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Networks Can't Win for Losing with Critics of GOP Coverage

FCC Sets Aside 1,900 Channels for Digital TV Allocations

Everything Old Is New Again In Fall Network Promos



WILL THERE BE ONLY SEVEN TV GROUPS? WILL HIS BE ONE?

David Smith (Sinclair) Has More TVs Than Anyone Else, And He's Just Getting Started

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TOP OF THE WEEK / 6
BROADCASTING / 33
CABLE / 59
TECHNOLOGY / 75

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Fast Track

Must Reading from

Broadcasting & Cable

August 19, 1996

TOP OF THE WEEK / 6



The Republicans offered their own version of the convention on The Family Channel and USA Network. / 6

Pre-programming may kill convention coverage The absence of suspense or spontaneity in tightly scripted and made-for-television political conventions actually deters viewers and costs news organizations more than the gatherings are worth in ratings and news value. / 6

Networks promote familiarity Networks are using a little nostalgia to tout their prime time lineups, including early TV icons like WB "spokesfiban" Michigan J. Frog and recent TV star Michael J. Fox. / 12

FCC releases draft of digital channel assignments The FCC released its proposal for assigning each station a new channel for delivering digital TV. The plan would assign more than 1,600 new TV licenses, reserving an additional 300 for currently unused noncommercial channels. / 17

Kenney faces rocky road Washington insiders say Regina Keeney's nomination could be set back by election-year politics and the administration's failure to "grease the wheels." / 24

Dole brings back digital auction fight GOP presidential candidate Bob Dole wants to auction off the digital TV spectrum to raise money to help balance the federal budget and offset tax cuts. / 25

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Sinclair takes a new approach to news

Sinclair Broadcasting is rolling out newscasts, mixing wholly owned start-up efforts and joint ventures with competing stations. / 33



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Fox's NewsEdge plays politics Fox's news service, NewsEdge, wants to define itself through its political coverage. / 48

Radio services develop Internet strategies

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David Smith strikes it rich with Sinclair Broadcasting

Broadcasting iconoclast David Smith, who experienced personal and professional setbacks last week (see page 13), discusses consolidation, spectrum and survival with BROADCASTING & CABLE. / 27

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Lifetime buys off-net rights to 'Ellen'

Lifetime Television snaps up off-network rights to *Ellen* in the largest deal ever of its kind. The show will make its cable debut in 1998. / 60

C-band sees trouble Escalating DBS sales combined with its longtime competition for cable subscribers may hasten the demise of the C-band satellite business. / 64

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July 30, 1996.
HDTV history is made.
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- First HDTV Simulcast, WRC-TV 4 (1992)
- Transmitter selected for the Grand Alliance Field Tests (1992-1995)
- NIST HDTV Broadcast Technology Joint Venture (1995-1998)



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The No-News Convention

Viewers turn elsewhere; networks question value of expensive coverage

By Heather Fleming
SAN DIEGO

TV network coverage of political conventions may not be around at all in 2000. Ratings are down, the expense is enormous and the outcome is almost always predetermined.

GOP convention planners carefully orchestrated their quadrennial convention last week to maximize network coverage. From prepackaged video clips and carefully timed breaks to a talk show-style presentation by Elizabeth Dole, Republicans took convention control to a new level. Network executives and journalists argue that the trend toward tightly scripted conventions is diminishing the news value.

"The irony is that made-for-TV conventions may drive TV away," says Andrew Heyward, CBS News president. "There is still public service in letting viewers see the candidates and the message up close," he says, "but at a certain point you have to balance the



No surprises in San Diego: following the script, the Kemps and Doles celebrate winning the Republican nomination.

public service against the expense and news value."

ABC, CBS and NBC began their coverage of the convention at 10 p.m. ET Monday-Wednesday. On Thursday, the night GOP presidential nominee Bob Dole and running mate Jack Kemp delivered their acceptance speeches. ABC and CBS began coverage at 9. NBC held off until 9:30 (after *Seinfeld*). Similar coverage is planned

for the Democratic convention, beginning Aug. 26.

Bucking Republican convention planners' efforts to dictate coverage, the three networks opted to provide commentary, analysis and interviews instead of several GOP showcased speeches. None of the three aired Gerald Ford's speech: ABC chose to air only the last minute of George Bush's speech, and CBS aired only small portions of a prepared video on Ronald Reagan. In addition, NBC's decision to delay its Thursday night coverage cut into Kemp's acceptance speech. All three

networks aired the entire speeches of General Colin Powell, Representative Susan Molinari (R-N.Y.), Elizabeth Dole and Bob Dole.

PBS and NBC teamed to provide two hours of joint coverage each night that aired on PBS's *NewsHour with Jim Lehrer* at 8. At 10 p.m., PBS began its individual coverage, focusing on speeches from the podium.

Like PBS, CNN began its evening

GOP convention no ratings landslide

HOLLYWOOD—Enthusiasm in the San Diego Convention Center certainly wasn't mirrored in the viewing audience, as the GOP bash suffered an abysmal showing in the ratings last week.

A far cry from the double-digit ratings of the 1992 Republican convention in Houston, the three major networks saw viewership diminish to dismal lows Monday through Wednesday—the latest ratings available by press time.

Wednesday night posted the lowest ratings, despite an off-the-cuff speech by Elizabeth Dole, who broke tradition by leaving the podium and speaking among the audience. ABC, CBS and NBC averaged an 11.3 Nielsen rating/22 share, a 28% drop from four years ago, when the three-network average was a 15.7/30. NBC led the pack Wednesday with a 5.2/10,

followed by ABC with 3.6/7 and CBS with 2.5/5. CNN had a 1.8/3.

Monday's ratings were down 21% from the average 16.0/30 earned at the last GOP convention, with the three networks averaging a 12.7/23 while covering appearances by Nancy Reagan and Colin Powell. NBC led that night with a 4.5/8, while CNN trailed with a 1.9/3.2. Commercial-free GOP-TV, produced and anchored by Republican party hires, checked in with a 0.6/0.9 on The Family Channel.

Tuesday's ratings were down 16% from the 13.8/26 average four years ago, as all three reported an average 11.6/22 in covering the evening festivities that included a keynote speech by Representative Susan Molinari (R-N.Y.). NBC and ABC were neck-and-neck with a 4.1/8, while CNN got a 1.9/3.3 and GOP-TV a 0.5/0.8. —LR, HF

You'll know a
good thing when
you see it.



ABC/Craig Sjoдин



NBC/Lisa Berg



CBS/Patrick Pagnano

Viewers showed less interest in the Republican convention this year than in 1992. Above: Jennings, Brokaw and Rather (with Kemp).

coverage at 8 each evening of the convention. Ed Turner, CNN's executive vice president, newsgathering, says the extensive coverage "goes with the territory. Our colleagues [at ABC, CBS and NBC] are in another business, entertainment, and we're not."

C-SPAN also offered its traditional "unfiltered" gavel-to-gavel coverage with no commentary.

In an unprecedented move, GOP-TV, the Republican party's in-house TV arm, covered the four-day convention and aired it on The Family Channel and USA Network. The coverage mimicked that of conventional cable or broadcast networks, but the story was told from the Republican perspective.

Highlighting the networks' concerns over newsworthiness, ABC's *Nightline* pulled out of San Diego after Tuesday night's show. "This convention is more of an infomercial than a news event," Ted Koppel said during Tuesday's broadcast. "Nothing surprising has happened. Nothing surprising is anticipated."



The Republican party's coverage on GOP-TV appeared on USA and Family.

"Anyone surprised that there was no news shouldn't have been surprised," NBC's Zucker says. "It's like the police chief finding out there's gambling going on in 'Casablanca.'"

CNN's Turner also found it "annoying that some journalists and news executives seem to think it has to be entertaining to be news.... The subject of the governance of the country for the next four years is really rather important, even if personalities are well behaved."

Stephen Hess, a Brookings Institu-

tion political analyst, found the network's coverage of the conventions disappointing. "When [network reporters] think they have something more important to say than showing a brief speech by a former President of the U.S., my feeling is that they've lost sight of their role in society, which is to explicate what other people are doing."

Another political commentator, Ben Wattenberg of the American Enterprise Institute, says the networks' one-hour-a-night coverage mixed in with political analysis and commentary was an "abdication of responsibility by people who say they have a serious role in the news business."

It's tough to take a middle-of-the-road approach, however. CNN's Turner points out that "when you set out to do one of these things, it is so expensive to set up the infrastructure. If you do one hour a day for one week, you might as well do something else."

"From a cost-benefit point of view, it's not worth it. We're losing money," Heyward adds. ■

Dennis Brack/Black Star

Media companies party with GOP

By Heather Fleming
SAN DIEGO

Cable, broadcast and other communications companies opened their wallets before going to last week's Republican convention.

Common Cause, a consumer advocacy group that monitors campaign finances, found that Republicans took in \$4.86 million in "soft money" from communications companies and \$1.21 million from the entertainment industry between January 1995 and June 1996. Among the donors: News Corp. (\$351,000), TCI Inc. (\$330,000), Jones Intercable (\$70,000), Comcast (\$55,000), Time Warner Inc. (\$290,000), Walt Disney Co. (\$175,250) and Viacom Intl. Inc. (\$60,000).

Although the host committee does

not have to disclose who it receives money from until well after the convention, the San Diego group released a list of those companies and individuals who had donated \$100,000 or more. Time Warner, AT&T, GTE, Pacific Telesis Group, and QUALCOMM were among the 42 donors listed.

Corporations are prohibited from making contributions in connection with a federal election, while individuals and political action committees (PACs) are subject to a \$15,000 limit per party per year. "Soft money" contributions bypass limits through a loophole allowing unlimited donations for "non-federal" purposes.

Members of the communications industry also sponsored several events last week, including: a National Association of Broadcasters lun-

cheon honoring Senate Commerce Committee member John McCain (R-Ariz.) and others in the Arizona delegation; a Turner Broadcasting System brunch for the Georgia delegation (including House Speaker Newt Gingrich), and a CBS luncheon for several hundred guests.

Center for Responsive Politics project director Nancy Watzman said companies see their convention events as "good business practice. Anyone who has a legislative agenda, who wants to curry favor, or wants to make sure their phone calls get returned, is involved."

Communications executives were also treated at the convention to hard-to-come-by floor passes, invitations to lavish parties and access to influential party members. ■

A good thing
is about to become
a really good thing.

CBS to unveil cable channel

Service, with material from network libraries and originals, to be used in retrans negotiations

By Steve McClellan
NEW YORK

Don't call it The Archive Channel. That's what sources inside CBS and Westinghouse are saying about the cable channel the broadcaster is expected to unveil early this week.

But just about everybody outside the company who's gotten wind of the new channel says it will be based to a significant degree on program material from the CBS News and Entertainment libraries. Insiders, however, strongly suggest it also will include original production. Just how much is unclear.

One Wall Street executive, who heard from network contacts that the channel will be announced this week, says it was described to him as "a cross between Discovery Channel, The History Channel and A&E," with some elements of the upcoming Biography Channel thrown in for good measure. "I'm glad to hear they have a clearly defined programming strategy," quipped Patty McCaskill, vice president, programming, of Charter Communications, the St. Louis-based MSO.

CBS has not gone wide with the pro-

posal to either MSOs or broadcast affiliates. But at least one MSO—Time Warner Cable—has seen a formal proposal. Executives there had little to say about the proposal, however, beyond confirming that CBS was positioning the channel as a bargaining chip for retransmission consent talks.

McCaskill says she will reserve judgment until she sees a proposal from Group W Satellite Communications, the Westinghouse unit responsible for marketing the channel. On principle, she says, Charter isn't thrilled about deal-driven retrans channels, "but if the programming is compelling and we think it would appeal to our viewers, we would want to consider it."

Others in the MSO community were a bit miffed upon hearing that the network was planning an announcement this week without briefing them first. "I've been trying to get information on this channel for weeks without success," says one flustered cable programmer.

But a Wall Street source says the company decided only recently to go with a start-up channel, after talks to buy into existing channels, or buy them outright, fell apart or stalled indefinitely.

ly. They included talks with Discovery, Travel Channel, International Family Entertainment and Gaylord. "This is definitely the fallback plan," the source says.

The decision is also *deja vu* for some CBS executives who went through retransmission deliberations three years ago. Then too, the network had pondered an all-news channel. That plan was scrapped in favor of a channel based on library material. Ultimately, the network embraced what in hindsight turned out to be foolhardy—a plan to simply demand cash from MSOs in return for just the CBS network signal. The MSOs said no, the network got nothing, and affiliates were left scrambling at the last minute to do their own local agreements.

The CBS network hopes to get affiliate support for the proposed channel in retrans talks. But according to Phil Jones, president of Meredith Broadcasting and former CBS affiliate board chairman, "a lot of us are moving ahead at whatever speed our markets are demanding. Some of the cable operators are demanding that we go ahead and make these arrangements now. I would love to do for CBS whatever I can, but I may have to cut some deals in advance of them." ■

TW to pay TCI \$60 million in merger

DENVER—Tele-Communications Inc. will get about \$60 million from Time Warner to offset the tax impact of Liberty Media Group spinning off its interests in the merged Time Warner/Turner Broadcasting System company.

Barney Schotters, TCI's top finance executive, confirmed the amount during a media briefing following TCI's annual shareholder meeting last week.

Earlier reports, based on a document inadvertently sent to the Securities and Exchange Commission, had put the amount at \$67 million.

Agreement between TCI and Time Warner over terms of the deal, approved by TCI's board, was necessary for Time Warner to consummate its merger with TBS. TCI, Time Warner and TBS all have signed off on a consent order approved by the Federal Trade Commission staff. The only remaining hurdle is approval of the consent order by all five commissioners.

"It has been a complicated and obviously long negotiation," TCI chief executive John Malone told stockholders. "The negotiations with the Time Warner and TBS folks generally have been friendly, cordial and productive. But it took a year to get the government to see it our way."

As previously reported, the Liberty spin-off will hold 9% of the merged Time Warner/TBS entity and ownership of Southern Satellite Systems Inc., which distributes TBS programming. The Liberty spin-off, which will be distributed to Liberty shareholders, will have assets of roughly \$2.5 billion.

Schotters outlined certain changes in the TCI/Time Warner agreement—including how TCI votes its interest in the merged Time Warner/TBS company, limitations to management control and previously negotiated affiliation agreements—but declined to provide details.

He did say, however, there had been "no material change." For example: "It's an affiliation agreement that's five years instead of 20, but we have a number of renewal options that can make it longer."

The TCI board also approved the periodic buy-back of up to 37 million shares—roughly 20%—of Liberty Series A and B common stock. "We believe Liberty is currently trading below its intrinsic value, which will become visible at the time of the Time Warner spin-off," said Malone. "We want to be in a position between board meetings where management could take advantage of a downturn in the stock." —PC

Good things
come to those
who wait...

If it's August, it must be promo time

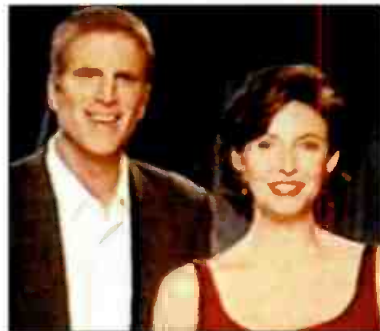
TV networks busy selling their fall lineups to viewers

By Lynette Rice
HOLLYWOOD

Hope that familiarity breeds new fans, the networks have begun to roll out fall promotional campaigns that use a little nostalgia to tout their prime time lineups.

CBS already has started to "Welcome Home" viewers to a lineup of longtime TV stars, UPN is relying on a popular rap tune to lure the crowds, and NBC's proudest promo spoofs a classic "Wizard of Oz" moment in introducing Jeff Foxworthy to his new home ("I have a feeling I'm not on ABC anymore"). This year, expect The WB's "spokesfiban"—Michigan J. Frog, who dates back to the 1950s—to talk up the shows.

Fox is reminding viewers that it has



CBS is heavily promoting 'Ink' (top left), NBC is pushing Jeff Foxworthy (bottom) while UPN is going back to back.

the World Series and Super Bowl, while ABC is promoting Michael J. Fox as the veteran TV actor who viewers know and love. The playful promo has Fox, who plays a New York City deputy mayor in the Tuesday night

comedy *Spin City*, racing his chauffeur to work on in-line skates.

"We wanted to show that Michael is back the way you remember him and like him," says Jim Vescera, ABC's senior vice president of advertising and promotion.

CBS will tout its great TV stars of old, such as Bill Cosby in *Cosby* and

Ted Danson of *Ink*, in a "welcome-home campaign. It's welcome home from your day, welcome to the home of great entertainment, great stars," says George Schweitzer, the network's executive vice president of marketing.

Fox will bill 1996-97 as its "Superseason" by reminding viewers of the big games and giving 101 reasons to tune into the network. *The X-Files*, the new *Millennium* and *Melrose Place* diva Heather Locklear surely will top the campaign, says Fox's Stacy Marks-Bronner, executive vice president of marketing.

The WB hopes to build on the small but steady following for *Savannah* by having its mainstay Michigan J. Frog introduce the drama. And look for the network stars to promote their home in a Porky Pig-like "Dubba Dubba Dubba WB" manner.

NBC will drive home its Monday night lineup featuring *The Jeff Foxworthy Show*—that's an original Munchkin from the classic movie in the promo spoof—and tout Wednesdays as the new "Must-See TV" night.

UPN has found inspiration in the popular Sir Mix-a-Lot tune "Baby Got Back" by kicking off a "back-to-back" campaign that touts full nights of comedy and family entertainment. One colorful print ad that's set to run in men's magazines such as *GQ* has *Sparks* star Robin Givens standing back-to-back with *Mo'Nisha's* Brandy Norwood.

The campaign has caught on with affiliates. "What started out as a network prime time application, our affiliates have wholly embraced and taken into their local dayparts. Now we have synergy throughout the whole of the station," says Joe Passarella, UPN's senior vice president of marketing and advertising.

CBS starts fall on Sept. 12

HOLLYWOOD—CBS will debut most of its 1996-97 prime time lineup starting on Sept. 12, beginning with *48 Hours*, but will hold back on some Wednesday night shows until dates for the presidential debates are announced.

The new *Everybody Loves Raymond* and the returning *Dave's World* will debut Sept. 13, followed by Sunday's *60 Minutes* and a special episode of *Touched by an Angel* that introduces the characters on the new *Promised Land*, which debuts Sept. 17.

As expected, the "Big Comedy Monday" lineup of *Cosby*, *Ink* and *Murphy Brown*, along with a new episode of *Chicago Hope*, premieres Monday, Sept. 16. A special preview of the comedy *Pearl* appears in *Cybill's* 9:30 p.m. spot before returning to its regular time period on Sept. 18.

The Nanny and *Pearl* are the only Wednesday night shows to debut that week as the premiere schedules for *Almost Perfect* and the new *Public Morals* and *EZ Streets* remain uncertain because of the upcoming presidential debates, tentatively scheduled for Wednesday, Sept. 25, as well as Oct. 9 and 16.

Diagnosis Murder returns for a fourth season on Sept. 19, followed by the debut of *Moloney*, starring Peter Strauss. *Mr. and Mrs. Smith* and *Nash Bridges* premiere Sept. 20, followed by *Dr. Quinn, Medicine Woman*, an original *Touched by an Angel* and *Walker, Texas Ranger* on Sept. 21. *Angel* makes its official premiere Sunday, Sept. 22.

Cybill and the new *Early Edition* debut the following Monday at 9:30 p.m. and Saturday at 9 p.m., respectively.

—LR

Sinclair's Smith arrested on sex charge

Also last week, petitions to deny filed against two of company's stations

By Elizabeth A. Rathbun

BALTIMORE

It was a bad week for David Smith. The president of Sinclair Broadcast Group was arrested last Tuesday and charged with "a certain unnatural and perverted sexual practice," according to the Baltimore City police.

A police spokesperson said an officer was attempting to solicit an alleged prostitute when a Mercedes pulled up across the street. The woman said it was "her regular customer and she needed to go over to him," the spokesperson said. Police said they followed the pair and witnessed the woman performing oral sex.

Both were arrested and Smith was held overnight before being released on his own recognizance, according to the *Baltimore Sun*.

Also last week, a Washington lawyer said he would file a "petition to deny" Sinclair's plans for two TV stations in the Greenville, S.C., market. That petition was to have been filed on Friday.

Smith was not available for comment last Thursday. A woman who answered the telephone in his office said he was on vacation.

Smith's brother, Frederick Smith, vice president of Sinclair Broadcasting, declined comment on the FCC filing. As for his brother's arrest, Fred Smith

said it is a family matter: "This does not impact one iota on his excellent leadership" of Sinclair Broadcasting. David Smith is married and has children, but Fred Smith would not say how many children.

The company issued a statement saying: "The allegations against Mr. Smith are of a personal nature. Sinclair is confident this matter will conclude in a fair and equitable resolution. The company will continue to operate under the direction of its current management." Sinclair stock fell slightly last Thursday, from 39 1/4 to 38 1/2.

David Smith has collected more TV stations than any other broadcaster under the banner of family-controlled Sinclair Broadcasting. He's known as a tough deal-maker, but critics say his business tactics push the regulatory envelope (see "Cover Story," page 27).

These tactics, which include widespread use of LMAs and sales of overlapping stations to family-owned Glencair Ltd., incited the petition to deny. Plans for the petition were first reported in *BROADCASTING & CABLE*'s July 29 issue.

Written by lawyer Nathaniel F. Emmons on behalf of First Media Television LP, the petition accuses Sinclair of "a sweetheart arrangement" with Glencair that "is anything but arm's-length." First Media, which owns WHNS(TV)

Asheville, N.C./Greenville, competes in the market with both River City-owned WLOS(TV) Asheville and WLOS's former satellite, WFBC-TV Anderson, S.C. Sinclair stands to acquire the stations through its \$1.2 billion merger with River City. But River City recently filed with the FCC to sell WFBC-TV to Glencair.

Most of Glencair's equity is owned by Smith's mother, Carolyn C. Smith. Sinclair has an option to purchase that interest, according to company documents filed at the Securities and Exchange Commission.

"Glencair's proposed acquisition of WFBC-TV is plainly a contrivance designed to enable Sinclair to skirt the television duopoly rule," the petition says. It alleges a violation of FCC cross-interest rules, which bar someone from having "meaningful" interests in two broadcast stations in "substantially the same area," according to a January 1995 notice of proposed rulemaking on the issue.

