV?"

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Incorporating The Fifth Estate TELEVISION Broadcasting

Look out Belo

Last week, Belo Broadcasting offered free airtime to Senate, House and state gubernatorial candidates in its seven TV markets. That, of course, is one of Reed Hundt's causes célèbres. The announcement was followed quickly by another: that Belo was paying a billion and a half dollars to buy the Providence Journal Co. and its 11 TV stations.

Was someone greasing the wheels at the FCC? Absolutely not, says Belo, which points out that the deal requires no waivers. And Belo is too serious a player in this industry not to be taken at its word. Still, the situation is instructive as to how insidious content regulation by implicit threat can be to those who need something from the FCC. There are plenty of media companies that need licenses renewed, or waivers of one kind or another, or that would like to avoid fines for indecent programming or that would like a favorable handicapping of their children's TV efforts.

We hope broadcasters will not decide to cash in their First Amendment freedoms one chip at a time.

Fall classics

Could anything be more profoundly American? Not only will Americans this fall get to choose between two politicians to lead them into the 21st century (three if you count Ross Perot, the wild card in this race) but also between Clinton vs. Dole and Mussina vs. Cone.

The availability of the debates to the widest possible voter population will be influenced by postseason Major League Baseball play. Both Fox and NBC claim contractual obligations to air postseason MLB games, regardless of conflicting debate schedules.

So what's a network to do? TV executives note that they made their baseball plans months ago, long before the debates were set. Baseball has an advantage over national

politics in that it can at least tentatively schedule the face-offs even when the candidates have not been determined. Yet debates have been part of every presidential election for the past 20 years. Fall elections every four years are a tradition that goes back even further. Cynics might suggest that the networks could hardly have been taken by surprise.

Baseball has long been considered the American pastime, but after recent labor problems, baseball needs the interest generated by the playoffs and World Series. The games will almost surely provide more action and excitement than two or three guys in suits.

Ties that bind, part II

In last week's issue we wrote about the entangling broadcast and cable alliances of NBC on a national level, suggesting they were emblematic of a new media reality. This week brings an example of local synergy that complements and strengthens that argument.

The ABC affiliate in Waco, Tex., KXXV(tv), is planning to assemble and air a prime access special promoting the local noncommercial stations, particularly their service to children. Those stations will simulcast the special and produce segments for it. KXXV will then devote all its local ad time in the network schedule that night to cut-ins soliciting pledges to the stations. Meanwhile, the station also has partnered with a local cable system on a 24-hour weather channel and microwaves its programming to another cable system in nearby Bryan, Tex., with a different slate of commercials inserted. The station even has a Web site to make sure that base is covered.

"We don't look at the PBS stations or cable systems as the competition," said news director Tom Pratt. Whether it is the threat of auctions, FCC scrutiny or new economic realities (including the threat of a common enemy—DBS), broadcasters are choosing to hang together with traditional rivals. It sure beats the alternative.

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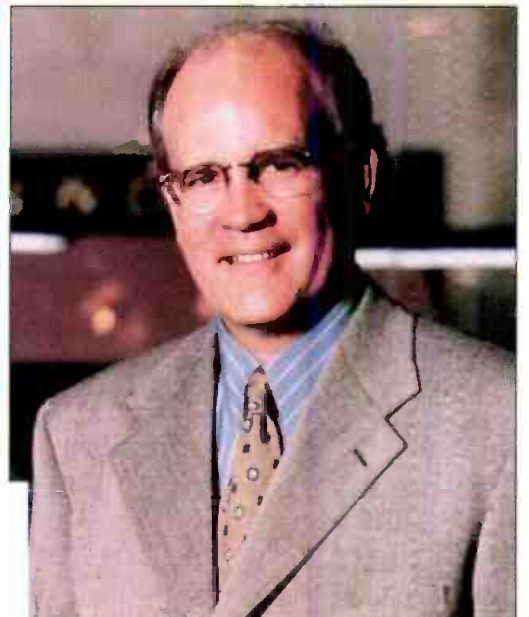
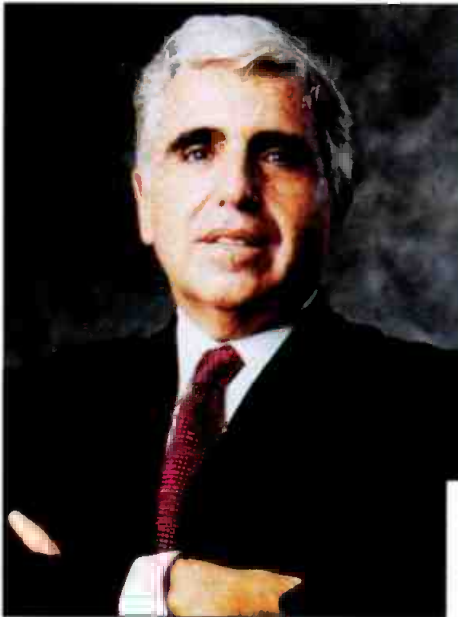
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