In a May 17 statement to the FCC, Sinclair's Washington attorneys wrote that the company's LMAs have enhanced competition. They also "have transformed marginal or struggling stations into profitable facilities," expanded local, children's and minority programming, and facilitated minority ownership of several stations. ■

DBS companies respond to EchoStar price drop

By Jim McConville

NASHVILLE

It didn't take long for direct broadcast satellite (DBS) companies to take up the \$199 price gauntlet thrown down by EchoStar.

EchoStar started the price drop two weeks ago when it took its seven-market \$199 test national. Customers who sign for one year of programming for \$300 can purchase EchoStar hardware for \$199.

DBS operators DIRECTV and AlphaStar Digital Television are trying to match it by rolling out promotional incentive deals of their own.

Such wheeling and dealing took cen-

ter stage at the Satellite Broadcasting & Communications Association (SBCA) show here last week. Other DBS makers rolled out promotional deals as the satellite industry approaches its all important fourth quarter selling season.

The next 12-18 months, say DBS operators, is also a critical window for signing subscribers before cable, telephony and wireless providers respond with new digital services. "We have to be cheaper and better than cable," says Charlie Ergen, chairman of EchoStar



(see related story p. 65).

The largest DBS operator, DIRECTV, plans to match EchoStar's offer starting Aug. 29, according to retail dealers who received notices from

DIRECTV by mail on Aug. 14. The deal reportedly gives consumers who sign for a year of DIRECTV's \$350 "Total Choice" programming package a \$200 rebate on DIRECTV's satellite dish and receiver.

DIRECTV officials wouldn't comment on the deal, but confirmed that

AMERICA IS SOLD ON WALKER --- TEXAS RANGER

SOLD TO 85%
OF THE COUNTRY.
175 STATIONS!



CBS
PRODUCTIONS



THE LEADER IN YOUNG ADULT PROGRAMMING



they were working on it.

"We're looking at mechanisms to get price points that are in effect matching [EchoStar] on the hardware side," said executive vice president James B. Ramo at an SBCA press reception. "We're talking to manufacturers about how to get that price point into the market."

Ironing out such a deal takes time because of DIRECTV's numerous manufacturer-partners, Ramo says. But industry insiders say DIRECTV may not want to let the deal out of the bag before Aug. 29, fearing that present buyers might delay purchases.

AlphaStar, which began selling DBS systems just last month, staged its own TVRO dealer incentive program right on the SBCA show floor.

Dealers who purchased AlphaStar systems for \$599 got \$500 coupon books that let them redeem a \$100 coupon for each AlphaStar subscriber they sign. Dealers can keep the money or pass it on to customers. The major drawback: it's limited to 5,000 AlphaStar units.

Another DBS coupon plan—USSB's "Wow Me" DSS movie promotion—gives consumer electronics retailers a \$200 value coupon book.

PrimeStar Partners and Tele-Communications Inc.-owned PrimeStar by TCI courted prospective TVRO dealers with a new national distribution program. TVRO dealers account for approximately 50% of PrimeStar by TCI's business this year, says TCI Satellite President Gary Howard.

PrimeStar is possibly most vulnerable to EchoStar's \$199 deal, say satellite executives. PrimeStar rents its 36-inch DBS dish for roughly \$1 a day.

"PrimeStar built their model on \$1 a day, but \$1 a day is too much right now," says EchoStar's Ergen.

With DBS hardware at \$200, DBS companies say they will have to make their money selling fancier DBS programming packages filled with premium channels at higher price points.

Such a strategy may pay off, says EchoStar President Carl Vogel, who notes that 75% of EchoStar's estimated 100,000 subscribers have at least one premium channel as part of their service.

Besides a higher subscriber forecast, DBS companies this year are also spending more on advertising. EchoStar for one will spend \$50 million, with a large chunk earmarked for pushing its \$199 promotion. ■

Closed Circuit

ABC, Cox team up in San Diego

ABC affiliate KGTV(TV) San Diego and dominant local cable operator Cox Communications today are expected to announce plans to introduce a 24-hour news channel called San Diego's News Channel 15. Scheduled to debut on Sept. 30, the channel initially will provide repeats of KGTV newscasts as well as simulcasts of breaking news reports. The channel will introduce original programming in 1997 and expects to be able to offer a live 10 p.m. newscast by April. Cox recently dabbled in producing local news for San Diego with Cox Convention Connexion, a local channel that provided reports on the Republican National Convention for the cable operator's 470,000 area subscribers. —RB

PHILADELPHIA

Philly sports solution

Comcast Corp. may be close to a partnership deal with Rainbow Programming, NBC Cable and Liberty Media that would maintain SportsChannel/Prism as the cable company's regional sports brand in Philadelphia. Sources close to the talks say Comcast is eager to nail down a deal before the start of the NBA and NHL seasons. Comcast recently struck a \$500 million deal with Spectacor to buy the Philadelphia 76ers and Flyers. But SportsChannel still owns regional cable distribution rights for the Sixers through the 1997-98 season and had been negotiating a renewal with the Flyers. An NBC Cable source says the situation is "likely" to produce a solution "so Comcast can participate in the distribution business."

NEW YORK

Kid stuff

Disney/ABC executives are talking with Arbitron officials about developing a method to survey children's radio listening. Arbitron President Stephen Morris says both companies "are exploring what it would take to develop this kind of measurement." At least one concern is how to retrieve a response from children under 12. Arbitron surveys listeners ages 12-plus.

HOLLYWOOD

Hey, big spenders

With the new fall season just around the corner, Fox traditionally leads the pack in spending

on advertising, a network spokesperson says. Unlike the other networks, Fox's lack of programming by day forces it to spend elsewhere to tout its prime time lineup, although its affiliates provide strong promotional support. All the networks are expected to spend \$13 million-\$19 million for the fall campaign, one network source says, with CBS and NBC running neck-in-neck in advertising dollars, followed by ABC.

WASHINGTON

ASkyB's local angle

The Copyright Office says it won't challenge ASkyB's plans to deliver local broadcast signals with its DBS package. ASkyB, the DBS venture of MCI and News Corp., had asked the office to declare that offering the local signals to subscribers would not violate copyright law. In a letter issued last week, the office said it does not distribute such declaratory rulings, but said it "would not question" a report by ASkyB that it was retransmitting a network affiliate's signal locally to DBS subscribers within the affiliate's market. ASkyB Chairman Preston Padden said the response will allow his company to move forward with the plan. The Copyright Office did not agree, however, with ASkyB's suggestion that the government rely on station ADIs in determining where a local broadcaster's signal may be retransmitted from the satellite. The office said such a distinction would not cover instances where one household receives network programming from affiliates in different markets.

FCC enumerates TV's future

Commission releases draft of digital channel assignments for stations

By Chris McConnell
WASHINGTON

Broadcasters last week got a peek at what their new digital TV channels might be.

The FCC released its proposal for assigning each station a new channel for delivering digital TV. The commission's plan would assign more than 1,600 new TV licenses and reserve an additional 300 for currently unused noncommercial channels. FCC commissioners voted last month to adopt the proposal but issued the allotment table only last week.

"Let me stress that this is a draft," FCC Chairman Reed Hundt said in a separate statement. "Our staff will continue to improve on it, and it will do so working cooperatively with the broadcast industry."

Those efforts will begin next month, when the FCC's Office of Engineering Technology holds an engineering forum to discuss the allotment proposal.

"We're hoping that the engineers will be able to come to agreement on what the facts are," an FCC official says of the forum. The commission last week had not set a date for the discussion but planned to do so this week, the official said.

Broadcast industry engineers and representatives, meanwhile, had warm words for the proposal, which they say incorporates a series of proposals they made to the commission. The allotment

table, for instance, seeks to replicate the existing service areas of NTSC stations.

For each station, the table reports the percentage of NTSC service area that the new digital channel will cover. The table also lists the power and height at which the digital transmitters will need to operate to achieve the service-area results.

Broadcasters in early 1995 suggested that the FCC focus on service-area replication when a collection of industry organizations submitted their own proposed table of advanced TV allotments (BROADCASTING & CABLE, Jan. 16, 1995).

"We have come a long way," says Victor Tawil, vice president of the Association for Maximum Service Television. "They adopted our principles."

"There's much more congruence than there is difference," Washington broadcast lawyer Jonathan Blake says of the broadcast and commission allotment plans.

But Blake and others say the broadcasters will still be contesting the commission's plan to restrict DTV allotments between channels 60 and 69. The FCC is minimizing allotments in the 60-69 range so that the spectrum could be reallocated to other services and auctioned.

Broadcasters have said that doing so will result in reduced service areas and increased interference.

The commission's table reports the

additional interference that digital service will cause to each station's NTSC service. The table includes estimates of the percentage of each station's NTSC audience that will have their analog picture interfered with by the digital service, as well as estimates of the percentage of each station's service area that will receive interference.

FCC officials say that the interference predictions assume all stations will begin transmitting digital TV at the same time and that the new interference will not necessarily render NTSC pictures unwatchable.

"If anything, we're overstating the problem," one official says.

Broadcasters will have a chance to judge for themselves as they evaluate the allotment plan and its underlying assumptions. "We have a lot of work to do," Tawil says, citing the Nov. 22 comment deadline. "We will try to get as much industry input as possible."

Also gearing up last week for a thorough analysis of the plan were low-power TV stations. The FCC predicts that only 55%-65% of them will be able to continue operations if the commission adopts the proposed table.

"We are going to make concrete proposals," says Sherwin Grossman, president of the Community Broadcasters Association. Grossman applauds last week's notice for acknowledging the low-power stations and says that his group plans to work with the computer software used in generating the table to "figure out solutions for low-power." ■

This is the complete list of channel assignments proposed by the FCC, with existing NTSC channels followed by the ATV channel. At the far right is the FCC's prediction of what percentage of the station's existing NTSC service area the new digital channel will cover.

AK ANCHORAGE	2	51	99.0	AL DEMOPOLIS	41	40	100.0	AL MOUNT CHEAHA	7	52	99.8	AR NEWARK	17	26	100.0	AZ TUCSON	13	16	100.0
AK ANCHORAGE	4	23	100.0	AL DOTHAM	4	39	99.9	AL OPELIKA	66	18	99.8	AR PINE BLUFF	25	14	100.0	AZ TUCSON	18	19	99.5
AK ANCHORAGE	5	21	100.0	AL DOTHAM	18	24	100.0	AL OZARK	34	23	99.9	AR PINE BLUFF	38	30	100.0	AZ TUCSON	27	26	100.0
AK ANCHORAGE	7	16	100.0	AL DOZIER	2	48	100.0	AL SELMA	8	29	100.0	AR ROGERS	51	52	100.0	AZ TUCSON	40	41	100.0
AK ANCHORAGE	9	15	100.0	AL FLORENCE	15	18	100.0	AL TROY	67	51	99.2	AZ FLAGSTAFF	2	49	99.5	AZ YUMA	11	19	100.0
AK ANCHORAGE	11	14	99.9	AL FLORENCE	26	22	100.0	AL TUSCALOOSA	33	39	99.9	AZ FLAGSTAFF	4	36	93.6	AZ YUMA	13	16	100.0
AK ANCHORAGE	13	17	100.0	AL FLORENCE	36	20	100.0	AL TUSKEGEE	22	15	99.2	AZ FLAGSTAFF	13	16	100.0	CA ANAHEIM	56	38	98.4
AK ANCHORAGE	33	32	100.0	AL GADSDEN	44	17	99.4	AR ARKADELPHIA	9	15	100.0	AZ GREEN VALLEY	48	47	99.5	CA AVALON	54	31	100.0
AK BETHLEHEM	4	16	100.0	AL GADSDEN	60	38	100.0	AR EL DORADO	10	28	100.0	CA BAKERSFIELD	17	54	99.7	CA BAKERSFIELD	23	31	99.7
AK DILLINGHAM	2	11	100.0	AL HOMEWOOD	21	14	99.5	AR FAYETTEVILLE	13	18	100.0	AZ NOGALES	11	14	99.7	CA BAKERSFIELD	29	12	100.0
AK FAIRBANKS	2	44	100.0	AL HUNTSVILLE	19	57	99.9	AR FAYETTEVILLE	29	28	99.9	AZ PHOENIX	3	29	99.7	CA BAKERSFIELD	45	42	100.0
AK FAIRBANKS	9	5	100.0	AL HUNTSVILLE	25	24	100.0	AR FORT SMITH	5	48	97.3	AZ PHOENIX	5	42	92.1	CA BARSTOW	64	44	98.7
AK FAIRBANKS	11	13	100.0	AL HUNTSVILLE	31	29	99.7	AR FORT SMITH	24	17	93.6	AZ PHOENIX	8	17	99.8	CA CERES	23	22	100.0
AK JUNEAU	3	34	100.0	AL HUNTSVILLE	48	27	100.0	AR FORT SMITH	40	39	99.8	AZ PHOENIX	10	24	99.8	CA CHICO	12	15	99.7
AK JUNEAU	8	9	100.0	AL HUNTSVILLE	54	34	99.8	AR HOT SPRINGS	26	27	100.0	AZ PHOENIX	15	23	100.0	CA CHICO	24	4	100.0
AK KETCHIKAN	9	17	100.0	AL LOUISVILLE	43	42	99.6	AR JONESBORO	8	35	99.7	AZ PHOENIX	21	22	100.0	CA CLOVIS	43	44	100.0
AK NORTH POLE	4	28	100.0	AL MOBILE	5	47	99.4	AR JONESBORO	19	20	100.0	AZ PHOENIX	33	32	100.0	CA CONCORD	42	56	99.0
AK SITKA	13	4	100.0	AL MOBILE	10	9	100.0	AR LITTLE ROCK	48	49	100.0	AZ PHOENIX	45	44	100.0	CA CORONA	52	15	98.3
AL ANNISTON	40	32	99.4	AL MOBILE	15	26	100.0	AR LITTLE ROCK	2	32	99.7	AZ PHOENIX	46	44	100.0	CA COTATI	22	23	100.0
AL BESSEMER	17	28	100.0	AL MOBILE	21	17	100.0	AR LITTLE ROCK	4	47	99.2	AZ PHOENIX	41	31	81.1	CA EL CENTRO	7	14	100.0
AL BIRMINGHAM	6	50	96.9	AL MONTGOMERY	42	41	100.0	AR LITTLE ROCK	7	22	100.0	AZ TUCSON	4	51	81.1	CA EL CENTRO	9	18	100.0
AL BIRMINGHAM	10	11	98.3	AL MONTGOMERY	12	16	100.0	AR LITTLE ROCK	11	12	99.9	AZ TUCSON	6	48	86.4	CA EUREKA	3	34	89.6
AL BIRMINGHAM	13	55	100.0	AL MONTGOMERY	20	36	99.7	AR LITTLE ROCK	16	19	99.4	AZ TUCSON	9	20	98.9	CA EUREKA	6	49	91.9
AL BIRMINGHAM	42	30	99.8	AL MONTGOMERY	26	25	99.8	AR LITTLE ROCK	42	41	99.1	AR MOUNTAIN VIEW	6	45	99.5				
AL BIRMINGHAM	68	46	100.0	AL MONTGOMERY	32	31	100.0	AR MOUNTAIN VIEW	6	45	99.5								

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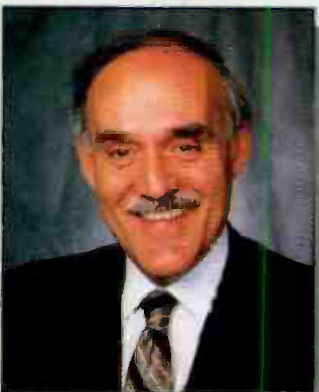
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This is the complete list of channel assignments proposed by the FCC, with existing NTSC channels followed by the ATV channel. At the far right is the FCC's prediction of what percentage of the station's existing NTSC service area the new digital channel will cover.

LA LAKE CHARLES 18 28 100.0 LA LAKE CHARLES 29 28 100.0	LA MONROE 8 35 100.0 LA MONROE 13 19 100.0 LA NEW ORLEANS 4 35 100.0 LA NEW ORLEANS 6 48 100.0 LA NEW ORLEANS 8 30 100.0 LA NEW ORLEANS 12 11 100.0 LA NEW ORLEANS 20 21 100.0 LA NEW ORLEANS 28 24 100.0	LA NEW ORLEANS 32 31 100.0 LA NEW ORLEANS 38 39 100.0 LA NEW ORLEANS 49 48 100.0 LA SHREVEPORT 3 41 100.0 LA SHREVEPORT 12 17 100.0	LA SHREVEPORT 24 23 100.0 LA SHREVEPORT 33 34 100.0 LA SHREVEPORT 45 44 100.0 LA SLIDELL 54 51 100.0 LA WEST MONROE 14 18 98.8	LA WEST MONROE 39 38 100.0 MA ADAMS 19 36 100.0 MA BOSTON 2 43 98.7 MA BOSTON 4 23 98.7 MA BOSTON 5 34 98.7 MA BOSTON 7 65 99.2 MA BOSTON 25 56 100.0 MA BOSTON 38 39 99.1 MA BOSTON 44 43 99.2 MA BOSTON 68 30 99.2	MA CAMBRIDGE 56 20 99.1 MA LAWRENCE 62 50 100.0 MA MARLBOROUGH 66 33 99.6 MA NEW BEDFORD 6 49 99.9 MA NEW BEDFORD 28 52 100.0	MA NORWELL 46 54 100.0 MA SPRINGFIELD 22 51 98.1 MA SPRINGFIELD 40 11 97.3 MA SPRINGFIELD 57 42 100.0 MA VINEYARD HAVEN 56 22 100.0	MA WORCESTER 27 67 99.3 MA WORCESTER 48 47 99.5 MD ANNAPOLIS 22 41 99.9 MD BALTIMORE 2 38 99.9 MD BALTIMORE 11 52 99.8	MD BALTIMORE 13 40 99.6 MD BALTIMORE 24 29 97.3 MD BALTIMORE 45 85 97.2 MD BALTIMORE 54 30 99.6 MD BALTIMORE 67 28 99.7 MD FREDERICK 62 16 99.4 MD HAGERSTOWN 25 57 99.8 MD HAGERSTOWN 31 55 99.5	MD HAGERSTOWN 68 44 99.8 MD OKLAND 38 21 99.9 MD SALISBURY 18 57 99.3 MD SALISBURY 28 27 100.0 MD SALISBURY 47 25 100.0	ME AUGUSTA 10 29 100.0 ME BANGOR 2 27 99.9 ME BANGOR 5 46 99.3 ME BANGOR 7 22 100.0 ME BIDDEFORD 28 45 98.2	ME CALAIS 13 16 100.0 ME LEWISTON 35 4 100.0 ME ORONO 12 21 100.0 ME POLAND SPRING 8 15 99.0 ME PORTLAND 6 38 97.6	ME PORTLAND 13 44 97.4 ME PORTLAND 51 39 98.8 ME PRESQUE ISLE 6 15 87.9 ME PRESQUE ISLE 10 14 100.0 MI ALPENA 6 57 99.9	MI ALPENA 11 13 99.5 MI ANN ARBOR 31 33 99.9 MI BAD AXE 35 23 100.0 MI BATTLE CREEK 41 40 99.9 MI BATTLE CREEK 43 44 100.0	MI BAY CITY 5 32 99.9 MI CADILLAC 9 58 99.9 MI CADILLAC 27 47 99.9 MI CADILLAC 33 48 99.8 MI CHEBOYGAN 4 14 100.0	MI DETROIT 2 45 100.0 MI DETROIT 4 21 100.0 MI DETROIT 4 58 98.7 MI DETROIT 20 14 99.5 MI DETROIT 50 55 98.7	MI DETROIT 56 41 87.6 MI DETROIT 62 43 94.1 MI EAST LANSING 23 22 100.0 MI ESCANABA 3 48 99.9 MI FLINT 12 36 99.9 MI FLINT 28 52 99.9 MI FLINT 86 30 99.3 MI GRAND RAPIDS 8 7 83.0	MI GRAND RAPIDS 13 56 100.0 MI GRAND RAPIDS 17 20 100.0 MI GRAND RAPIDS 36 24 100.0 MI IRON MOUNTAIN 8 16 100.0 MI KALAMAZOO 3 19 93.5	MI KALAMAZOO 52 5 100.0 MI KALAMAZOO 64 30 99.8 MI LANING 8 15 100.0	MI LANING 47 46 98.9 MI LANING 53 51 99.9	MI MARISTEE 21 18 100.0 MI MARQUETTE 6 46 99.9 MI MARQUETTE 13 33 100.0 MI MOUNT CLEMENS 38 44 95.8 MI MOUNT PLEASANT 14 38 100.0	MI MUSKEGON 54 11 99.7 MI ONONDAGA 10 57 100.0 MI SAGINAW 25 27 100.0 MI SAGINAW 49 48 100.0 MI SAULT STE. MARI 6 56 99.8	MI SAULT STE. MARI 10 49 100.0 MI TRAVERSE CITY 7 50 100.0 MI TRAVERSE CITY 29 41 100.0 MI UNIVERSITY CENT 19 16 100.0 MI VANDERBILT 45 31 100.0	MI ALEXANDRIA 7 25 100.0 MI ALEXANDRIA 42 28 100.0 MI APPLETON 10 16 100.0 MI AUSTIN 6 35 100.0 MI AUSTIN 15 20 100.0	MI BENDIJI 9 16 100.0 MI BRANFORD 22 20 100.0 MI DULUTH 3 51 99.5 MI DULUTH 8 19 100.0 MI DULUTH 10 39 100.0	MI DULUTH 21 17 100.0 MI HESBING 13 36 100.0 MI MARQUETTE 12 16 100.0 MI MINNEAPOLIS 4 34 100.0 MI MINNEAPOLIS 9 26 100.0 MI MINNEAPOLIS 11 32 100.0 MI MINNEAPOLIS 23 22 100.0 MI MINNEAPOLIS 29 30 100.0	MI MINNEAPOLIS/ST. PAUL 44 100.0 MI REDWOOD FALLS 43 14 100.0 MI ROCHESTER 10 39 100.0 MI ROCHESTER 47 46 100.0 MI ST. CLOUD 41 40 100.0	MI ST. PAUL 2 33 100.0 MI ST. PAUL 5 50 99.9 MI ST. PAUL 17 21 100.0 MI ST. PAUL 10 59 100.0 MI WALKER 12 35 100.0	MI WORTHINGTON 20 19 100.0 MO CAPE GIRARDEAU 12 32 100.0 MO CAPE GIRARDEAU 23 22 99.9 MO COLUMBIA 8 28 100.0 MO COLUMBIA 17 18 100.0	MO HANNIBAL 7 29 99.9 MO JEFFERSON CITY 13 12 99.9 MO JEFFERSON CITY 25 20 100.0 MO JOPLIN 12 9 97.0 MO JOPLIN 16 14 100.0	MO JOPLIN 28 25 100.0 MO KANSAS CITY 4 29 99.4 MO KANSAS CITY 5 46 100.0 MO KANSAS CITY 9 24 99.9 MO KANSAS CITY 19 26 99.9	MO KANSAS CITY 32 31 99.9 MO KANSAS CITY 41 42 100.0 MO KANSAS CITY 50 21 100.0 MO KANSAS CITY 62 34 99.7 MO KIRKVILLE 3 51 100.0	MO POPLAR BLUFF 15 16 99.0 MO SEDALIA 6 45 100.0 MO SPRINGFIELD 3 44 99.7 MO SPRINGFIELD 10 22 100.0 MO SPRINGFIELD 21 23 99.6	MO SPRINGFIELD 27 15 99.8 MO SPRINGFIELD 33 32 99.9 MO ST. JOSEPH 2 44 99.5 MO ST. JOSEPH 16 14 100.0 MO ST. LOUIS 2 41 100.0 MO ST. LOUIS 4 34 100.0 MO ST. LOUIS 5 48 99.8 MO ST. LOUIS 9 26 100.0	MO ST. LOUIS 11 35 100.0 MO ST. LOUIS 24 14 100.0 MO ST. 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100.0 NC WASHINGTON 7 53 100.0 NC WILMINGTON 3 10 99.9 NC WILMINGTON 6 49 100.0 NC WILMINGTON 26 25 100.0	NC WILMINGTON 39 16 100.0 NC WILMINGTON 30 55 100.0 NC WINSTON-SALEM 12 41 100.0 NC WINSTON-SALEM 28 66 99.9 NC WINSTON-SALEM 45 29 100.0	ND BISMARK 3 31 100.0 ND BISMARK 5 25 100.0 ND BISMARK 12 23 100.0 ND BISMARK 17 16 100.0 ND DEVILS LAKE 8 57 99.9	ND DICKINSON 2 46 100.0 ND DICKINSON 7 16 100.0 ND DICKINSON 9 20 100.0 ND ELLENDALE 19 20 100.0 ND FARGO 6 39 100.0	ND FARGO 11 58 93.1 ND FARGO 13 21 100.0 ND FARGO 15 19 100.0 ND GRAND FORKS 2 58 100.0 ND JAMESTOWN 7 14 100.0	ND MINOT 6 45 100.0 ND MINOT 10 59 100.0 ND MINOT 13 56 100.0 ND MINOT 14 15 100.0 ND PEMBINA 12 58 93.6	ND VALLEY CITY 4 38 100.0 ND WILLISTON 4 51 99.9 ND WILLISTON 8 52 100.0 ND WILLISTON 11 14 99.9 NE ALLIANCE 13 23 100.0	NE BASSETT 7 20 100.0 NE GRAND ISLAND 11 14 100.0 NE GRAND ISLAND 17 19 100.0 NE HASTINGS 5 38 99.9 NE HASTINGS 29 30 100.0 NE HAYES CENTER 6 47 100.0 NE KEARNEY 13 23 100.0	NE LEXINGTON 3 44 100.0	NE LINCOLN 8 21 100.0 NE LINCOLN 10 25 100.0 NE LINCOLN 12 40 100.0 NE WOODCOCK 6 12 100.0 NE WYBRAMAN 12 16 100.0	NE NORFOLK 19 16 99.9 NE NORTH PLATTE 2 41 100.0 NE NORTH PLATTE 9 15 100.0 NE OMAHA 3 47 100.0 NE OMAHA 6 51 99.9	NE OMAHA 7 20 100.0 NE OMAHA 15 18 99.4 NE OMAHA 26 17 99.4 NE OMAHA 42 43 100.0 NE SCOTTSBUFF 4 34 99.9	NE SCOTTSBUFF 10 11 98.8 NE SUPERIOR 4 34 100.0 NE BERLIN 40 25 100.0 NE CONCORD 21 24 99.8 NE DERRY 50 32 99.1	NE DURHAM 11 57 99.3 NE KEENE 52 46 100.0 NE LITTLETON 49 48 100.0 NE MANCHESTER 9 17 99.9 NE WERRHAMACK 60 18 98.4	NJ ATLANTIC CITY 53 50 100.0 NJ ATLANTIC CITY 62 49 100.0 NJ BURLINGTON 48 26 99.9 NJ CAMDEN 23 86 99.3 NJ LINDEN 47 28 99.9	NJ MONTCLAIR 50 56 99.1 NJ NEW BRUNSWICK 58 6 97.4 NJ NEWARK 13 33 100.0 NJ NEWARK 68 44 98.8 NJ NEWTON 63 61 99.9	NJ PATERSON 41 42 99.9 NJ SECAUCUS 9 18 99.9 NJ TRENTON 52 43 99.4 NJ VINELAND 65 21 98.5 NJ WEST MILFORD 66 23 100.0 NJ WILDWOOD 40 34 99.6 NM ALBUQUERQUE 4 48 99.9 NM ALBUQUERQUE 5 44 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Candidates Clinton and Dole and Almost Everyone Else Agree On One Major Campaign Reform

Now All We Need is a Few Minutes from the TV Industry

"...providing television time for the presidential candidates to directly address the American people on issues of importance to the country is an important and exciting opportunity."

Clinton Campaign – Aug. 2, 1996

"The Dole Campaign is prepared to accept... the Free TV for Straight Talk Coalition offer to deliver ten made-for-television mini-speeches, two and one half minutes in length, to be aired on alternative week nights during the final four weeks prior to the election."

Dole Campaign – June 24, 1996

"All manner of excuses and dodges are coming from the major television networks over the fairly straightforward proposal that they join together to provide a few minutes of free time each night for the presidential candidates..."

Jack Germond and Jules Witcover
The Baltimore Sun – May 15, 1996

"The promise of free TV time for presidential candidates... is a healthy development. But the networks' move is really just a baby step... (it)... falls short of the frequent primetime sessions with the presidential candidates that make sense from the voters' standpoint."

New York Times editorial – May 13, 1996

"Money has become the great corrupting force in our politics. Consider a minimum amount of free TV time to be a modest blow against corruption."

Los Angeles Times editorial – February 29, 1996

"Broadcasters who hold temporary permits to use the publicly owned airwaves have long acknowledged a responsibility to let presidents speak to the people in prime time on important occasions. What could be more important than the choice to be made on November 5?"

USA Today editorial – April 5-7, 1996

"The free TV proposal comes at the perfect time. We must seize the opportunity... to make Free TV a reality and thereby improve American political discourse."

**Former RNC Chairman Frank Fahrenkopf and
Former DNC Chairman Charles Manatt** – April 10, 1996

"...setting up such a televised political miniseries might be one way to revive voters' sense of engagement in the presidential race."

Chicago Tribune editorial – May 10, 1996

To its credit, the TV industry has come forward with a variety of free time offers. But for this promising reform to have its greatest value, the format should be standardized. Our request is for 2 ½ minutes of free time each weeknight. No surrogates. No gimmicks. Just straight talk from the candidates in prime time.

Free TV For Straight Talk Coalition

Walter Cronkite, Chairman

We are a non-profit, non-partisan group seeking to improve political discourse during campaigns. Our members include five former network television anchors, six former national party chairs, nine US Senators, the heads of major citizens' and political reform groups, corporate CEOs, scholars and entertainment figures. We welcome inquiries and need volunteers.

For more information or to help, contact Paul Taylor at (301) 657-2642

This is the complete list of channel assignments proposed by the FCC, with existing NTSC channels followed by the ATV channel. At the far right is the FCC's prediction of what percentage of the station's existing NTSC service area the new digital channel will cover.

OK OKMULGEE	44	45	100.0	SC COLUMBIA	57	48	100.0	TX BRYAN	28	29	100.0	UT OGDEN	30	29	100.0	WI LA CROSSE	25	23	100.0
OK TULSA	2	50	100.0	SC CONWAY	23	45	100.0	TX COLLEGE STATION	15	23	100.0	UT PROVO	11	10	100.0	WI LA CROSSE	31	36	100.0
OK TULSA	6	49	100.0	SC FLORENCE	13	56	100.0	TX CONROE	49	5	100.0	UT PROVO	16	17	100.0	WI MADISON	3	29	99.9
OK TULSA	8	15	100.0	SC FLORENCE	15	14	100.0	TX CONROE	55	32	100.0	UT SALT LAKE CITY	2	43	72.4	WI MADISON	15	19	99.7
OK TULSA	11	38	100.0	SC FLORENCE	21	20	100.0	TX CORPUS CHRISTI	3	43	100.0	UT SALT LAKE CITY	4	51	75.9	WI MADISON	21	20	99.4
OK TULSA	23	22	99.2	SC FLORENCE	33	17	100.0	TX CORPUS CHRISTI	6	47	100.0	UT SALT LAKE CITY	5	48	74.0	WI MADISON	27	26	99.2
OK TULSA	41	42	100.0	SC GREENVILLE	4	90	94.0	TX CORPUS CHRISTI	10	32	100.0	UT SALT LAKE CITY	7	8	100.0	WI MADISON	47	48	99.7
OK TULSA	47	48	99.9	SC GREENVILLE	16	35	97.7	TX CORPUS CHRISTI	16	22	100.0	UT SALT LAKE CITY	13	19	99.9	WI MADISON	16	17	100.0
OK TULSA	53	31	99.1	SC GREENVILLE	29	2	98.9	TX CORPUS CHRISTI	28	27	100.0	UT SALT LAKE CITY	14	28	100.0	WI MADISON	52	44	99.3
OR BEND	3	43	85.2	SC GREENWOOD	38	52	100.0	TX DALLAS	4	35	100.0	UT ST. GEORGE	12	2	100.0	WI MADISON	27	27	100.0
OR BEND	21	11	100.0	SC HARDEEVILLE	28	27	100.0	TX DALLAS	8	9	99.9	UT ARLINGTON	14	15	99.9	WI MEMPHIS	28	27	100.0
OR COOS BAY	11	21	100.0	SC MYRTLE BEACH	43	30	100.0	TX DALLAS	13	14	100.0	VA ASHLAND	65	42	100.0	WI MILWAUKEE	4	40	99.5
OR COOS BAY	23	22	100.0	SC ROCK HILL	30	31	99.6	TX DALLAS	27	18	100.0	VA BRISTOL	5	23	91.2	WI MILWAUKEE	6	42	100.0
OR CORVALLIS	7	14	99.5	SC ROCK HILL	55	28	99.8	TX DALLAS	33	32	100.0	VA CHARLOTTESVILLE	29	28	99.8	WI MILWAUKEE	10	33	100.0
OR EUGENE	9	19	99.5	SC SPARTANBURG	7	56	98.6	TX DALLAS	30	38	100.0	VA CHARLOTTESVILLE	41	32	99.8	WI MILWAUKEE	12	8	98.3
OR EUGENE	13	18	99.7	SC SPARTANBURG	49	43	99.9	TX DALLAS	58	36	99.9	VA CHARLOTTESVILLE	64	47	100.0	WI MILWAUKEE	18	34	100.0
OR EUGENE	16	24	99.1	SC SUMNER	27	29	100.0	TX DALLAS	29	30	95.4	VA DANVILLE	24	23	99.8	WI MILWAUKEE	24	28	100.0
OR EUGENE	28	29	100.0	SC SUMNER	63	40	100.0	TX DEL RIO	10	13	99.8	VA FAIRFAX	56	48	99.5	WI MILWAUKEE	30	22	100.0
OR EUGENE	34	33	100.0	SD ABERDEEN	9	22	100.0	TX DENTON	2	31	100.0	VA GOLDVEIN	42	23	100.0	WI MILWAUKEE	36	35	100.0
OR KLAMATH FALLS	2	40	82.3	SD ABERDEEN	16	17	100.0	TX EAGLE PASS	16	18	100.0	VA GRUNDY	98	50	100.0	WI MILWAUKEE	56	46	99.7
OR KLAMATH FALLS	22	16	100.0	SD BROOKINGS	8	26	100.0	TX EL PASO	4	50	97.4	VA HAMPTON	13	52	100.0	WI MILWAUKEE	36	38	100.0
OR KLAMATH FALLS	31	30	100.0	SD EAGLE BUTTE	13	19	100.0	TX EL PASO	7	53	99.7	VA HAMPTON	15	16	100.0	WI RACINE	49	41	93.6
OR LA GRANDE	13	8	100.0	SD FLORENCE	3	32	100.0	TX EL PASO	9	36	99.9	VA HARRISONBURG	3	22	78.6	WI RHINELANDER	12	22	100.0
OR MEDFORD	5	42	81.1	SD HURON	12	21	100.0	TX EL PASO	13	54	98.7	VA HARRISONBURG	3	22	78.6	WI SUPERIOR	8	47	99.8
OR MEDFORD	8	15	99.7	SD LEAD	5	51	97.8	TX EL PASO	14	80	100.0	VA LYNDSEBURG	13	48	98.5	WI SUPERIOR	14	21	100.0
OR MEDFORD	10	20	99.5	SD LEAD	11	24	100.0	TX EL PASO	26	51	99.6	VA LYNDSEBURG	21	3	98.6	WI WALSAU	7	24	100.0
OR MEDFORD	12	17	100.0	SD LEAD	11	24	100.0	TX EL PASO	36	67	100.0	VA MANASSAS	66	34	98.0	WI WALSAU	9	41	100.0
OR MEDFORD	26	27	100.0	SD LOWRY	8	22	100.0	TX EL PASO	65	39	100.0	VA MANASSAS	66	34	98.0	WI WALSAU	20	15	99.9
OR MEDFORD	2	46	98.6	SD MARTIN	5	48	100.0	TX FORT WORTH	5	43	100.0	VA MARIETTA	52	48	99.8	WI WALSAU	20	15	99.9
OR MEDFORD	6	40	99.9	SD MURKIN	5	48	100.0	TX FORT WORTH	5	43	100.0	VA MARIETTA	52	48	99.8	WI WALSAU	20	15	99.9
OR MEDFORD	8	26	99.6	SD PIERRRE	4	28	100.0	TX FORT WORTH	11	19	100.0	VA MARIETTA	52	48	99.8	WI WALSAU	20	15	99.9
OR MEDFORD	10	20	99.5	SD PIERRRE	10	14	100.0	TX FORT WORTH	21	57	100.0	VA MARIETTA	52	48	99.8	WI WALSAU	20	15	99.9
OR MEDFORD	12	17	100.0	SD PIERRRE	10	14	100.0	TX FORT WORTH	21	57	100.0	VA MARIETTA	52	48	99.8	WI WALSAU	20	15	99.9
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OR MEDFORD	26	27	100.0	SD PIERRRE	10	14	100.0	TX FORT WORTH	21	57	100.0	VA MARIETTA	52	48	99.8				

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Timing, poor White House preparation dim Keeney's chances

Early confirmation appears unlikely

By Heather Fleming

Election-year politics and the administration's failure to "grease the wheels" on Capitol Hill are dimming Common Carrier Bureau Chief Regina Keeney's chances for quick confirmation as FCC commissioner.

Her chances have "nothing to do with her and have everything to do with the fact that we are in August going into September in an election year," said communications lawyer Phillip Spector of the Washington firm Paul, Weiss, Rifkind, Wharton & Garrison. "Given that fact, it is very unlikely that anyone nominated by Clinton is going to be confirmed in a shortened congressional session."

The Clinton administration's handling of Keeney's nomination did not score any points among the Senate Republican leadership either. Several hill and industry sources say Senate Majority Leader Trent Lott's (R-Miss.) office was particularly upset that the administration had not consulted them ahead of time.

Usually the administration touches base and clears the nominee with the Republican leadership and other key members before making an announce-

ment. This time, notification to Lott's office and the Senate Commerce Committee came the same day Keeney was nominated.

"Gina is well liked and well respected, but the timing of her nomination is not good for her," one industry lobbyist said. "People on the Hill don't know what kind of game playing is going on [over her nomination], and they are annoyed and baffled."

Another industry source went so far as to predict that Keeney had a "snowball's chance in hell" of being confirmed before the election, simply because of the timing.

Washington communications lawyer and former FCC chairman Richard Wiley said Keeney's "only problem would be getting a hearing before the election." When that happens, "and it should, she will be confirmed," Wiley predicted.

Another element affecting Keeney's nomination is that Senate Commerce Committee member Ted Stevens (R-Alaska), the second ranking Republican on the panel, has been promoting his aide, Earl Comstock, for the appointment.



Keeney's nomination may fall victim to poor planning.

Comstock says that his boss has no problems with Keeney personally, although "he may have some problems with policy issues."

Confirmation hearings have not been scheduled. The FCC's point person on the nomination said

that the committee's failure to schedule hearings should not be construed as a problem. The Senate is in recess until Sept. 3, and much of the staff is on vacation or out of town and will be for the rest of the month.

"No movement doesn't mean no support," the FCC official said. "No one has raised objections as to her qualifications."

If Keeney is not confirmed when the Senate adjourns at the beginning of October, a recess appointment is unlikely. An obscure rule bars payment to a recess appointee who replaces an individual who resigns during session. The rule has been applied in the past, a Senate attorney said. ■

Digital TV standard opponents take heart

Latest Irving letter seen as partial retreat

By Chris McConnell

Opponents of the Grand Alliance digital TV standard last week drew encouragement from the Clinton administration's softened support of the system.

In an Aug. 9 letter to the FCC, Commerce Department Assistant Secretary Larry Irving recommended that the commission adopt only parts of the standard needed to insure a quick shift

to digital TV (DTV), citing "a significant amount of disagreement" among industries concerning the standard.

"An overly prescriptive standard may stymie the development of new products and services," Irving said in his letter, which followed meetings on the issue with computer, broadcast, equipment manufacturing and cable industry representatives.

"I think they see the opportunity for



Commerce's Irving backs off support of Grand Alliance standard.

doing this thing right," said Jim Burger, Apple Computer's senior director for government affairs. Burger called Irving's letter "a definite improvement" over the administration's earlier comments on the digital TV broadcasting standard.

In a July 11 letter to the FCC, Irving had recommended that the FCC adopt the Grand Alliance standard, saying "the acceptance and likelihood of success of new broadcast technologies are greatly

enhanced when a standard is adopted." The letter assumed that comments filed during the rulemaking showed the standard would serve the public interest.

In this month's letter, however, Irving favored mandating adoption of "only the essential elements of a DTV standard.

"The commission will insure that the door will not be closed to future technological developments," he said.

The National Cable Television Association (NCTA)—which opposes any government-set DTV standard—quoted Irving's latest letter in its own comments to the FCC. The association said it "underscores the lack of consensus among experts" concerning the standard.

"We're encouraged by that," NCTA's Dan Brenner said of the letter.

But supporters of the standard also

drew encouragement from the fact that Irving did not go further in his remarks on the issue.

"I'm happy the administration still believes there should be a standard," said Peter Fannon, chairman of the Citizens for HDTV Coalition. Fannon added that the administration did not recommend dropping interlace scanning from the current Grand Alliance standard, an action the computer industry favors.

"[The administration] didn't move far and we're grateful for that," said Robert Graves, chairman of the Advanced Television Systems Committee. "It's obvious they felt obligated to throw the computer industry a bone."

The administration suggested that the various sides work out their differences and avoid the need for a "government-imposed resolution." To that end, Irving and other administration officials in past

weeks have hosted discussions on the DTV standard among the various industries. "If the stakeholders engage in a serious dialogue, we believe that they will be able to find sufficient common ground," Irving said in his letter.

Apple Computer's Burger said he plans to keep pursuing such a dialogue, particularly on the interlace scanning format, which his company opposes. "The big hurt is the interlace," Burger said.

Others counter that the Advisory Committee on Advanced Television Service, which last November recommended the Grand Alliance standard to the FCC, already has held discussions of the technical makeup of the standard.

"You cut your deal," said Gary Shapiro, president of the Consumer Electronics Manufacturers Association. "Now [you] want to negotiate again." ■

Dole resurrects digital TV auction

Candidate says revenue gained could help balance budget and cut taxes

By Heather Fleming

Just when broadcasters thought they had won their fight against auctioning the digital TV spectrum, GOP presidential challenger Bob Dole is resurrecting the idea.

Raising \$34 billion from FCC spectrum auctions is key to financing Dole's plan to balance the federal budget and cut income taxes by a guaranteed 15%. The Dole campaign would not specify what block of spectrum would raise the needed funds, however, and even Republicans appear unsure exactly what Dole wants to put up for sale.

A Dole campaign official would comment only that the \$34 billion estimate is based on studies performed by the FCC, which calculated that the sale of 80 mhz of spectrum would generate \$7 billion–\$70 billion for the government.

As Senate majority leader, Dole led an effort to force broadcasters to bid for the additional 6 mhz needed for the transition to digital TV. Calling the FCC's digital transition plan a multibillion-dollar corporate "giveaway," Dole held up passage of the Telecommunications Act of 1996 until language was added insuring that Congress would take a close look at the issue.

The issue appeared dead last month,

when an effort by Representative Barney Frank (D-Mass.) to force an auction of the digital TV spectrum was soundly defeated in the House, 408-16. Republican and Democratic leaders also directed the commission to go forward with issuing the second channels.

Representative Billy Tauzin (R-La.), who is in line to chair the House Telecommunications Subcommittee, is convinced that the Dole plan refers to the auction of the spectrum now occupied by broadcasters, not the digital TV

spectrum. Tauzin opposes the auction of that spectrum.

"No one argues that the spectrum broadcasters currently occupy is going to be returned," Tauzin said. "I think that's the number [Dole] is talking about."

Tauzin said that raising \$34 billion from the analog TV spectrum is not out of the ballpark. "Who knows. All we know is [that] spectrum is more and more valuable as compression and digital technologies advance."

Dole's economic plan assures the

Legislative revisions

Democrats and Republicans once patted each other on the back for their bipartisan effort to pass the Telecommunications Act of 1996. But election-year politics has both parties lining up to take credit and assign blame.

The 1996 Republican Party Platform, approved last week, credits GOP presidential challenger Bob Dole for pushing the act through Congress, while accusing the Clinton administration of "repeatedly defend[ing] big-government regulation."

"A Dole-led Congress passed the Telecommunications Act of 1996 to promote the full and open competition and freedom of choice in the telecommunications marketplace," the platform says. In contrast, the Clinton administration's "micromanagement of the Information Age is an impediment to the development of America's information superhighway."

In summary, the Republicans "support the broadest access to telecommunications networks and services, based upon marketplace capabilities."

Democrats, in turn, took a shot at Dole for his failure to support the V-chip, which was passed as part of the telecom act. The Democratic platform accused Dole of "talk[ing] about TV violence, but when it came time to act he stood with a small minority to oppose the bipartisan V-chip bill." —HF

revenue would be raised within six years, and Tauzin said, "It is fair to say that in six years we should have a transition and should have analog spectrum available for auction."

But House Telecommunications and Finance Subcommittee member

Rick Boucher (D-Va.) thinks there is "not enough spectrum available to auction to raise \$34 billion. [Dole's estimate] must mean he is anticipating following through on his original plan to make the second channel available for auction."

If this is the case, "it is a terrible approach from a telecommunications standpoint," Boucher said. "It would be an enormous imposition on television broadcasters in rural areas [because] it would cost something like \$7 billion to 10 billion per station." ■

TelQuest files emergency petition at FCC

Company pledges Canadian commitment to its satellite plan

By Chris McConnell

TelQuest is taking another crack at the FCC.

Last week the company filed an "emergency petition" for the commission to approve its plan to deliver a DBS service to the U.S. from a Canadian orbital slot. The FCC last month dismissed similar petitions by TelQuest and Tele-Communications Inc. because Canada's government had not yet licensed the satellites the two companies planned to use.

In its new filing, TelQuest maintains that the Canadian government has announced a level of commitment to the

TelQuest plan that is equivalent to an FCC satellite construction permit.

The company cites a Feb. 27 letter from Canadian Minister of Industry John Manley in which he agreed in principle with the TelQuest plan, provided a series of conditions were met. The petition also cites a July 23 letter from Manley in which he expressed disappointment with the FCC's dismissal of the earlier application.

"Uncertainty concerning your access to the orbital positions should not be an impediment to FCC consideration of the applications on their merits," Manley said in his letter.

TelQuest says those words warrant

sufficient assurance that it will be allowed to build a satellite, and that the commission should take another look at its application. The company also insists it is running out of time to launch its service.

"The uncertainty created by the [FCC's] dismissal of TelQuest's applications has caused TelQuest...to perceive no alternative but to sell out to big business," the company said.

FCC officials are not commenting publicly on TelQuest's quest for authorization. One former commission official, however, predicted that the company's latest effort will not get far.

"It's completely frivolous," Washington communications lawyer and former FCC International Bureau chief Scott Harris said of the petition. "There isn't anything new here of consequence."

TelQuest Executive Vice President Barbara Sparks disagreed. "There's been a lot of information that's been submitted since our first filing," Sparks said. ■

NCTA attacks new FCC fees

The National Cable Television Association (NCTA) is taking aim at the FCC's new regulatory fees. The commission last month raised the cable industry's regulatory fees from 49 cents per subscriber to 55 cents per subscriber as part of its effort to raise \$126.4 million in fees for fiscal 1996. The commission originally proposed boosting the fee one cent per subscriber. NCTA says cable rate complaints are on the decline and that the industry should not be paying higher regulatory fees. "This series of events can be analogized to a prison where the number of inmates has declined, the number of guards has accordingly been reduced, but the warden nonetheless insists that the state provide even more funds to run the place," NCTA says in its petition for reconsideration. "The agency's ability to expand the fee burden on cable subscribers has taken on a life of its own, separated from any facts that might bear on the question."

Taking sides

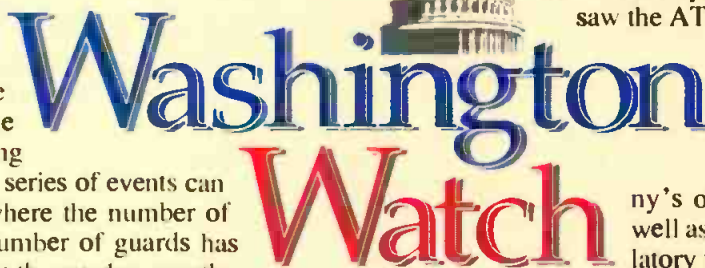
The computer industry has a new advocate in its battle against the Grand Alliance advanced TV standard. Paul Misener—previously a top assistant to the committee that

recommended the standard to the FCC last year—has gone to work for Intel, which is part of a computer industry coalition now challenging the standard at the FCC. Misener formerly was a lawyer at Wiley, Rein and Fielding, where he assisted Advisory Committee on Advanced Television Service Chairman Richard Wiley in heading the group that oversaw the ATV standard's development. As

Intel's new manager of telecommunications and computer technology policy, Misener will now be championing his company's objections to the standard as well as pursuing other legal and regulatory fronts.

Commission to offer indecency guidelines

The FCC hopes to issue indecency guidelines in September. Commission officials for months have been working on a document they hope will help broadcasters determine what constitutes on-air indecency. They have been keeping the guidelines under wraps to bring them up to date with recent court decisions, including rulings on Internet indecency and cable leased-access indecency.



Edited By Chris McConnell

DAVID SMITH: Striking it rich with Sinclair

It seems that every broadcaster has a strong opinion of David Smith, the latest king of TV-station consolidation. Critics say his business techniques push the regulatory envelope (see story, "Top of the Week"). Friends counter that criticism of the blunt-speaking Smith is sour grapes over his success.

Besides owning more TV stations than any other broadcaster (29), Smith is using LMAs in a way that some say pushes the regulatory envelope (see story, "Top of the Week"). But Smith, president of Baltimore-based Sinclair Broadcast Group, doesn't care what others think. His recent acquisition of River City Broadcasting's 10 TV and 31 radio stations is just the beginning, he says.

Smith is consolidating not just because it's "a rather obvious thing to do." The future according to Smith lies in broadcast spectrum. The more stations, meaning the more spectrum, the better.

Smith expects to ride spectrum space to the top. In the long run, his plan is for Sinclair to be one of seven survivors, on a par with the Big Three networks, Rupert Murdoch's Fox, Tribune and Chris-Craft Industries.

In this interview with BROADCASTING & CABLE Executive Editor Harry A. Jessell and Assistant Editor Elizabeth A. Rathbun, Smith couldn't make his intentions any clearer: "Our objective is to be one the survivors. That's it. Period. End of discussion."



Many securities analysts are recommending Sinclair stock. One predicted it would increase by 50% over the next 12 months. Do you concur?

By virtue of the fact that we're a public company, I'm not really permitted to get into what we're going to do or how we're going to do it. I can only suggest that the perception of the markets about us is correct in that we are a consolidator. By virtue of the fact that we are a consolidator, you should expect us to grow, our numbers to grow, everything to grow accordingly. You should expect efficiencies to grow and buying capability to grow. So to the extent that those types of things contribute to the stock price, it should grow.

You say you have a consolidation strategy, this grand scheme...

It's not really a grand scheme. It's the rather obvious thing to do. There's nothing complicated about it. The business is consolidating. There are going to be fewer and fewer players. Our objective is to be one of the survivors—period, end of discussion.

And the only way to survive is to grow? And that's to make sure you have the necessary leverage in dealing with suppliers?

You need enough financial mass to withstand anything that's out there. I don't know what the magic threshold is for survival because only time will tell. But the reality is that if I owned only a station in Baltimore, I couldn't survive. If I owned only a station in Pittsburgh and a station in Baltimore, I couldn't survive. If I owned only Baltimore and Pittsburgh and Columbus, I couldn't survive.

You couldn't get the programing at the right price or enjoy economies of scale?

That's right. It's like the fellow who owns one or two radio stations in the marketplace and somebody else owns 10. He'll find it difficult to compete against 10.

Sales kept separate

Give me some ballpark numbers that show what the economies of scale are for you.

I can't give you the numbers off the top of my head. I wouldn't want to tell you something that was wrong. But it primarily benefits our traffic departments, some of the operations departments and engineering departments. In our sales departments, there are no economies because everybody sells their own station. In other words, in Baltimore, all the salespeople at WBFF(TV) do is sell WBFF. They don't sell WNUV-TV [with which Sinclair has a local marketing agreement].

Completely separate sales departments—why is that?

It's difficult enough for a person to sell all of the dayparts of one television station. It's a matter of focus. Do they really have enough hours in the day to focus on all the ratings and all the pitches and all the things that they should be doing in all the dayparts of one television station, let alone two? It's just not possible to sell two.

In many of your markets, you have LMA arrangements that give you control of a second station. How does that change the dynamics of a market for you?

It changes them in two ways. First, it changes economies of scale in terms of the day-to-day operation. It provides us

"It's all about money. My fundamental purpose is to grow the business."



with some purchasing opportunities to buy product cheaper than we would have otherwise.

Some syndicators—big companies—complain that two stations gives you too much leverage in negotiating for programing. What's your reaction to such complaints?

Let's get relevant here. I'm a small television broadcaster. Lots of guys are bigger than I am—ABC, CBS, NBC, Chris Craft, Tribune. They don't throw their weight around?

They may, but they also try to be part of the club.

No, they don't. That's purely an impression. The reality is that they've got a business to run, and I presume they run it as efficiently and as professionally as they can. I presume that they use whatever buying opportunities they have. If they don't, then I can only suggest that they probably shouldn't be there.

No secret formula

You're said to have some of the highest station-operating margins in the industry [near 50% with 1995 and 1996 acquisitions included]. What's the Smith formula for running a station?

The formula's very simple: We manage our costs, and we sell spots at rates that are probably higher than the average.

How do you get away with that? You're in competitive markets.

Aggressive salespeople, that's all. We probably have, by far, the best regional director, the best sales management people, in the business. It's all about people. It's nothing more than that. You have to appreciate our history. We came from a day when UHF tuners, as a practical matter, were worthless, and we were selling spots to people who couldn't even

RIVER CITY'S JUST THE BEGINNING

Publicly owned Sinclair Broadcast Group Inc. is controlled by President David Smith. He and his three brothers—Frederick, J. Duncan and Robert—together hold nearly 98% of the company's voting power.

They took the company public in June 1995. Shares then were priced at \$20 each; last month the stock price hit a 52-week high of \$48.25.

The company's holdings have been built with an aggressive use of local marketing agreements. Should the FCC allow TV duopolies, Sinclair has a second station ready to convert to an owned station in about half its markets. Some of these stations are controlled by Smith family-owned Glencairn Ltd.

It's that family connection that rattles other broadcasters. First Media Television LP last week said it would ask the FCC to deny plans to sell WFBC-TV Anderson/Greenville, S.C., to Glencairn and keep another station in the market (see "Top of the Week").

Sinclair also takes an aggressive approach to cash flow. The company is known for margins over 50%. However, even better returns are expected as River City Broadcasting's 10 TV and 31 radio stations come into the fold, Sinclair says. And there's plenty of room to grow: Even with River City, Sinclair reaches only 14.28% of U.S. TV households, far short of the national ownership cap of 35%.

Since April's acquisition of River City, Smith is taking a more strategic-planning role. River City President Barry Baker will assume day-to-day control of the new Sinclair Communications Inc.

So far this year, Sinclair reports, the numbers are good. In the first six months of this year, Sinclair says broadcast cash flow was up 28.9%, to \$65.1 million, compared with the first six months of 1995. Net revenue rose 32.3%, to \$126.9 million. However, the company experienced a net loss of \$790,000, compared with net income of \$507,000 last year. —EAR

Here are the 29 TV stations that Sinclair owns or is buying: WTTO(TV) (LMA with WABM-TV) Birmingham, and WDBB(TV) Tuscaloosa, Ala.; KOVR(TV) Stockton/Sacramento, Calif.; WYZZ(TV) Peoria, Ill.; WTTV(TV) Bloomington/Indianapolis and WTTK(TV) Kokoma/Indianapolis; KDSM-TV Des Moines, Iowa; WDKY-TV Lexington, Ky.; WBFF(TV) (LMA with WNUV-TV) Baltimore; WSMH(TV) Flint, Mich.; KDNL-TV St. Louis and KSMO-TV Kansas City, Mo.; WLFL(TV) (LMA with WRDC-TV) Raleigh/Durham, N.C.; WSTR-TV Cincinnati, and WTTE(TV)* and WSYX(TV) Columbus, Ohio; KOJB-TV Oklahoma City; WPGH-TV (LMA with WPTT-TV) Pittsburgh; WLOS(TV) and WFBC-TV* Greenville, S.C.; KABB-TV and KRRT-TV* San Antonio, Tex.; WCGV-TV (LMA with WVTV-TV) Milwaukee; WTVZ-TV Norfolk, Va.; has applied to build TV in Portland, Ore. David Smith also owns 18.75% of WTTA(TV) St. Petersburg, Fla., and is selling his 25% interest in WJIB(TV) Indianapolis.

* Station being sold to Sinclair LMA partner Glencairn Ltd.

watch the television station. There are not a lot of guys left that have lived through that process, that have a sensitivity about what it means to be just a hard-core salesperson.

Some say you're anti-network. Put another way, that you're a guy who likes to control as much inventory as possible and doesn't want networks expanding their programming days. Is this fair?

It's fair to say that everybody wants to control as much inventory in the business as they can.

Not necessarily. Some broadcasters don't mind turning over most of their time to networks.

The fact of the matter is that they've already done that.... We have historically been independent broadcasters, where we had to run day-to-day programming that we acquired—bartered or purchased outright. But those days are gradually drifting away. In the long term, we will be like everybody else. I don't think you can stop that.

Meaning?

We'll be a conventional network player. In other words, as Fox grows its network and as UPN or Warner Bros. grows its network, it's reasonable to assume that over time we'll all look essentially the same.

So you won't resist when Fox wants to go into new dayparts?

The idea that I resist Fox is an illusion. We are one of the best Fox affiliates, if not the best. I can assure you that on a regular basis we are not a preemptor of Fox. Never have been.

Maybe not preemptor, but not one to encourage Fox to fill up the rest of the day.

I don't encourage anybody to do anything that I don't think

"I don't encourage anybody to do anything that I don't think is in my best interest."

is in my best interest. But I recognize that in order for them to do what they have to do, which is grow their business and be competitive, they have to have the dayparts. It's that simple. Nothing more complicated than that.

Fox reportedly is unhappy with you. As a matter of fact, the rumor was that it wanted to buy ch. 16 [WQEX-TV] in Pittsburgh and take over your affiliation there. Any truth to that?

I don't necessarily believe what I read.

Can both the WB and UPN networks survive?

I don't know. It's really a competitive-landscape issue. If there were enough television stations in the market, the answer would be yes because they're both permitted to survive and they both have enough money to stay there long enough to survive. But the fact that there aren't enough television stations is going to create problems for somebody. I'm not sure what the outcome is going to be.

News offerings grow

Sinclair has not been big in news. What determines whether one of your stations offers news?

We went into the news business in 1991 in Baltimore. We really wanted to do a prototype, to understand what the news business was about, what the cost structures were, what the politics of being in the news business were. Once we understand it here, we'll start to replicate the process. We're building a news organization in Pittsburgh right now.

Can you talk a little bit about the numbers? What have you learned financially about news in five years?

What we've learned is that you can certainly make a lot of money in news. In other words, you can deliver a lot of ratings.

We have one of the more successful news operations in the country. We are getting the ratings. The ability to convert those ratings into dollars is what the business is all about, aside from the enormous local benefits. I guess it's the functional equivalent of stepping up to a completely different platform [in the way the market perceives you].

It carries over in sales of other programming?

It carries over into everything because the market perceives you in a more favorable light than it did before.

But bottom line, do you make more money, despite the extra people and costs, than if you just air a couple of sold off-network shows?

Yes. We sat down and asked ourselves: "Can we make more money by doing the news?" And the ultimate answer is yes. We won't lose any of that money at 10 o'clock because that's conventional spot and it gets replaced with a completely separate piece of the pie that we currently don't play for.

The typical television market might be 30%-35% news—advertising dollars strictly allocated to news. So if you want to play for that piece of the pie, you have to be in the news busi-

ness. The rest of it simply is the reallocation issue of conventional spot that would go from 10 p.m. to other dayparts.

Doing duopolies

This fall, the FCC plans to consider TV duopolies [permitting ownership of two stations in a market], local marketing agreements and attribution [how much of a station a company can own before its holding counts as ownership]. What would you like to see the FCC do?

If they follow the guidelines that Congress has laid down, I have some confidence they'll do the right thing.

Congress sort of punted on this issue of owning or controlling two stations in a market.

Not really. If you look at the record, Congress totally supports grandfathering LMAs, future LMAs. I would be upset if they were to suddenly disband the concept of LMAs, but I think there's a greater chance that I'll get hit by lightning sitting in a chair. [And] they don't have an issue with UHF-UHF duopolies or VHF-UHF duopolies, but they have a problem with VHF-VHF ones.

So you would anticipate and hope that the FCC does allow flat-out ownership of two UHF stations in a market?

Sure. How can you allow one company to own an AM, an FM, a TV and a newspaper in a market—the only newspaper in the market—and not allow ownership of two UHF stations or a V and a U?

If permitted, you would be quick to convert these LMAs to owned-and-operated stations?

The day the FCC grants it, we'll convert.

But is there a line? You wouldn't like the FCC to OK two V's in the market, would you?

I don't think that's going to happen, so it's not whether I like it or dislike it. And Congress said no to that.

Several broadcasters have said they may challenge the fact that you seem to have a substantial ownership interest in your LMA stations.

The FCC already has looked at that multiple times and said, "No issue."

And there's nothing illegal about it?

Of course not. Of course not.

Cable's not necessary

Besides approval of duopolies, is there anything else you would like to see the FCC do?

I'd like to see it institute the advanced television standard tomorrow and grant the licenses tomorrow. Because the faster they grant the licenses, the faster I'll be on the air in 20 cities.

What if the Supreme Court pulls the plug on must carry? Would that hurt?

Sinclair launches Supercast in Baltimore

The first version of Sinclair Broadcast Group's Supercast PC data service debuts in Baltimore this week.

The beta test will deliver Web sites of Sinclair's WBFF(TV) (Fox) and WNUV(TV) (UPN), along with a menu of 100 top Web sites, to an initial handful of users. Consumers will be able to customize their own roster of preferred sites with content updated constantly from the Supercast's broadcast signal when the service goes into a full commercial launch next month.

That's when Sinclair expects to introduce receivers from Ottawa-based Norpak Corp. to be sold by local electronics retailers, according to Nat Ostroff, vice president of technology, Sinclair. The receivers, which enable reception of the Supercast signal embedded in the stations' vertical blanking intervals, will cost approximately \$150. Aside from TV reception capability, consumers must have a PC card to plug into an expansion slot and a floppy disk to operate the card.

Sinclair plans to make Supercast a tiered service, with Baltimore users also having access to content from local newspapers and select video and audio content—what Sinclair hopes will be the “killer application,” according to Ostroff. Supercast also enables e-mail

functions. “The Supercast VBI system is the training wheels for the industry to learn how to build a business around digital broadcasting and then apply it when we have the pipeline,” Ostroff says.

With the technical capacity to reach beyond the 10% of consumers who can now access the Internet, Sinclair foresees expanding into delivery of CD-quality music directly to users' hard drives. At its inception, Supercast will be able to download live MPEG video and sound at 100 kbps 24 hours a day, available whenever users choose to access it from their hard drives.

That can include advertiser data, along with other content. Initial ad support for the system will include banners and links to advertiser Web sites.

Sinclair is using Baltimore as a test site, to evaluate the service's commercial potential as well as study its usage patterns and demographic appeal, Ostroff says. The company hasn't decided which markets it will enter next.

Its TV stations include WPGH-TV Pittsburgh (Fox); KDNL-TV St. Louis (ABC); KQVR-TV Sacramento, Calif. (CBS); WSTR-TV Cincinnati (UPN), and KABB-TV San Antonio, Tex.

—RT

It's not a problem if I'm big enough. If I own 100 television stations, I can negotiate with a telephone company or a cable company and say, “Do you want to carry me? Pay me. You don't want to pay me? Take me off, because the advanced television standards are so great...I don't need you.” Everybody's going to wake up and suddenly recognize one day that cable isn't going to be a necessity.

What about the FCC's new requirement that broadcasters air three hours of kids TV? Is that a big deal to you?

We've done more than we're supposed to based on the new rule, so I'm not concerned about it. We do kids because the market says to.

But there's a specific requirement that these three hours have to be educational.

When somebody can show me the definition of that, I'll be more than happy to do it.

'Everybody's a target'

We heard that Tribune Co. outbid you for the Renaissance Communications stations [paying \$1.13 billion last month]. Was Renaissance one of your targets?

In our view, everybody is a target.

Everybody?

Let me tell you who's not a target: ABC, CBS, NBC, Rupert [Murdoch, Fox], Tribune, Chris Craft. Everybody else is a target.

There's no criterion that limits the field?

Our criterion is spectrum strength. I want spectrum strength. I make an assumption that we can transfer our economies of scale and our efficiencies in terms of how we run our busi-

ness to anyone else. So no matter what group we buy, or what station we buy, our capability is 100% transferable.

How far down in the market rankings will you go to buy a TV station?

I already have a station in Tuscaloosa, Ala. [market rank 187]. Whether I make \$100,000 a year or \$100 million a year, it's all about money. My fundamental purpose is to grow the business. I want nothing less. It's pretty uncomplicated.

Along with River City Broadcasting's 10 TV stations, you acquired 31 radio stations [as part of a \$1.2 billion merger announced in April]. What are your plans for radio? Are you a buyer or seller?

I'm certainly no expert on radio. That's something I need to focus on a little more. The world is moving so fast. The thing we have to come to grips with is: Where do you focus your money? Do you focus on radio or TV? And I think the answer is that we'll be an opportunist wherever the opportunity presents itself, whether it's radio or TV. It's all about getting the opportunity.

Where do you think the opportunities are in radio, given current prices?

I think radio prices are awful. Prices are much higher in radio than they are in TV. EZ Communications went [to American Radio Systems earlier this month] for [\$655 million], anywhere from 17 to 20 times cash flow. That kind of reminds me of the 1980s, when George Gillette and Lorimar were running around buying TV stations at 17, 18 times future numbers.

It seems to have caught up with us again. I don't know where it stops, except that it does stop when there's nothing else to buy. I think we're getting close to that in the radio business.

“The formula’s very simple. We manage our costs. And we sell spots at rates that are probably higher than the average.”

How do you assure them you’re not another George Gillette?

Well, you can never assure anybody of anything. [Wall] Street is smart. The Street knows when to buy and when not to buy. They understand the fundamental precept of buy low, sell high. They get that. ...

In 1991, at the start of the Gulf War, we acquired Renaissance’s [WPGH-TV] as the number-one station in Pittsburgh, and we did it at a 10 multiple when the industry was at 7 and 8. People said we were crazy...

[But that] was the model for everything that’s going on today in the context of LMAs and tightening up markets and consolidating. So the idea that somebody wants to pay 14 or 15 or 16 times multiple can certainly be looked at. The question could be asked, is that too much? But if you look five years downstream from now and you look back on that transaction...I think the bigger answer is that you won’t even think about [overpaying]. Because ultimately the issue is that there’s only a limited amount of [spectrum] space left.

OK, so here you sit. Prices are high. You probably could sell at a pretty high price. Do you?

I can’t tell you what I’m going to do. We’re going to do whatever I think is in our best interests, whether it’s buying or selling, radio or TV. In other words, if somebody came to me tomorrow and said, “I want to buy one of your TV stations for 50 times what it’s worth,” and that permitted me to buy 20 more TV stations, I would consider that.

One-way’s the way

Through its Supercast venture, Sinclair is pursuing the data broadcasting business—that is, broadcasting multi-media services to personal computers (see sidebar, page 31). Why all the interest?

Once I reach a point where there are no more TV stations to buy, I still have to grow my business. I’m not going to buy a cable company. I’m not going to buy the RBOCs [regional Bell operating companies]. I’m not going to buy a satellite company. So I’m going to be limited to some degree to my local market and my national market where I can get ad dollars. The advertising pie in the United States in 1995 was about \$160 billion—somewhere between \$30 [billion] and \$35 billion of that was strictly television. A hundred billion dollars was print—newspaper, magazines, direct mail. If I can go into a local marketplace where I have a television station, where I can reach 100% of the marketplace, tell me why I can’t be in the classified ad business. Please tell me why I can’t deliver everything that’s in a newspaper or magazine. Why can’t I deliver that over the air to 100% of the marketplace?

How is your one-way service going to compete with two-way services available over telephone and, eventually, cable?

The vast majority of things that people do are one-way. Newspapers are one-way the last time I looked. So to the extent that all print is transferable to data, there is a business there.

Two-way is not the big business. Two-way is going to be more of a commercial application, and we’ll be in that business too by using the telephone line [for the return path].

If the FCC gives you the second channel for digital services, would you use the entire 6 mhz for data broadcasting?

No. We’re going to do exactly what we do now. We’re going to deliver what comes from the networks. We’re ready to replicate their networks in the HDTV mode. But while we’re delivering that, we’re going to deliver all kinds of other stuff simultaneously. We can do that right now, with [our analog stations]. We can deliver data anywhere from four to seven times faster, depending on what modem you have, than your current telephone line. Nobody’s attempted to look at it as a business and say, “I can make a dollar off of that.”

The cable guys and the telephone guys all have some fundamental technology roadblocks that I’m not sure can be overcome. We don’t have that roadblock, because we reach 100% of the marketplace for free. The uniqueness of that so distances us from everybody else that it’s like night and day. It really is.

You have to appreciate that if I go downstairs right now and I want to plug in 50 copies of the *New York Times* and transmit it to your computer with a little antenna sitting on the back, I can do it to 100% of the marketplace for free, and make it advertiser-supported.

Have you figured out how you’re going to get that antenna and receiver in all of the computers?

It’s very simple. When UHF television started, we gave away 300,000 antennas. I’m not sure we’re going to have to do that here, frankly. Because the technology, in terms of the receiver that goes inside the computer, is already done. It just needs somebody to push it into the marketplace.

All right, so data broadcasting is the big opportunity. What’s the big threat to your core business?

Well, I’ll give you kind of a broad answer to that. A lot of people speculated about this, the death of over-the-air television. I’ve been hearing about it for 25 years now.

The FCC declared it dead several years ago.

I haven’t seen that yet. Over-the-air broadcast reaches 100% of the marketplace for free. I don’t know what’s going to interfere with that.

Ultimately it’s about where Hollywood and the networks choose to put their product. You’ve got to look where the money’s going. If [News Corp. Chairman] Rupert Murdoch is spending \$2 billion to buy more television stations and Disney’s spending \$19 billion to buy a delivery system, does that say it’s going to go away tomorrow?

Some people argue that in the long term the value of the spectrum space is greater transmitting something other than pictures and sound. To the extent to which that’s true, then we’ll address it. But if I own the spectrum space, that’s all I’m concerned about. Either way, I win. ■

Sinclair makes news moves

Group owner takes different tacks in debuting news broadcasts

By Steve McClellan

Using a mix of wholly owned start-up efforts and joint ventures with competing stations, Sinclair Broadcasting is beginning to roll out newscasts throughout its portfolio of Fox affiliates and independent stations.

Two upcoming examples: WTTE(TV), Sinclair's Fox affiliate in Columbus, Ohio, will launch a 10 p.m. newscast on Sept. 16 in a venture with WSYX(TV), the River City-owned ABC affiliate there. In Pittsburgh, Sinclair's Fox affiliate WPGH-TV is adding a news department and preparing to launch a 10 p.m. newscast that will debut on Super Bowl Sunday (following Fox's coverage of that game).

For five years Sinclair has been mulling the best way to roll out news on its stations, using its flagship WBFF (TV) Baltimore as a kind of news laboratory, says company chairman David Smith. "We wanted to do a prototype [newscast] to really understand what the news business was about, what the cost structures were and what the politics of being in the news business were," he says.

Smith has concluded that despite the costs, his stations will make more money being in the news business because, typically, one-third of a market's TV dollars are earmarked for news: "So if you want to play for that piece of the pie you have to be in the news business." (For more on Smith, see Cover Story, page 27.)

Pittsburgh is the only top 20 market where at least one station is not in the prime time news business. Sources say the market generates some \$200 million in annual television revenue with nearly \$70 million earmarked for advertising in news programs. The Columbus market is said to generate about \$150 million in



WTTE's 10 p.m. newscast will debut on Sept. 16.

TV revenue and nearly \$50 million in TV news advertising.

Executives at both stations say they have a two-pronged strategy that requires some delicate balancing. First, they want to attract the younger Fox-friendly viewers, especially those in the 18-49 demo. At the same time, they want to provide the option of an earlier newscast to the 50-plus crowd and develop a news product that doesn't offend their sensibilities as more traditional news viewers.

Alan Frank, a regional director at Sinclair who manages seven stations for the group (including Pittsburgh's WPGH-TV and LMA WPTT-TV there), says one of

the main goals is to capture 10%-15% of the available news dollars in the market with the station's initial 35-minute, seven-day-a-week newscast.

"It will be an alternative newscast, and we expect it will dilute some of the 11 p.m. audience," says Frank. He acknowledges that Pittsburgh skews old and that changing the viewing habits of older viewers is not easy, "but one thing our focus groups have consistently shown is that people like the idea of an earlier alternative. We also will try to bring in younger viewers with a more dynamic, up-tempo kind of news reporting."

Frank says WPGH-TV is building a three-story expansion to its main facility to house a news department of 35-40 staffers. The news director is Dave Janecek, who was executive news producer at co-owned WLFL(TV) Raleigh, N.C.

Whereas the Pittsburgh station is building a news department from scratch, in Columbus WTTE is taking the joint-venture route to news programming. The station has contracted for the market's ABC affiliate, WSYX(TV), to produce a nightly 35-minute 10 p.m. newscast. WTTE will pay the station for the program and

New Line gets Robinson

New Line Television has signed Emmy Award-winning producer Randy Robinson to develop movies and miniseries for the company. New Line says the deal represents its commitment to "dramatically increase" its long-form television output. For the past four years, Robinson has been president of Avenue Pictures' television division, developing such projects as *See Jane Run* for ABC last season, and the upcoming *The Almost Perfect Bank Robbery* (with Brooke Shields) for CBS.

Robinson has formed an independent company, Randwell Productions. Heading development at Randwell will be Tom Kageff, former director of development under Robinson at Avenue Pictures Television. —SM

sell the ad time in it.

John Quigley, the Sinclair regional director in charge of WTTE, says the venture is similar to one he drew up for another Sinclair station about a year

“One thing our focus groups have consistently shown is that people like the idea of an earlier alternative.”

**Alan Frank,
Sinclair Broadcast Group**

ago. In that setup, WDKY-TV Lexington, Ky., buys a now-profitable newscast from CBS affiliate WKYT-TV.

The Columbus newscast will have two exclusive news anchors and a separate set from that used for the WSYX newscasts. It also will have different graphics and a look that identifies WTTE as the Fox news station in the market, says Quigley. It's possible the stations may share weather and sports talent.

WTTE will have a small team devoted to news headed by Jennifer

Nicholson, executive news producer. She will work closely with the WSYX news staff to develop story ideas and news angles for WTTE.

What will differentiate the newscast in the market is the tie to Fox, says Nicholson. With exclusive access to the Fox News feeds, WTTE will play up lifestyle and entertainment reports that have particular appeal to the younger demographic the station will try to attract to the newscast.

Unlike WPGH-TV, WTTE will have 10 p.m. news competition. The NBC-owned station in Columbus, WCMH(TV), produces a 10 p.m. newscast for WWHO (TV) as part of a local marketing agreement. Quigley thinks that WTTE's newscast will drive more news ad dollars into the market. And without a newscast, he says, "you're really sitting there with one arm tied behind your back," in terms of pursuing a station's full revenue potential. ■

SYNDICATION MARKETPLACE

More 'Sportswomen'

Intersport Television will create three new hour-long programs for distribution as part the *American Sportswomen* series this fall. Each of the three programs hosted by Mary Lou Retton, will be offered on a barter basis with a 7/7 commercial split. The trilogy was created for broadcast syndication in 1995 and already has cleared 77% of the country, including WABC-TV New York, KABC-TV Los Angeles and WLS-TV Chicago.

Power Block gets the ('Re)Boot'

Cluster Television Inc. has added the hit computer-generated animation series *ReBoot* to its Power Block, a weekday action-oriented animation block that's set to debut this fall on 106 stations. *ReBoot*, which debuted in ABC's Saturday morning lineup in 1994, pioneered the use of computer-generated imagery and 3-D animation from its Vancouver offices at Mainframe Entertainment, according to Cluster. *ReBoot* joins *Beast Wars*, *GI Joe Extreme* and *VOR-Tech* as part of the syndicated Power Block.

'Arabian Adventure'

Trident Entertainment Inc., an independent entertainment production company, has signed a distribution deal with Network One to distribute its one-hour reality television special *The Celebrity Arabian Adventure*. Filmed on location in Dubai, the special features *Baywatch* star Jasmine Bleeth as host and includes sports and first-time cultural events that occurred in Dubai last March. The distribution arrangement calls for Network One to syndicate the program as a test spe-

cial in selected major U.S. markets during August, before a revised version in September repeats in 80 markets covering 70% of the country. The latter will be packaged as part of a two-hour syndicated block along with a Trident-produced surfing special called *The Young & The Fearless*.

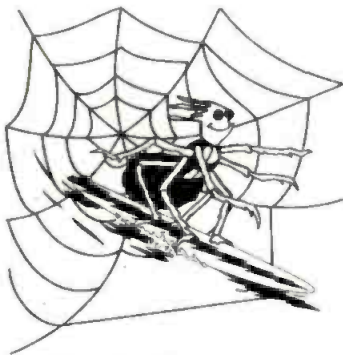
'Heat' wave

JCS Syndication Services and PM Entertainment's City Heat feature film packages are heading into their fifth year of syndication with more than 50 markets. Stations in at least 12 new markets, including WATL(TV) Atlanta, WNOL-TV New Orleans and KDFW-TV Dallas, picked up the packages this year. City Heat consists of three packages—I and II with 15 titles and III with 16. All the films are of the action genre, mostly off-cable and made-for-home video titles. City Heat III, which was released at NATPE '96, includes such movies as "Zero Tolerance," starring Robert Patrick, "CIA Target," "Alexa," starring Lorenzo Lamas, and "Cyber-Tracker." —LR

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 4. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	7.4/181/89
2. Oprah Winfrey Show	7.1/234/99
3. Greatest Moments/Olympics	6.5/168/91
3. Jeopardy!	6.5/193/93
5. Nat'l Geog on Assignment	6.4/187/96
6. Home Improvement	6.3/221/97
7. Seinfeld	5.5/212/96
8. Entertainment Tonight	4.7/172/94
9. Hercules, Journeys of	4.5/216/96
9. Simpsons	4.5/193/96
11. Montel Williams	4.4/162/88
12. Live with Regis & Kathie Lee	4.2/214/93
13. Fresh Prince of Bel-Air	4.1/153/87
14. Inside Edition	4.0/148/83
14. Jenny Jones Show	4.0/205/95
14. Xena: Warrior Princess	4.0/199/96



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TELEVISION TALK

Community service finalists

The National Academy of Television Arts and Sciences has chosen 12 finalists for its 1995 Community Service Emmy Awards. The awards are presented "for an outstanding program or series of programs produced by an individual television station or cable television company in the United States," said John Cannon, NATAS president.

The finalists are: WICS(TV) Springfield, Ill.; KTNV(TV) Las Vegas; WXYZ-TV Detroit; WMAQ-TV Chicago; KTVU(TV) Oakland, Calif.; KTVX(TV) Salt Lake City; WKYC-TV Cleveland; KTRK-TV Houston; KNME-TV Albuquerque, N.M.; WFSB-TV Hartford, Conn.; WLTV(TV) Miami, and KCAL(TV) Los Angeles.

The awards will be presented on Wednesday, Aug. 28, at a black-tie dinner at New York's Marriott Marquis hotel.

Hume leaving KTLA

Craig Hume, news director of Tribune's KTLA(TV) Los Angeles, has resigned, effective Aug. 31. He oversaw the successful *KTLA Morning News* and *News at Ten* during



his two years in the top job. "It came down to a basic philosophical difference between station management and me in the future direction of both the morning show and *News at 10*," said Hume, who added that his departure is amicable. He started at the station nearly eight years ago.

Dutton goes to NBC

Former *Roc* star Charles S. Dutton has signed a deal with NBC to develop a one-hour drama series for the 1997-98 season. Dutton, currently seen in the Warner Bros. hit film "A Time to Kill," will star in the series and serve as one of its executive producers.



In judgment

"Jackie Joyner-Kersey, what are you going to do now that you've won a bronze medal in the long jump?" How about, judge a Miss America Pageant. She'll join fellow Olympian Janet Evans, U.S. Air Force Captain Scott O'Grady and TV anchor Deborah Norville in judging live pageant Sept. 14 on NBC. —LR

Multiple sets the rule in U.S.

Annual study shows 71% of homes have two or more TVs

By Lynette Rice

Fueling claims by networks that families no longer watch TV together, a survey released last week shows that 71% of U.S. homes now have two or more sets.

Almost one-third of homes now receive 40 or more channels, three times as many as five years ago. And VCR ownership has reached a staggering 86%, with 31% of homes having two or more, the survey said.

The 16th annual Television Ownership Survey—sponsored by the Committee on Nationwide Television Audience Membership and conducted by Statistical Research Inc. of Westfield, N.J.—completed nearly 2,900 interviews with a response rate of 83%. The committee comprises ABC, CBS, NBC and the National Association of Broadcasters.

Other findings cover cable TV, which is now available to 92% of U.S. homes. Of those, 64% report subscriptions, the survey showed. Homes receiving satel-

lite TV service also have increased, from 3% last year to 5% this year.

The presence of children continues to affect television and VCR ownership, the survey concluded. More than half (52%) of the households with teens reported owning at least three TV sets, while 42% of homes with children under 12 have three or more. For households with no kids, that figure is 31%.

In similar questions, 95% of homes with children own VCRs, compared with 82% without children. The share of households with multiple VCRs is almost twice as high when kids are present (43%) compared with when they are not (24%).

Finally, 16% of homes report owning a VCR programming aid, such as VCR-Plus or StarSight, the survey said.

Networks have argued that the presence of multiple TVs in U.S. homes has lessened the need for traditional family-hour fare, since today's family is not as likely to gather in front of a lone TV set, they say. ■

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KEY: RANKING/SHOW [PROGRAM RATING / SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 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	abc	CBS	NBC	Fox	U/PIN
47	8.8/16	7.4/13	11.9/21	4.0/7	2.1/4
MONDAY	8:00 8:30 9:00 9:30 10:00 10:30 22. NFL Pre-season Football—Dallas Cowboys vs. Kansas City Chiefs 8.8/16	28. The Nanny 8.2/16 51. Almost Perfect 6.8/12 40. Murphy Brown 7.2/12 31. Cybill 8.0/13 40. Chicago Hope 7.2/13	18. Friends 10.0/19 8. Mad About You 11.4/21 3. Seinfeld 13.5/23 4. 3rd Rock fr/Sun 12.8/21 5. Frasier 12.7/22 10. Caroline in/City 11.2/21	84. Fox Summer Monday Movie—Calendar Girl 4.0/7	94. Star Trek: Voyager 2.7/5 103. Nowhere Man 1.5/3
TUESDAY	8.7/16	7.1/13	9.2/17	4.0/7	2.6/5
8:00 8:30 9:00 9:30 10:00 10:30	32. Roseanne 7.9/16 33. Coach 7.8/15 6. Home Imprvmt 11.7/21 20. Coach 9.8/17 36. NYPD Blue 7.5/14	57. Rescue: 911 6.5/13 38. CBS Tuesday Movie—Stolen Innocence 7.3/13	45. Mad About You 7.1/14 40. NewsRadio 7.2/13 25. Frasier 8.7/15 21. Caroline in/City 9.5/16 9. Dateline NBC 11.3/20	84. Fox Tuesday Night Movie—White Dwarf 4.0/7	91. Moesha 3.0/6 96. Minor Adjustments 2.6/5 98. Paranormal Borderline 2.4/4
WEDNESDAY	8.2/15	6.8/13	8.1/15	3.2/6	2.6/5
8:00 8:30 9:00 9:30 10:00 10:30	47. Ellen 6.9/14 66. The Faculty 5.8/11 27. Grace Under Fire 8.3/15 46. Champs 7.0/12 13. PrimeTime Live 10.5/19	47. The Nanny 6.9/14 41. Dave's World 6.8/13 54. CBS Wednesday Movie—Misery 6.7/12	65. Wings 6.0/13 62. John Larroquette 6.1/12 16. Dateline NBC 10.1/18 30. Law & Order 8.1/14	87. Beverly Hills, 90210 3.5/7 92. Party of Five 2.9/5	96. Harrison: Cry of the City 2.6/5 94. Sister, Sis 2.7/6 89. Pt 'Hood 3.2/6 92. Wayans 2.9/5 90. Wayans 3.1/5
THURSDAY	5.4/10	7.2/13	12.0/22	5.0/9	
8:00 8:30 9:00 9:30 10:00 10:30	72. High Incident 5.2/10 76. ABC's World of Discovery 4.9/9 62. Grant 6.1/11	66. Miracle Babies 5.8/11 40. CBS Reports 7.2/13 22. 48 Hours 8.8/16	14. Friends 10.4/21 15. Boston Common 10.3/20 1. Seinfeld 14.1/25 2. 3rd Rock fr/Sun 13.8/24 6. ER 11.7/22	74. Martin 5.1/10 72. Living Single 5.2/10 76. New York Undercover 4.9/9	
FRIDAY	8.1/16	5.7/12	7.0/14	5.2/11	
8:00 8:30 9:00 9:30 10:00 10:30	57. Family Matters 6.5/15 54. Boy Meets World 6.7/14 40. Step by Step 7.2/15 47. Hangin' w/Mr. C 6.9/13 12. 20/20 10.7/21	78. Due South 4.7/11 62. Diagnosis Murder 6.1/12 59. Nash Bridges 6.4/12	56. Unsolved Mysteries 6.6/15 34. Dateline NBC 7.7/15 51. Law & Order 6.8/13	83. Sliders 4.2/9 60. The X-Files 6.3/12	
SATURDAY	5.3/11	6.4/14	6.0/13	4.3/10	
8:00 8:30 9:00 9:30 10:00 10:30	80. Second Noah 4.4/10 68. Saturday Night at the Movies—Gregory K 5.7/12	80. Smithsonian Special 4.4/11 35. Touched by an Angel 7.6/16 38. Walker, Texas Ranger 7.3/15	82. Atlantis: The Lost Continent 4.3/10 47. World's Greatest Magic 6.9/14	79. Fox Pre-season Football—San Diego Chargers vs. San Francisco 49ers 4.5/10	
SUNDAY	7.6/14	10.9/19	7.8/14	4.1/8	1.9/4
7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	68. Am Fun Hm Vid 5.7/12 60. Am Fun Hm Vid 6.3/13 28. ABC Sunday Night Movie—The Jacksons: An American Dream 8.2/14	19. 60 Minutes 9.9/21 16. Touched by an Angel 10.1/19 10. CBS Sunday Movie—Dying Young 11.2/19	68. Dateline NBC 5.7/12 26. 3rd Rock fr/Sun 8.4/16 36. Boston Commons 7.5/13 22. NBC Sunday Night Movie—The Running Man 8.8/15	88. America's Most Wanted 3.4/7 71. The Simpsons 5.4/10 74. Married w/Children 5.1/9 86. New York Undercover 3.7/6	103. Kirk 1.5/3 102. Brotherly Love 1.7/3 103. The Parent 'Hood 1.5/3 100. Sister, Sister 2.1/4 100. Unhap'ly Ever After 2.1/4 99. Unhap'ly Ever After 2.3/4
WEEK AVG	7.4/14	7.5/14	8.8/17	4.3/8	UPN: 2.4/4; WB: 2.3/4
STD AVG	9.7/17	8.9/15	11.7/20	6.6/11	UPN: 2.8/5; WB: 2.4/4

Young's high-stakes bid for KCAL

Company chairman puts it all on line to finance L.A. purchase from Disney

By Steve McClellan

With his attempted acquisition of KCAL(TV) Los Angeles, Young Broadcasting Chairman Vincent Young is taking the risk of his career, analysts and industry executives say. And as Young repeatedly stated in a recently pulled public offering to help finance the \$385 million acquisition, there is no guarantee the broadcaster will be able to consummate the purchase.

Volatility on Wall Street is hampering Young's efforts to finance the deal. Analysts and media executives say the acquisition would be a defining one for Young, in that it would almost double the size of the broadcaster in terms of revenue. But they also say Young is making some overly ambitious assumptions about cost cutting it can do at KCAL to boost cash-flow levels.

Those proposed cuts, coupled with Young's decision to pull its offering, and the fact that Capital Cities/ABC plans to divest most of its 18% stake in Young, have some broadcasters (including some bidders beat out by Young) practically drooling over what they believe may be another shot at bidding for the station.

ABC executives stress that the company's divestiture of its Young stake has nothing to do with confidence in the broadcaster and everything to do with raised eyebrows at the Justice Department, which wants the divestiture in light of Disney/ABC's ownership of KABC-TV Los Angeles. ABC's holding in Young is nonvoting and nonattributable. But with Justice making noise, ABC is taking the path of least resistance, insiders say.

But analysts and broadcasters say many in the industry believed that the Disney/Young tie eventually would lead to some form of cooperation in the Los Angeles market between KCAL and KABC-TV, which could improve Young's chances of success if its acquisition of KCAL goes through. Now, sources say, with Justice looking over ABC's shoulder, it seems any tie between those stations is unlikely.

If Young does manage to buy the station but then doesn't meet projected cash-flow levels, even with some fairly drastic cost cutting, analysts say the

company could find itself with debt levels similar to those that forced it to file for protection under the U.S. Bankruptcy Code for a brief time in 1992.

"Young is betting the ranch on KCAL," says Bishop Cheen, broadcasting analyst for First Union Capital Corp. "If any of these cost reductions don't happen, you've got a highly leveraged company again."

Young says it plans to refile a recently pulled public offering to help finance its KCAL purchase. Whether the market is any more receptive remains to be seen.

But Cheen says Young will have to issue some kind of equity or non-debt offering because of bond covenants in place that say Young can't be leveraged with bank debt more than 6.25 times on a pro forma operating cash-flow basis. "If they just paid for KCAL with bank debt, the leverage would be up around 6.5 times pro forma, so there is going to have to be some equity put in place here to complete that deal," Cheen says.

And that's assuming no dislocation in Young's ongoing financial performance, Cheen says. On a pro forma basis for the past six months, the company's operating cash flow was up less than 1% on net revenue that grew 1.8%, he says.

At this point, Cheen says, Young is "kind of treading in place." The company's stock, which dropped from a high of about \$41 per share in July to just

over \$30 per share last week, "would have no reason to move anywhere north. KCAL is a motivating event, if Young can do what it needs to do."

What Young needs to do—and says it will do—is cut almost \$21 million from KCAL's annual expenses and renegotiate some programming contracts for an additional savings of almost \$12 million. "The KCAL story is a onetime cost restructuring story," says Cheen, "where \$10 million of cash flow goes to \$45 million of cash flow."

Where Cheen takes serious issue with Young's assumptions is over staff cuts, where Young believes it can save \$7 million annually. "The good news is they have over 300 employees from which to cut, Cheen says. The bad news is half of them belong to unions and any serious cutting would mean a fierce union struggle in a union town.

Meanwhile, the stock market has calmed down somewhat from last month's turmoil. Analysts say Young probably has a good chance of cobbling together the financing it needs to do the deal. What happens after that is anybody's guess. Young executives weren't available for comment. ■



Young

Jacor champing at the bit

After Citicasters deal closes, company wants to buy more

Changing Hands

By Elizabeth A. Rathbun

When Jacor Communications Inc. closes on its merger with Citicasters Inc., expect even more deals by the radio group owner, company president Randy Michaels says.

And Michaels is a man in a hurry to make deals. He recently settled with the Justice Department over antitrust issues raised by the merger in Cincinnati only because he wants to speed up the closing, he says. Under the agreement with Justice, Jacor/Citicasters will sell one of its nine radio stations in that city.

"It's just very important to us to get Citicasters closed, and that's what we had to pay to get it closed," Michaels says. But, he maintains, "there should be nothing wrong with us acquiring all of Citicasters."

Closing the merger is important because other deals are "essentially done and waiting," Michaels says. But when that closing will take place isn't certain. FCC approval is required first,



Michaels

and getting "anything out of the FCC in August is a question mark." Michaels says. The \$774 million merger was announced in February.

With the addition of Citicasters' 19 radio stations and other pending purchases, Jacor would own 60 radio stations in 16 markets. The company's strategy will be to build a "core cluster and satellites" in each of its markets, Michaels says. He won't elaborate on the strategy, but says it "is going to yield some benefits that are not obvious."

Michaels also declined specific comment on plans for Citicasters' two TV stations: WTSP-TV St. Petersburg/Tampa and WKRC-TV Cincinnati. Jacor has been reported to be negotiating to swap the stations for Gannett Co.'s 11 radio stations. "We've done a lot of research on that. Nobody's actually done that yet," Michaels says. He notes that "VHF network affiliates are like gold" and that "a significant piece" of such a deal "qualifies as like-kind exchange property," and, thus, is tax-free.

While the deal with Gannett may be one of those awaiting the closing on Citicasters, one industry source says that Jacor also is talking with Chancellor Broadcasting Co. Chancellor, which is 90% owned by the private investment firm Hicks, Muse, Tate & Furst Inc., owns, or is buying, 41 radio stations.

But Jacor will be careful about what markets it steps into since the Justice Department limited its share of the radio advertising revenue in Cincinnati to about 50%. "There are certainly some deals we've reconfigured based on our experience with Justice," Michaels says. Jacor's acquisition strategy will be modified to "lower the likelihood that we trip one of the [Justice Department's] levers." Justice says 50% is not a "magic number" and that each antitrust investigation will be treated individually.

Michaels had harsh words for Justice: "They wanted a scalp. They were wrong and the situation will correct itself." He is convinced that a court challenge will be presented soon, although not necessarily by Jacor. "I'm not sure there is a problem with radio doing what Congress has said we can do," he says.

Michaels' comments came last Tuesday during a conference call touting Jacor's and Citicasters' latest financial results. Jacor's net income rose 8.7% in the first six months of the year, to \$4.65 million. Net revenue was up 33.4%, compared with the first six months of 1995, while broadcast cash flow grew 54.8%, from \$12.8 million

to \$19.8 million. Operating income shot up a whopping 78.2%, from \$6.7 million to \$11.9 million.

Once Citicasters also is under Jacor's wing, "a lot of things will improve very quickly," Michaels says. "The benefits of clustering are just extremely obvious."

Citicasters' six-month results weren't quite as pleasing. Net earnings fell from \$6.5 million in the first half of 1995 to \$4.7 million this year because of merger expenses, Citicasters says. Net revenue was up 8.2%, while operating income increased 4.7%, to \$17.1 million.

Although WTSP-TV was behind budget, that was balanced out by WKRC-TV, which was ahead of budget, Michaels says. That means "all the growth in net revenue came on the radio side."

Viacom, Hubbard agree to swap

Viacom Inc. last Wednesday said it will swap NBC affiliates WNYT(TV) Albany and WHEC-TV Rochester, N.Y., to Hubbard Broadcasting Inc. for Hubbard's WTOG(TV) Tampa/St. Petersburg, Fla. (BROADCASTING & CABLE, June 17)

The deal would increase the reach of Viacom's Paramount Stations Group to 19% of U.S. TV households, Paramount says. It also would give Viacom another UPN O&O. Viacom has an option to buy up to 50% of the United Paramount Networks and intends to keep acquiring major-market UPN stations.

Raycom shoots for seven more

Raycom Media Inc., the new company with the former Ellis Communications Inc. at its core, has bought seven more TV stations. Raycom, led by lawyer Stephen I. Burr, is buying the TVs from international holding company AFLAC Inc. for \$485 million. The stations being sold are: WAFF(TV) Huntsville, Ala.; WTVM(TV) Columbus and WTOCTV Savannah, Ga.; KWVL(TV) Waterloo, Iowa; WAFB(TV) Baton Rouge; KFVS-TV Cape Girardeau, Mo., and WITN-TV Washington, N.C. All are affiliates of one of the Big Three networks. If approved by the FCC, the deals would bring Raycom to 27 stations, mostly in small to midsize markets. ■

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	\$512,245,949 ■ 6
Combos	\$48,320,000 ■ 4
FMs	\$249,438,000 ■ 4
AMs	\$3,950,000 ■ 4
Total	\$813,953,949 ■ 18
SO FAR IN 1996:	
TVs	\$5,161,939,845 ■ 66
Combos	\$9,827,955,479 ■ 239
FMs	\$1,775,767,953 ■ 265
AMs	\$144,789,688 ■ 152
Total	\$16,910,452,965 ■ 722
SAME PERIOD IN 1995:	
TVs	\$2,483,437,000 ■ 85
Combos	\$1,250,749,810 ■ 140
FMs	\$434,314,073 ■ 237
AMs	\$70,469,654 ■ 125
Total	\$4,238,970,537 ■ 587
Source: BROADCASTING & CABLE	

TV

WAFF(TV) Huntsville, Ala.; WTVM(TV) Columbus and WTOCTV Savannah, Ga.; KWVL(TV) Waterloo/Cedar Rapids, Iowa; WAFB(TV) Baton Rouge; KFVS-TV Cape Girardeau, Mo., and WITN-TV

Washington/Greenville, N.C.

Price: \$485 million
Buyer: Raycom Media Inc. (formerly Ellis Acquisitions Inc. [Stephen I. Burr, principal; Retirement Systems of Alabama, financier]), Atlanta; owns KOLD-TV Tucson; WZVN-TV Naples, Fla.; WSAV-TV Savannah, Ga.; KSLA-TV Shreveport, La.; WJTV(TV) Jackson (and satellite WHLT(TV) Hattiesburg), Miss.; KAME-TV Reno; WECT(TV) Wilmington, N.C.; WUPW(TV) Toledo, Ohio; WACH-TV Columbia, S.C.; KSFY-TV (satellites KABY-TV Aberdeen and KPRTV-TV Pierre), all Sioux Falls, S.D., and WTNZ-TV Knoxville and WMC-TV-AM-FM Memphis, Tenn.; is buying WDAM-TV Laurel/Hattiesburg, Miss.; WPBN-TV Traverse City/Cadillac-WTOM-TV Cheboygan/Cadillac and WLUC-TV Marquette, all Mich.; KTVO(TV) Ottumwa, Iowa/Kirksville, Mo.; WSTM-TV Syracuse, N.Y., and KNDO(TV) Yakima-KNDU(TV) Richland/Yakima, Wash.
Seller: AFLAC Inc., Columbus, Ga. (Daniel P. Amos, president); no other broadcast interests
Facilities: WAFF: ch. 48, 1,170 kw visual, 234 kw aural, ant. 1,900 ft.; WTVM: ch. 9, 284 kw visual, 52.5 kw aural, ant. 1,650 ft.; WTOCTV: ch. 11, 316 kw visual, 31.6 kw aural, ant. 1,470 ft.; KWVL: ch. 7, 316 kw visual, 27 kw aural, ant. 1,980 ft.; WAFB: ch. 9, 316 kw visual, 63 kw aural, ant. 1,670 ft.; KFVS-TV: ch. 12, 316 kw visual, 63.2 kw aural, ant. 2,001 ft.; WITN-TV: ch. 7,

316 kw visual, 31.6 kw aural, ant. 2,026 ft.

Affiliations: WAFF: NBC; WTVM: ABC; WTOG-TV: CBS; KWVL: NBC; WAFF, KFVS-TV: CBS; WITN-TV: NBC

49% of CP for KAJW(TV) Tolleson/Phoenix, Ariz.

Value: \$12 million (\$5.4 million for 49% interest; option to buy remainder for \$6.6 million after station is built and running one year)

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); is buying KWBF(TV) Flagstaff/Phoenix; is selling WTWS(TV) New London/Hartford, Conn., is buying KNMZ-TV Oklahoma City (see items, below) (for other TV holdings see "Changing Hands," July 15)

Seller: Hector Garcia Salvatierra, Phoenix; no other broadcast interests
Facilities: Ch. 51, 5,000 kw visual, 500 kw aural, ant. 1,755 ft.

Broker: Kalil & Co. Inc.

KNMZ(TV) Oklahoma City

Price: \$6.395 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner)

Seller: Aracelis Ortiz, San Benito, Tex.; no other broadcast interests

Facilities: Ch. 62, 1,000 kw visual, ant. 763 ft.

Affiliation: Not on air

Broker: Patrick Communications Corp.

WRAY-TV Wilson/Raleigh/Durham, N.C.

Price: \$5 million

Buyer: Ramcast Corp., New York (Barbara Lawrence, president); no other broadcast interests

Seller: Wilson Telecasters Inc., Fayetteville, N.C. (James Thrash, president); owns WFAY-TV Fayetteville and WSFX-TV Wilmington, N.C.

Facilities: Ch. 30, 1,236 kw visual, aural, ant. 1,245 ft.

Affiliation: Independent

Broker: Blackburn & Co.

WTWS(TV) New London/Hartford, Conn.

Price: \$3,050,949

Buyer: Roberts Broadcasting of Hartford LLC, St. Louis (co-owners/brothers Steven C. and Michael V. Roberts). The Roberts co-own KTVJ-TV Boulder, Colo.; WHSL-TV East St. Louis; WRMY(TV) Rocky Mount, N.C., and KZAR-TV Provo, Utah; have applied to build TV on ch. 14 in Albuquerque, N.M.

Seller: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner)

Facilities: Ch. 26, 2,792 kw visual, 279 kw aural, ant. 1,251 ft.

Affiliation: Independent

KFWU(TV) Fort Bragg, Calif.

Price: \$800,000

Buyer: Sainte Ltd., Modesto, Calif. (Chester and Naomi L. Smith, owners); owns KCVU(TV) Chico, KHOU(TV) Eureka, KNSO(TV) Merced/Fresno and KCSO(TV) Modesto/Sacramento, all Calif.

Seller: California Broadcasting Inc., Redding, Calif. (Marshall R. Noeker, president); owns KRCR-TV Redding, Calif.

Facilities: Ch. 8, 225 kw visual, ant. 2,446 ft.

Affiliation: ABC

COMBOS

KKSJ(AM)-KBAY(FM) San Jose/San Francisco, Calif.

Price: \$31 million

Buyer: American Radio Systems Corp., Boston (Steven B. Dodge, chairman); is buying KSJO(FM) and KUFX(FM) San Jose, and WNEZ(AM) New Britain/Hartford, Conn. (see item, below). For other holdings, see "Changing Hands," Aug. 12.

Seller: United Broadcasting Co., San Jose (Steve Snell, partner); no other broadcast interests

Facilities: AM: 1370 khz, 5 kw; FM:

100.3 mhz, 14.5 kw, ant. 2,580 ft.

Format: AM: nostalgia; FM: adult contemporary

Broker: Media Venture Partners

KVEN(AM)-KHAY(FM) Oxnard/Ventura, Calif.

Price: \$12.7 million

Buyer: McDonald Investment Co. Inc., Birmingham, Ala. (William W. McDonald, chairman/owner)/Bengal Pacific Communications, Fort Washington, Pa. (Joseph D. Schwartz, president); are buying KDZZ(AM)-KTEG(FM) and KHTZ(FM) Albuquerque, N.M. McDonald also owns WHHY(AM)-WJCC(FM) Montgomery and WAFX(FM) Prattville, Ala.; is buying KNRO(AM) Springfield/Eugene, KNRQ-FM Creswell/Eugene and KZEL-FM Eugene, Ore.

Seller: KVEN Broadcasting Corp., Ventura (Robert L. Fox, David Loe, principals); no other broadcast interests

Facilities: AM: 1450 khz, 1 kw; FM: 100.7 mhz, 39 kw, ant. 1,210 ft.

Formats: AM: news/talk; FM: country

Broker: Media Venture Partners (seller)

WBIZ-AM-FM Eau Claire, Wis.

Price: \$4 million

EZ COMMUNICATIONS

has acquired

KFNS-AM/KEZK-FM

St. Louis, Missouri

from

PAR BROADCASTING

for

\$48,000,000

The undersigned acted as exclusive broker in this transaction and assisted in the negotiations.



Kalil & Co., Inc.

3444 North Country Club Tucson, Arizona 85716 (520) 795-1050

Buyer: Phillips Broadcasting Co., Menomon, Wis. (Mike Phillips, president/owner); owns WORB-FM and WMEQ-AM-FM Eau Claire; 45% of KMNO-AM-FM Marshall, Mo.; is building WVXD-FM Chetek, Wis.

Seller: Americus Communications No. 1 LP, Stevens Point, Wis. (general partners: Continental Broadcasting Inc. [William C. Davis, president] and Richard L. Muzzy); no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 100.7 mhz, 100 kw

Formats: AM: country; FM: adult CHR
Broker: Media Services Group Inc.

WGAM(AM)-WRSI(FM) Greenfield, Mass.

Price: \$620,000 cash

Buyer: Watertown Radio Associates LP, Claremont, N.H. (Northstar Broadcasting Corp., 20.7% general partner; Jeffrey D. Shapiro, William D. Goddard, co-owners); is buying wxps (FM) (formerly wwtg) Vergennes/Burlington, Vt. Shapiro and Goddard each own 33.3% of Northstar, which owns WNCQ-FM Morristown, N.Y.; 17.9% of WCPV(FM) Essex, N.Y.; 12.3% of WTSV(AM)-WHDQ(FM) Claremont, N.H., and WNHV(AM)-WKXE-FM White River Junction and WSSH-FM Marlboro, Vt., and 11% of WKRT(AM)-WIII-FM Cortland, N.Y.

Seller: Radio Skutnik Inc., Greenfield (Edward Skutnik, president/owner); has option to repurchase AM for \$70,000

Facilities: AM: 1520 khz, 10 kw; FM: 95.3 mhz, 320 w, ant. 780 ft.

Format: AM: adult contemporary; FM: diverse

Broker: Media Services Group Inc. (seller)

RADIO: FM

WMXD(FM), WJLB(FM) and WQRS(FM)* Detroit, and WFLN-FM Philadelphia

Price: \$237.75 million (\$168 million for WMXD and WJLB; \$32 million for WQRS Detroit; \$37.75 million for WFLN-FM)

Buyer: Evergreen Media Corp., Irving, Tex. (Scott K. Ginsburg, chairman/55.6% owner); owns WKQI(FM), WNIC(FM), WDOZ(AM) (formerly WMTG) and WDFN(AM)-WWWV-FM, all Detroit; WYXR-FM and WJZZ-FM Philadelphia; KKBT(FM) Los Angeles and KYLD-FM San Mateo/San Francisco; KIOI(FM) and KMEL(FM) San Francisco; WVCG (AM) Miami; WMVP(AM)-WLUP-FM, WRCX (FM), WVAZ(FM), WNUA-FM and WEJM-AM-FM**, all Chicago; WJMN(FM) Boston and WXKS-AM-FM Medford/Boston; WKTU(FM) (formerly WYNY) New York; WPEG(FM), WBAV-AM-FM, WRFX

(AM) (formerly WAQS)-WRFX-FM and WEDJ-FM (formerly WAQQ-FM), all Charlotte, N.C.; KTRH(AM)-KLOL(FM) Houston and KSKY(AM) Dallas, and WTOP(AM)-WASH(FM) Washington; is buying KYLD-FM San Mateo/San Francisco; WPNT-FM Chicago and WWRC-AM* Washington; is swapping WKLB-FM Framingham/Boston for Greater Media Inc.'s WEBR(FM) Washington. *Evergreen will swap WQRS Detroit to Greater Media Inc. for Greater Media's WWRC(AM) Washington + \$9.5 million. Evergreen recently had agreed to buy WWRC from Greater Media for \$22.5 million (Changing Hands, June 24). Greater Media, New Brunswick, N.J. (Peter A. Bordes, chairman/owner; Tom Milewski, COO); owns WLLZ(AM) (formerly WHND)-XWCSX-FM and XWRIF-FM Detroit; is swapping WEBR(FM) Washington for Evergreen's WKLB-FM Framingham/Boston (for other holdings, see Changing Hands, June 24). **Evergreen says it will sell WEJM-FM Chicago to comply with federal ownership limits.

Seller: Secret Communications LP, Cincinnati (Frank E. Wood, president/limited partner; Broadcast Alchemy LP and Booth Broadcasting Inc., general partners); is buying WDSY-FM and WJJJ(FM) (formerly WNRQ) Pittsburgh from Entertainment Communications Inc.; is swapping KMJI(AM)-KSFM(FM) Woodland/Sacramento, Calif., for American Radio Systems Corp.'s WQRS Detroit and WFLN-FM Philadelphia + \$20 million (for other holdings, see Changing Hands, April 29)

Facilities: WMXD : 92.3 mhz, 21.5 kw, ant. 699 ft.; WJLB: 97.9 mhz, 50 kw, ant. 489 ft.; WQRS: 105.1 mhz, 20 kw, ant. 784 ft.; WFLN-FM: 95.7 mhz, 50 kw, ant. 500 ft.

Formats: WMXD, WJLB: urban; WQRS, WFLN-FM: classical

Broker: Star Media Group Inc.

KUTQ(FM) Bountiful/Salt Lake City and KZHT(FM) Provo/Salt Lake City

Price: \$11 million cash

Buyer: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, president); owns KKAT(FM) Ogden/Salt Lake City and KALL(AM)-KODJ(FM) Salt Lake City; has joint sales agreement with KBKK(FM) Spanish Fork/Salt Lake City (for other holdings, see "Changing Hands," July 1)

Seller: Starley D. Bush, Salt Lake City; no other broadcast interests. Note: Bush acquired KZHT for \$1.1 million in 1995.

Facilities: KUTQ: 99.5 mhz, 39 kw, ant.

2,953 ft.; KZHT: 94.9 mhz, 47 kw, ant. 2,790 ft.

Formats: Both CHR

Broker: Media Services Group Inc.

WVMX(FM) Stowe, Vt.

Price: Value: \$675,000

Buyer: General Electric Co., Stamford, Conn. (Robert C. Wright, president, NBC Inc.); owns WAPA-TV San Juan, P.R., and NBC Inc., which owns KNBC-TV Los Angeles; WTVJ(TV) Miami; WMAQ-TV Chicago; WNBC(TV) New York; WNCN(TV) Goldsboro, N.C.; WCMH(TV) Columbus, Ohio; WCAU(TV) Philadelphia; WJAR(TV) Providence, R.I., and WRC-TV Washington; has 49% nonattributable interest in Gannett Co. Inc.'s WKYC-TV Cleveland
Seller: Ameridata Technologies Inc., Stamford (Leonard Fassler et al.); is selling KKTK(AM)-WACO(FM) Waco, Tex.
Facilities: 101.7 mhz, 43 w, ant. 2,653 ft.

Format: Classic rock

WSEY(FM) Mount Morris, Ill.

Price: \$13,000

Buyer: Farm Belt Radio Inc., Naples, Fla. (Nathan Goetz, president); owns WIXN-AM-FM Dixon, Ill., and has CP for FM in Oregon, Ill.

Seller: American Family Association Inc., Tupelo, Miss. (Donald E. Wildmon, president); owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WAFR(FM) Tupelo, WDFX(FM) Cleveland and WQST-AM-FM Forest, all Miss.; KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reed-sport, Ore.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex.

Facilities: 95.7 mhz, 2.7 kw, ant. 495 ft.
Format: Not on air

RADIO: AM

KRRA(AM) (formerly KGRB) West Covina, Calif.

Price: \$3.1 million

Buyer: El Dorado Communications Inc., Los Angeles (Thomas H. Castro, president); owns KRTO(FM) (formerly KMQA) West Covina, Calif. (for

other holdings, see Changing Hands, July 8)

Seller: Robert Burdette & Associates Inc., Los Angeles (Robert Burdette, president/52% owner); no other broadcast interests

Facilities: 900 khz, 500 w day
Format: Big band

WNEZ(AM) New Britain/Hartford, Conn.

Price: \$750,000

Buyer: Mega Broadcasting Corp., Englewood Cliffs, N.J. (Alfredo Alonso, president/owner); is buying WURD (AM) Philadelphia

Seller: American Radio Systems Corp., Boston (Steven B. Dodge, chairman); owns WZMX(FM), WRCH-FM and WTIC-AM-FM Hartford; is buying KKSJ(AM)-KBAY(FM) San Jose/San Francisco, Calif. (see item, above) (for other holdings, see "Changing Hands," Aug. 12)

Facilities: 910 khz, 5 kw
Format: News

WGZS(AM) Dothan, Ala.

Price: \$65,000

Buyer: Willis Broadcasting, Norfolk, Va. (L.E. Willis Sr., president/owner); owns KLRG(AM) North Little Rock and KMZX(FM) Lonoke, Ark.; WTJH(AM) East Point, Ga.; WWCA(AM) Gary, Ind./East Chicago; WESL(AM) East St. Louis; WDDT(AM) Greenville and WJXN (AM) Jackson, Miss.; WURB(FM)-WBTE (AM) Windsor and WPOL(AM) Winston-Salem, N.C.; WKSO(FM) Orangeburg and WKWQ(FM) Batesburg, S.C.; KDFT (AM) DeSoto, Tex., and WPCE(AM) Portsmouth, Va.; is buying WELS-AM-FM Kinston, N.C., and WGPL(AM) Portsmouth, Va. L.E. Willis owns WAYE(AM) Birmingham, Ala.; KFTH(FM) Marion, Ark.; WPZZ(FM) Franklin, Ind.; WBOK(AM) New Orleans; WJNS(FM) Yazoo City and WJXN(FM) Utica, Miss.; WGSP(AM) Charlotte, WSRC(AM) Durham, WBXB(FM) Edenton and WMYK(FM) Moycock, all N.C.; WURD (AM) Philadelphia,

and WSFZ(AM) Memphis

Seller: Genesis Radio Co., Headland, Ala. (Buford Hunt, president); owns WARI(AM)-WIZB(FM) Abbeville, Ala.

Facilities: 700 khz, 1.6 kw
Format: Southern gospel

51% of WMOV(AM) Ravenswood, W.Va.

Price: \$35,000 for stock

Buyer: Rex Osborne, Ravenswood; owns WFYZ(FM) Ravenswood
Seller: Sidney G. Tweel and Regina Tweel Blazek, Huntington, W.Va.

Facilities: 1360 khz, 1 kw
Format: Country, oldies, big band

—Compiled by Elizabeth A. Rathbun

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Arbitron, SRI drop joint ratings plan

Companies couldn't agree on methodology of new network measurement

Radio

By Donna Petrozzello

Plans by Arbitron and Statistical Research Inc. (SRI) to collaborate on developing a network radio ratings report to replace the current RADAR reports were shelved last week.

In a letter to network radio executives, Arbitron President Stephen Morris cited unresolvable differences between Arbitron and SRI to jointly construct a new ratings service. For more than two decades, SRI has surveyed network radio ratings released in its biannual RADAR reports by interviewing a typical sample of 12,000 listeners by telephone.

"Over the past four weeks, we have had several contacts and exchanged information with SRI," Morris wrote. "It has become apparent, however, that there is too much of a difference



Gale Metzger's SRI and Arbitron decided they couldn't develop a joint ratings plan.

between our companies to allow for a reasonable chance of success."

SRI President Gale Metzger said the two companies had discussed "how to serve advertising clients and agencies

better," as well as approaches to melding Arbitron's local market listening data with SRI's national data. Arbitron measures individual station audience share in nearly 200 radio markets each quarter through a 375,000 mail-in diary sample.

According to sources, differences arose between the companies about whether to use Arbitron's diary research or SRI's telephone methodology to measure the nation's network listenership. Other points discussed were the frequency of reports, the sample size and cost-to-benefit ratios.

Metzger downplayed the theory of calculating network ratings in a partnership arrangement: "Splitting of responsibilities automatically raises questions. You need to clearly delineate responsibility."

The prospect of jointly developing a model to improve upon RADAR was broached after network executives raised the idea. ABC Radio Networks

Bottom Line: Quarterly earnings roundup

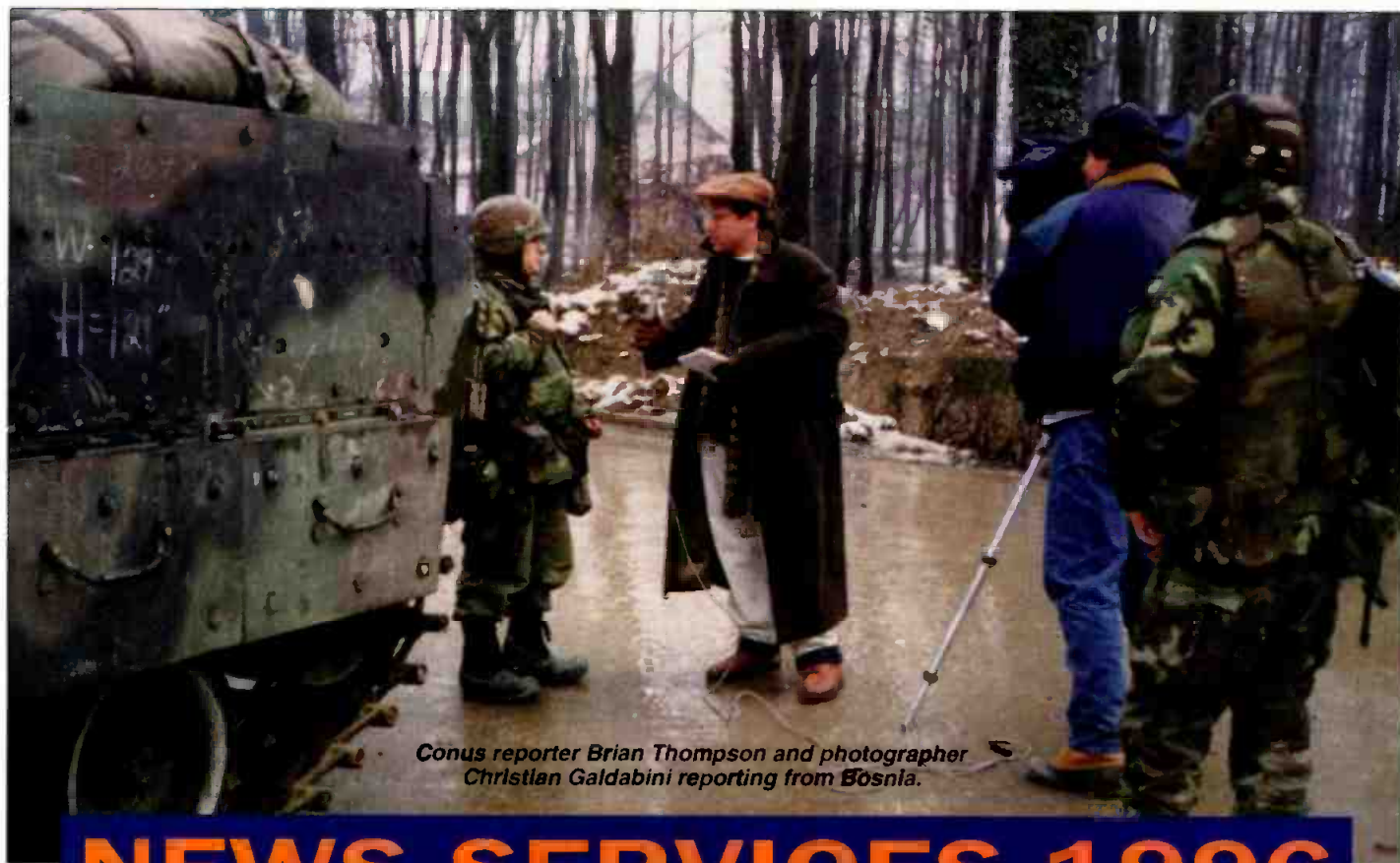
Evergreen Media Corp.—The company reported a 14.5% increase in broadcast cash flow, to \$31.5 million, and an 8.4% increase in net revenue, to \$78.4 million, each on a pro forma basis, for the second quarter ended June 30. For the first half of 1996, Evergreen reported a 13.3% increase in broadcast cash flow, to \$46 million, and a 7.4% increase in net revenue, to \$126.3 million. Evergreen Chairman Scott Ginsburg attributed the quarterly increases to strong spring 1996 ratings at Evergreen's stations, particularly at rhythmic dance WKTU-FM New York. That station jumped from a 3.4 rating (listeners 12-plus) last winter, when it debuted its dance format, to a 6.7 to seize top billing in New York.

In other news, the Evergreen board declared a three-for-two stock split of its common stock as a 50% stock dividend payable Aug. 26. Shareholders will receive one additional share for every two shares held on Aug. 19, and will receive cash for all fractional shares. As a result of the stock split, the number of outstanding shares will increase from 18,741,000 to approximately 28,111,500, Evergreen officials said.

Multi-Market Radio—Multi-Market reported an 11% increase in broadcast cash flow, to \$2,156,248, and an 8% increase in net revenue, to \$5,317,326, each on a pro forma basis, for the second quarter ended June 30. The company also posted a net loss of \$3,832,194, or \$1.10 per share, for the quarter, compared with a net

loss of \$655,542, or 19 cents per share, in second quarter 1995. A Multi-Market spokesperson said the net loss was the result of nonrecurring charges of \$3,612,939 related to the pending merger with SFX Broadcasting, which is expected to close within 60 days.

Children's Broadcasting Corp.—CBC reported a 19% decrease in net revenue in second quarter 1996, to \$1,331,467, down from \$1,404,272 for the same period last year. The net loss for the quarter totaled \$1,706,411, or 47 cents per share. For the first half, CBC posted a 22% decrease in net revenue, to \$2,547,490, down from \$2,666,102 in the first half of 1995. The net loss for the first six months was \$3,582,284, or 98 cents per share. Despite the overall revenue drop, the company's owned-and-operated stations in Los Angeles, Dallas, Minneapolis, Denver and Kansas City showed improvement, with revenue up an average 39%, from \$285,000 in second quarter 1995, to \$396,000 for the most recent quarter. CBC President Christopher Dahl attributed the station gains to stronger local sales. He said the group's overall lackluster performance was due, in part, to the second quarter's being "typically a slower radio sales quarter." Dahl noted changes in CBC operations in the last quarter, which included breaking an arrangement with ABC Radio Networks to aid in affiliate marketing and sales for Radio Aahs. —DP



Conus reporter Brian Thompson and photographer Christian Galdabini reporting from Bosnia.

NEWS SERVICES 1996

Stations eagerly await digital VIDEO-ON-DEMAND

By Brad Smith,
special correspondent

The network affiliate news services agree that broadcast-quality video "on demand" is in the future. But they disagree on when that future will arrive.

Financing problems notwithstanding, it might be as soon as 1997. The affiliate services—ABC NewsOne, CBS NewsPath and NBC News Channel—are in various stages of testing some form of enhanced digital video service.

"From a technological standpoint, this is the single most exciting potential innovation I have seen since live satel-

lite technology," says Robert Horner, president of NBC News Channel, headquartered in Charlotte, N.C.

Horner predicts that affiliate news services will eventually offer their members a combination of video on demand and live coverage.

With digitized video on demand, a producer at a network affiliate would be able to use a desktop computer to preview both the script and the video for a story, which would be stored on a master server. If the producer wanted to use the story, he could click on an on-screen menu and download the script and video in broadcast quality.

One of the problems encountered in early tests has been that downloading

the broadcast-quality video can take much more time than the video's real time length, Horner says.

CBS NewsPath and ABC NewsOne also are looking at digitized video feeds to their affiliates.

ABC NewsOne is investigating a "browse only" version that would allow affiliate producers to scan tapes on their desktop computers, according to Don Dunphy, NewsOne vice president.

CBS NewsPath was the first network affiliate news service to use the Avid digital editing technology, and is looking into digitizing. But digital on-demand video technology has limited input-output devices and is still too expensive to be practical, says News-

“...MSNBC BROKE THE NEWS—
AHEAD OF CNN...”
THE NEW YORK TIMES



“UPSTART MSNBC PRAISED
FOR COVERAGE OF CRASH.”
SAN FRANCISCO CHRONICLE

“BY HOOK AND JOURNALISTIC CROOK,
MSNBC INSTANTLY EMERGED
AS A RIVAL TO CNN.”
BOSTON GLOBE

“CREDIT MSNBC WITH YOUTHFUL
VERVE...INSTEAD OF THE USUAL
FROSTY FOSSILS.”
L.A. TIMES



“IF CNN...REINVENTED TV NEWS, THEN
MSNBC MAY REINVENT CNN.”
SAN FRANCISCO EXAMINER



“MICROSOFT AND NBC’S CABLE
VENTURE MAKES ITS DEBUT WITH
PLENTY OF STYLE.”
WALL STREET JOURNAL

“MSNBC LAUNCHED WELL...”
TIME MAGAZINE

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John Frazee, vice president, news services, CBS

CBS NEWS PATH

Path Vice President John Frazee.

"Server-based video processing systems are going to change our business," Frazee says, "but we aren't there yet. And nobody wants to get there more than we do."

Dunphy says ABC NewsOne expects to offer its browse-only video feed to affiliates in 1997, allowing the stations to scan the 15 hours of material the service offers daily. After choosing what they want, the local stations will be able to download the video normally.

NBC News Channel is moving into phase two of a trial of its video-on-demand, broadcast-quality service. The first phase, involving about 20 stations that received the signal via an MCI landline, was encouraging, Horner says. The second and more enhanced phase will involve some half-dozen stations.

The NBC affiliate board is interested in the concept, but has not voted on it. Horner admits that broadcast-quality video on demand is "so new that I don't think anyone really knows the true cost," but the 200 NBC affiliates have expressed enough interest that they may be willing to share the cost, if it proves affordable.

"If we are able to solve the financial puzzle, this will happen in 1997," Horner says.

Some announcement from at least one of the affiliate net-



works is expected at the Radio-Television News Directors Association convention in October.

Meanwhile, the network affiliate services, are dealing with increased demand for producing live shots.

The demand is fed by increasing competition at the local

level, says Frazee.

Dunphy says production of live shots has "grown incredibly over the last two years," with affiliates asking for footage for all time periods, not just for the early and late-evening newscasts. Last year, he says, was a particularly busy year for live-shot requests, because of coverage of the O.J. Simpson trial.

"The affiliates and the local news departments consider 'live' critical to their business today," Dunphy says. "You're really not in the news service unless you offer these. I see that part of the service continuing to grow."

All three networks were pushed to the limit for live



NBC NEWS CHANNEL



Robert Horner, president, NBC News Channel

shots from the sites of the TWA Flight 800 crash off Long Island and the bombing at the Atlanta Olympics. "With the magnitude of those two stories we had three or four teams rotating through the broadcast day," says Dunphy.

Horner says there is a trend among affiliates to send their own news staffs to a larger number of news events.

"The Olympics and the political conventions are expected." he

said, "but I'm talking about stations showing up for things like hurricanes, which frankly aren't very big events. If there is an underlying trend here, [it] is a continuing response to breaking news. If there is any kind of breaking news story, stations all over the country hit it hard. That's a very strong trend."

During the Olympics, Horner says, NBC News Channel and its affiliates ran what he believes was "the largest cooperative news remote in history," with a

NEWSONE



Don Dunphy, vice president, ABC NewsOne

staff of 450 News Channel and member employes. From July 15 through Aug. 5, the operation produced 3,925 live shots and coordinated 37,000 transmissions for affiliates.

Much of the Olympics' pool effort was provided by affiliate employes, which demonstrates the value of cooperation in covering a huge story, Horner

says.

All three network affiliate services planned major presences at the national political conventions. CBS planned to use new technology, compressed video with Tieman encoders, for much of its reporting for 40 affiliates.

ABC NewsOne, which has correspondents in Washington, Los Angeles and London, plans to add regional correspondents in Chicago and Atlanta by early 1997, Dunphy says. "That allows us to focus more on regional news with our own people, but with big stories like the TWA crash, we can pull them in to help."

The ABC service also will increase its specialty material—such as coverage of health, consumer and environmental news and features—in the coming year.

Horner says that NBC News Channel will announce at the RTNDA convention details of an expansion of its services from Washington, as well as plans to allow more reporting by affiliates. ■

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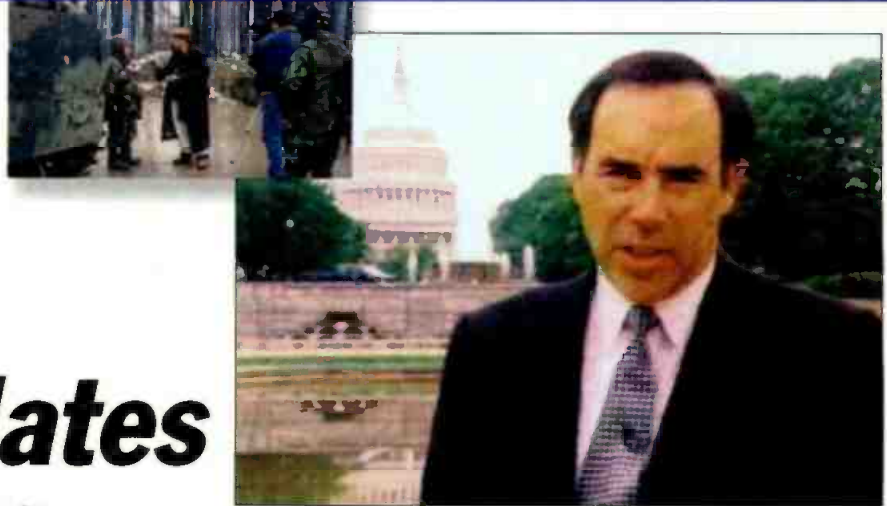
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Fox's NewsEdge runs with the candidates

Service defined in this political year



Mike Schneider, political correspondent, Fox NewsEdge

Bill Clinton and Bob Dole aren't the only ones who view 1996 in terms of political successes and setbacks. So do the folks at Fox News and its newly named affiliate news service, NewsEdge.

"If there is one defining story for this young organization," says Roy Brunett, communications director for Fox News and NewsEdge, "one that you could say was the major point of reference, it is the political campaign."

In June, NewsEdge was given its own identity under the Fox News umbrella—which also includes the 24-hour Fox News Channel expected to be launched in October—when Fox's 180-plus affiliates approved its name.

The service made other substantive strides in the past year, including an increase in the number of Fox affiliates—from 53 to 67—with their own local news operations.

NewsEdge averages one or two stories daily with each of those 67 affiliates. But Brunett says it is the news service's political coverage, "Voices & Choices '96," which defines the service and sets the stage for its future.

"This is the first significant presence of a young news organization covering a presidential campaign," he says.

Brunett says NewsEdge earned credibility in May when it was the first news organization of any kind to report that former Colorado governor Richard Lamm was considering seeking the presidential nomination of Ross Perot's Reform party.

Unfortunately for NewsEdge, the scoop—by Carl Cameron—didn't generate much attention until it reached the mainstream media. But, Brunett says, "we are breaking news as well as providing a service to our affiliates."

The news service has followed the presidential campaigns from the beginning, and planned to send more than 100 staffers to the Republican and Democratic conventions, providing affiliates with live shots and technical support, Brunett says.

NewsEdge is preparing to move its headquarters from Washington to New York, but it will maintain a bureau in the capital.

The service plans to begin regional cooperatives, with six in place before the end of the year, Brunett says. The

cooperatives collect stories with multi-state interest from its members, and make them available to other affiliates.

The first regional cooperative, announced in June and now up and running, covers the Southeast, and is based at Tampa affiliate WTVT-TV. That operation covers Florida, Alabama, the Carolinas, Tennessee, Georgia and Arkansas. The next cooperative will probably cover the West, and will likely be based in Los Angeles. The locations of the other regional centers have not been determined. ■

CNN Newsource works to fill voids

By Susan Hornik,
special correspondent

Although the broadcast networks are pushing their affiliates to scrap other news services in favor of their own, CNN Newsource continues to position itself as a dominant player in the newsgathering business.

"The network services are very anxious to make their affiliate base happy," says Jon Petrovich, CNN executive vice president. "We believe that you need more than one source, if you are [to be] a good local news station. Over the years we've noticed that our affiliate stations have not decreased—but actually increased as each of the network affiliate services got stronger. This is a complement to



CNN covering the Olympic Park bombing during the Olympics

what we are doing," Petrovich says.

"Newsource is intently focusing on what elements we can do more of for our affiliates, and fill any void that someone else is not providing," adds Jack Womack, vice president of Headline News,

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who was instrumental in Newsource's launch almost nine years ago. "We have to prove ourselves every year. We don't have the kind of traditional ties that a network has with its stations. We want to prove that we are a viable, needed source in the newsroom."

When Newsource started, "nine years ago next October, we launched [and were] well behind what the other networks were doing, and we took it from zero to 412 stations." Luckily, Petrovich adds, "we don't have a turnover rate." The reason? "Our products and services are such that stations put a value on them." And CNN benefits, since those affiliates "help CNN and provide a service on a reciprocal basis."

With the success of "Guest Source," which enables affiliates to set up one-on-one interviews with personalities in the news, Newsource continues to offer local stations a signature style. "Much of the material [stations] receive from another network source is generic. We are trying to give affiliates some way of making it their own."

CNN Newsource now has six reporters covering different geograph-



ic regions. "We have staffed up in Washington and are adding one reporter to New York for fourth quarter and one in the Midwest," Petrovich says, adding that a goal for 1997-98 is to put someone in the Southeast. The service also has added two satellite transponders, and plans to beef up its weekend material as a result of its popularity.

Even more material will be available to affiliates shortly, says Petrovich: "We are looking at creating new product from our new cable channels, CNNfn [financial news] and CANSI [sports] at the end of year."

Newsource is available internationally, but as a separate feed. "We have 230 affiliates that see our twice-a-day feed," says Petrovich. "We air material that we think has an appetite in Europe and elsewhere." Petrovich tries to offer "meaty" material, stories that are relevant beyond the U.S. border. ■

Conus aims for flexibility

New service responds to stations with longer feeds, morning features

By Susan Hornik,
special correspondent

Conus Communications prides itself on responding quickly to its TV station clients. When local news directors in the Conus cooperative wanted an expanded service for their 10 and 11 p.m. newscasts, the company immediately made the change. "We decided to move the service back 30 minutes and extend the feed—which includes weather and sports material—to a full hour," says Charles H. Dutcher III, president/general manager.

"We are extremely responsive to the limited [number] of TV stations we have. They tell us what they want and we are easily there to deliver it," emphasizes Dutcher, adding that the revised night feed has been "very well received."

Although the networks are pushing their affiliates to drop news services such as Conus and CNN in favor of their own, Conus has not felt a loss of business. "If anything, local TV stations are expanding their news services every year," Dutcher says. As proof, he cites a survey in which more than 50% of local news directors indicate that they intend to expand their news service in 1997. "They will definitely need more support from us. We will be a real active supplier of material for the local station."

With the success of its "Weekend Warrior" program, through which stations exchange live coverage of local events, Conus is looking for more regional news that can be handled live, particularly for morning newscasts. "The local stations are expanding more into that morning daypart time slot.

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Conus master control in Minneapolis, and a mobile uplink truck covering the 1996 Super Bowl.

Each week, we look for more opportunities to provide stations with live story support during that period."

Conus has a joint venture with Nike to produce a series of sports feeds known as SWAT (Sports World Access Television) for TV stations



across the country. "In the wake of NBC acquiring SNS [Sports News Service], an exclusive sports feed service went by the wayside for two-thirds of the local affiliates out there. We started to provide sports highlights from the major national league sporting events," says Dutcher. In addition, Nike provides Conus with access to Nike-sponsored athletes for interviews and special events.

Conus has dedicated time and money to its Washington facility, which boasts a total 22,000 square feet. "We put digital compression technology into Washington so that we could provide as many as seven or eight simultaneous translations on a single half transponder. This is designed to ease the burden of finding satellite space for clients that all want to mount at the same time."

Recently, the company brought two Flypacks (portable uplinks) that it had operated in Europe to the U.S. for uplinking remote events. ■

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Services battle in news field

WTN, Reuters and APTV compete for news, customers

By Susan Hornik,
special correspondent

Worldwide Television News (WTN), Reuters and AP Television News Services (APTV) are in a close and suspenseful race to create and maintain new business.

But there is also a caution. "We don't want to compete with our customers in any way," a news service executive says. "There really is room for everyone to do [well]."



With 130 bureaus, 300-plus CNN affiliates, 200 ABC and 200 CBS stations getting WTN material, "we don't turn

up on every [station's newscast] in the U.S. But we show up on a lot of them."

Terry O'Reilly, vice president of the Americas, WTN, is happy with the progress the company has made—both domestically and internationally. "Rather than just doing scheduled feeds

News on demand

Washington-based Media Exchange International, while not a news service, functions as a clearinghouse for breaking news, soft news footage and archival footage. The video, offered to TV stations on an a la carte basis, is produced by independent producers, amateur videographers and TV stations. Footage is broadcast-quality and is delivered by videotape or satellite. Stations may preview material via Cycle Sat.



at certain times of the day, WTN is now broadcasting 24 hours a day everywhere except in Latin America, which will launch in September," he says.

Consumer demand has prompted WTN to expand its entertainment news service from two days a week internationally to seven days.

"It is important to know our customers' needs better than anyone else does," says O'Reilly. "We spend a lot of time in their offices, asking for their opinion on how we're doing, good or bad. Then we ask them to tell us what we don't do that they could use." Responding to customer needs, WTN has implemented a business news service and a seven-day sports service.

Although WTN produces many feature stories, O'Reilly prefers breaking news. "We like features, but people tend to choose us because we are very good at breaking news."



Reuters has taken a no-nonsense approach and gone back to basics. "Although we are in the dominant position, we take all threats seriously.... We are in a phase now that we call 'getting back to our core competency'—newsgathering," says Andrew Nibley, editor and executive vice president, Reuters New Media. Although the company has dabbled in other areas, for the past year it has focused on its video news product, Reuters World News Service.

Reuters has a large Washington operation and substantial bureaus in New York and Los Angeles. "We have beefed up Washington to the point that we have a large broadcast center. The U.S. political scene makes Washington the news capital of the world. In addition, we expanded Los Angeles because entertainment news will sell well in both the domestic and the international areas."

Reuters Financial Television, designed for financial traders and analysts, uses live video footage for breaking business stories. Although RFT is available globally in more than 11,000

terminals in Europe and North America, the service is still new. "If we continue the strategy of linking II of our video/TV capabilities with print/financial data, we are in a good place for the new multimedia environment that is opening up," Nibley says.



APTV was designed to meet the needs of international broadcasters, but this year it is beginning to build its domestic infrastructure. "We are adding additional crews to our Washington bureau and opening offices in Los Angeles and New York," says Jim Williams, vice president and director of AP Broadcast Services.

APTV's long-term goal is to have all six elements of a story to offer its members: video, text, graphics, audio, newsroom software and photos. "When we added video to our newsgathering, we had to find people that knew the TV industry...knew how to operate cam-

eras, edit, shoot video, etcetera.

Adding the video component was not as difficult as start-

ing from scratch when we didn't have any bureaus out there for leverage."

With clients such as CNN, NBC, MSNBC, CBS, the BBC and NHK in Japan, Williams says he is thrilled with APTV's growth. Others note that the start-up service is still losing significant amounts of money. "Of course we're losing money. We planned for it and are on budget. APTV is only 18 months old. The more significant point is the reception this new video service has received in the marketplace; APTV is different, and it has excited TV newsrooms worldwide," says Williams. "It is always hard to be the new kid on the block in a very competitive business."

The service has made significant progress internationally as well. "In Australia, Australian AP serves all of the broadcasters. This occurred after the Australians terminated a 30-year relationship with Reuters." Other clients include ITN, BBC and all the major broadcasters in Japan. We are right on target with where we want to be," says Williams. ■

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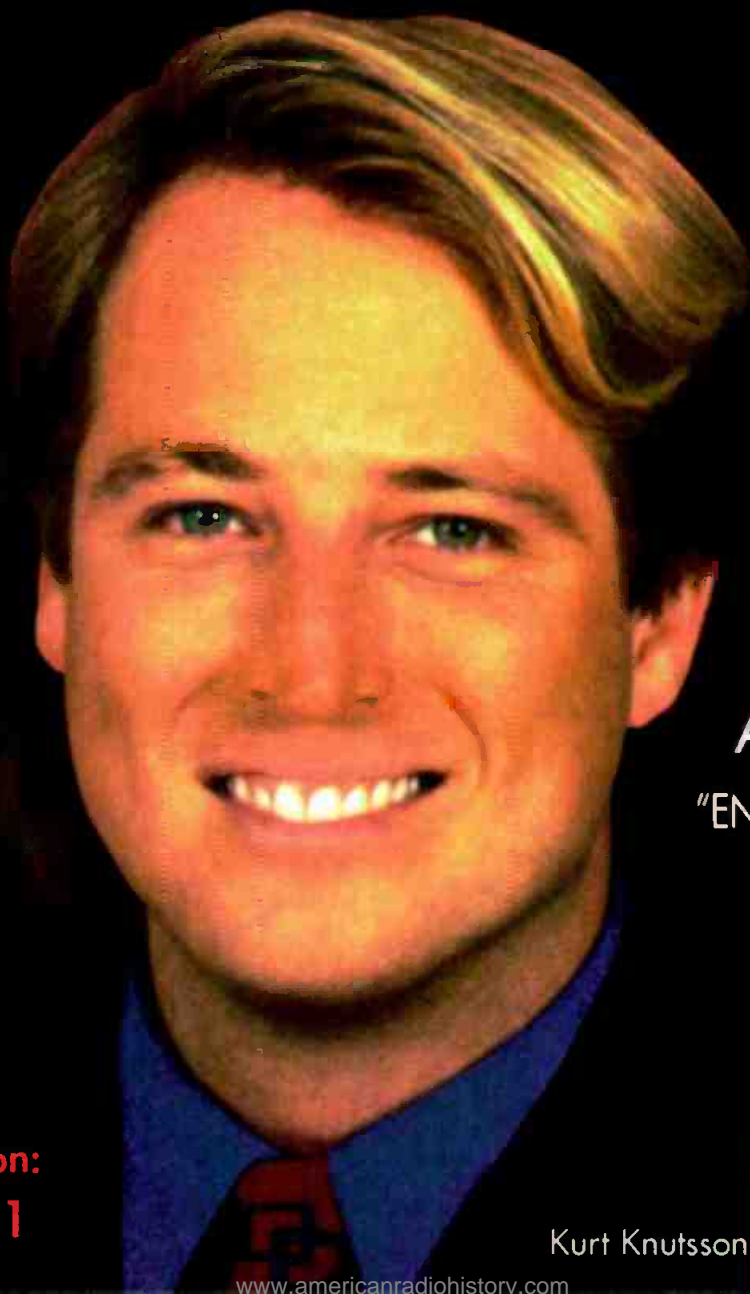
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RADIO NEWS: Around the clock, across the dial

By Donna Petrozzello

As an increasing number of radio stations lure World Wide Web browsers to their home sites, leading radio network news suppliers do not want to be left behind.

News providers including ABC Radio Networks and Associated Press Broadcast Services each have developed methods of delivering their news programming over the Web within the past year. Also, Bloomberg Information Radio debuted its 24-hour business news format last January over its home site on the Web.

ABC's RadioNet offers continuous, real-time audio-based news updates daily. RadioNet also provides a top-of-the-hour network newscast and special reports coverage. In addition, the audio portion of several ABC Radio Network shows are posted on the Web site.

AP Broadcast Service has offered its radio affiliates the rights to distribute AP's raw news feeds on their individual Web home page sites. AP spokesman Jim Williams said the network wanted to "experiment" with stations as they forge ahead along the Internet.

Meanwhile, AP is concurrently testing a newswire service, The Wire, which distributes text, photos, video and audio-delivered national and world news in real time over the Internet.

Following is a list of news programming services provided by radio networks and news services to radio stations:



ABC Radio Networks

Daily newscasts covering local, national and international news. Live, anchored crisis coverage of breaking news events at the scene. Status reports to update ongoing news stories and special event coverage including Presidential conventions, speeches and congressional hearings. Sports and feature news programming daily.

Feature news shows include *Peter Jennings' Journal*, *Bill Diehl's Spotlight*, *Hal Bruno's Washington*, *Perspective*, *This Week with David Brinkley* and *World News This Week*. Other features include morning show news prep services, the 24-hour ABC NewsWire and topical news targeted for various music formats. Also, ABC Data provides stations with direct access to ABC's newsroom via computer.

ABC's ESPN Radio Network offers daily sports news coverage, live coverage of NFL and NBA games, sports news commentaries and long-form sports talk shows including *The Fabulous Sports Babe*, *The Sunday Morning Brunch Bunch* and *ESPN Sports Beat with Brent Musburger*.

Accu-Weather Inc.

Taped and live, anchored national weather forecasts provided 24 hours daily via satellite to 150 radio station affiliates and three regional state radio networks.

American Urban Radio Networks

Hourly newscasts, regular news commentaries, White House reports, reports from Capitol Hill and Congress and special news reports, all with focus on African-American concerns. Long-form shows include *Bev Smith Commentary* and *Night Talk with Bob Law*.

Associated Press Broadcast Services

The Associated Press provides news programming to 4,900 radio stations and radio networks nationwide. Broadcast divisions include AP All News Radio, a 24-hour service carried by more than 80 stations, six national and worldwide reports hourly; state and local news segments, and business news and sports reports twice hourly on weekdays.

AP Network News provides five-

Significant Others

There are many specialty services that provide customized news and information to radio, TV and cable. Here is a sampling, taken from the Radio-Television News Directors Association's directory of news-feed services.

AccuWeather—Weather service; local forecasts for radio and TV (814) 234-9601

American Stock Exchange—Stock quotes and news for radio (212) 306-1634

AMI News—Skiing, camping, fishing reports for radio and TV (510) 254-4456

Broadcast News Ltd.—General news reporting, live sports and remote broadcasts for radio and TV (416) 364-3172

Consumer Reports TV News—90-second news features for radio and TV, including news of product testing, safety alerts and good buys (203) 677-0693

Court TV—Broadcast clip service with video from over 400 trials and hearings (212) 692-7892

Entertainment News Calendar—Daily entertainment news for radio and TV (212) 421-1370

Hammer Distributing—Car-care news inserts for TV (614) 264-7585

Health News on Location—Health and dental news (214) 8204827

Ivanhoe Broadcast News—News for TV of medical breakthroughs, family health, innovation in education and crime prevention (407) 423-8045

Kiplinger's Personal Finance—24-hour business, economic and money video news service (617) 861-8713

Medill News—Coverage of Washington for radio and TV (202) 662-1803

The Nasdaq Stock Market—Stock market reports and business news and information radio and TV (202) 728-8379

Potomac News Service—Live TV coverage of Washington, customized for stations (202) 783-6464

The Sports Network—24-hour sports information and news, including scores (215) 947-2400

Sports NewSatellite—Daily sports feed for NBC affiliates (201) 807-0888

SportsTicker—Instant sports news and information (201) 309-1200

Standard News—24-hour news network for radio (214) 831-1920

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Bloomberg Information Radio

Provides live 60-second business news reports each hour along with newscasts



on breaking news and national and international financial news starting every 15 minutes per hour, each day. Top and bottom-of-the-hour newscasts updated hourly and a one-hour news show, *Weekly Bloomberg Business Report*, offered Saturdays and Sundays.

Bloomberg's 24-hour turnkey news service has 30 full-time subscribing radio stations, including WBBR(AM) New York. A total of 120 affiliate stations take some portion of Bloomberg programming.

CBS Networks

Six-minute newscasts on world and national news each hour, extended feature coverage of breaking news events, news analysis and commentary from CBS correspondents. CBS Spectrum Radio Network offers morning and afternoon drive newscasts, custom news wrap-ups, feature reports and 19 daily newscasts.

Metro Networks

Provides local traffic reports to 1,200 radio stations in the U.S., 50 stations in the U.K. and several affiliates in Paris. Metro provides roughly 30 of its U.S.-based affiliates with local news, weather and sports news daily.

Monitor Radio

The broadcast edition of *The Christian Science Monitor* in a one-hour news program offered weekdays to 200 affiliates. Around-the-clock headline news service in five-minute top-of-the-hour segments offered weekdays.

Salem Radio Networks

Since purchasing StandardNews in April, SRN provides five-minute top-of-the-hour and 60-second bottom-of-the-hour newscasts and actualities for 70 general market affiliates and 300 Christian-format stations in the U.S.

Shadow Broadcast Services

Continuously updated local traffic conditions, weather forecasts, news and sports news covered anchored live to 300 affiliates. Traffic news provided up to six times per hour during morning and afternoon drive for news and news/talk stations.

UPI Radio Network

The network's broadcast news service and newswire serve a total 5,000 affiliates worldwide on a subscription basis. Earlier this year, debuted *UPI Morning News*, a live, 6-10 a.m. ET newscast on national and world events. Broadcast services offer four-minute newscasts each hour, general news updates at 30 minutes past the hour and hourly sports and business news updates. Newswire



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The world of news, according to Bloomberg

Michael Bloomberg is accustomed to being the underdog.

In 1981 he launched Bloomberg Financial Markets, a Wall Street information and analysis service, and expanded it to become a formidable competitor of news-service giants like the Associated Press and Reuters. Now he hopes to do the same with video news feeds that are distributed to more than 40 affiliates worldwide.



Michael Bloomberg

"We mean to be a major player," Bloomberg says. "We're adding people and cameras, and we have our syncication people out pushing as far as we can. CNN clearly has a lead, but we're the new guy on the block."

Five days a week, Bloomberg Information Television sends out a news feed to its affiliates. A 90-second business package, a 90-second feature package and a two-minute market update go out each morning at 4:30 a.m. The bulk of the affiliates are independent stations, and the packages they receive are the same that as those seen on the company's satellite TV channel.

Bloomberg strongly recommends that its affiliates

use the service's news before noon, and even before the market opens, because of quickly changing news.

Bloomberg has risen through the news ranks with its 63,000 news terminals, the backbone of the business. But it also is busy publishing *Bloomberg Magazine*; broadcasting on WBBR(AM) New York; airing *Bloomberg Business News* on public television and delivering a TV channel, Bloomberg Information Television, via direct broadcast satellite. The company also has launched newsmagazine shows *Bloomberg Small Business* and *Bloomberg Personal TV* on USA Network.

The Bloomberg strategy, however, is to link all the services. The anatomy of a story, following the Bloomberg model, is: A major news event is covered by a reporter who writes the story and sends it to all the Bloomberg terminals, and to the company's monthly magazine. The same reporter tapes the news using audio and video, both of which are also sent to the terminals. The audio is delivered over its radio station, and the full-motion video and audio recorded by the reporter will be used for the satellite TV channel. And that's where it is sent in packages to be picked up by the affiliates.

BBN feeds 50-60 video stories a day. "While over 100 radio stations pick up our feed all day, 62,000 people buy our video programming," Bloomberg says.

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USA Radio Network

Five-minute top-of-the-hour and two-minute bottom-of-the-hour newscasts on local, national and world news to an estimated 1,300 radio affiliates. Additional news updates, sports and business reports, coverage of Presidential news conferences, the President's weekly radio address and election cam-



paign-coverage. Other feature segments include health news and financial news long-form shows.

Wall Street Journal Radio Network

Services include business-related news reports daily to 146 stations in the top 50 markets. *The Wall Street Journal*

Report provides two-minute newscasts hourly on breaking business, economic, financial and consumer news from newsmakers, analysts and *Wall Street Journal* correspondents.

The Wall Street Journal Overnight News offers business news from Asia and Europe along with a first look at business news in the next day's *Wall Street Journal*. *The Dow Jones Report* provides consumer news briefs to news/talk and music stations 16 times Monday through Friday and six times on Saturday.

New programing this year includes the weekend features: *Enterprising Manager*, *Barron's on Investment* and *Work & Family*.

Weather Channel Radio Network

Live and pre-recorded broadcasts on local and national weather conditions provided 24-hours to 36 stations in the top 50 markets. Reports from meteorologists available in 15-second, 30-second and 60-second segments. Longer broadcasts provided during severe weather conditions.

Westwood One News

Westwood One distributes news programming from CNN Radio News, CNN Headline News, Mutual News, NBC Radio News, CNBC Business Radio, Westwood One News and The Source.

CNN Radio News provides top- and bottom-of-the-hour newscasts, breaking news bulletins and feature news coverage, while CNN Headline News provides the audio portion of CNN's cable TV news service available 24-hours daily.

Mutual News provides five-minute top-of-the-hour newscasts and 60-second news updates twice hourly. Live, anchored coverage and on-the-scene reports of breaking news. NBC Radio News provides five-minute newscasts hourly and 60-second news updates twice hourly. Also provides news bulletins, special reports and news actualities using resources from NBC Television News.

CNBC Business Radio provides business news briefs twice hourly, 24-hours daily. Weekend features on personal finance, consumer and lifestyle news. The Source offers hourly news updates, sports news and music news reports tailored to specific station formats. ■



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Lifetime buys the show

Cable channel pays \$600,000-plus for off-net rights to 'Ellen'

By Lynette Rice

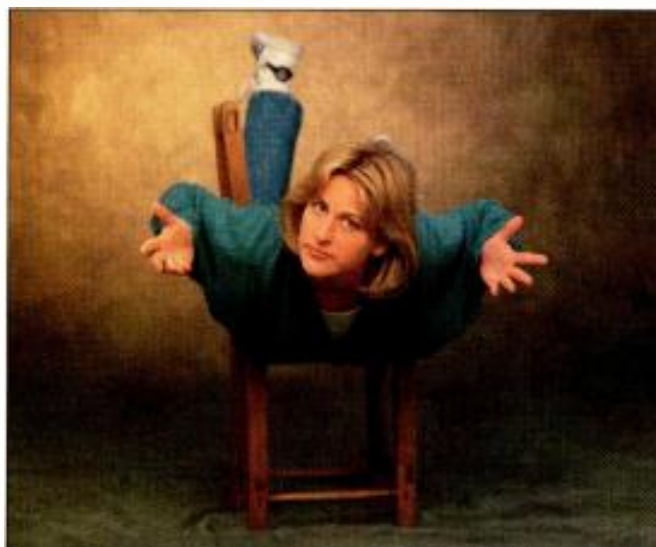
Lifetime Television has snapped up the exclusive off-network rights to the ABC sitcom *Ellen* from Buena Vista Television, the largest deal of its kind with a cable network.

The female-friendly network, which is co-owned by Walt Disney Co. and Hearst Corp., reportedly paid Buena Vista more than \$600,000 per episode for 112 half-hours featuring comedian Ellen DeGeneres. The show will debut in fall 1998.

Buena Vista confirms that the *Ellen* deal marks the most a cable network has ever paid for reruns of a half-hour network sitcom. Other recent high-priced sales include USA Network's purchase of *Wings* and *Major Dad*.

"We are committed to bringing our viewers the best entertainment available and are pleased to welcome this award-winning property to our schedule," said Doug McCormick, Lifetime president. "The series not only consistently wins its time period, it consistently appeals to women."

In a separate deal, Buena Vista also sold Lifetime post-syndication rights to 113 episodes of the NBC sitcom *Blos-*



Instead of going to broadcast syndication, reruns of 'Ellen' will appear on cable.

som, starring teen star Mayim Bialik, to begin airing in fall 1999. *Blossom* will complete its first cycle in off-net syndication before moving to Lifetime.

Buena Vista denies that the sale of *Ellen* was a synergistic one, given the Disney umbrella over both entities. But such synergies are a growing trend in the marketplace. Twentieth Television, for instance, sold the Fox drama *The X-Files* and ABC's *NYPD Blue* to the fX

cable network.

"I think that if Lifetime didn't step up and make a pre-emptive bid we wouldn't have sold it to them, but they did step up and were awarded the product," says Janice Marinelli, Buena Vista's senior vice president, sales.

Buena Vista only recently was expected to sell *Ellen* to broadcast syndication, although questions arose about whether it boasted the mass appeal of a *Seinfeld*.

"Quite honestly, the marketplace is awfully crowded with transitional sitcoms like *Sister, Sister*, *Boy Meets World*, *Hangin' with Mr. Cooper*...and cable has become more and more competitive," Marinelli says. "We've certainly seen that with the hour shows. [Cable networks] realize that in order to grow within the business and to improve ratings, they need to go after a product. That was really the reason the deal came down." ■

Putting stock in TCI's earnings

Second-quarter numbers, while better, don't generate boost in stock price

By Price Colman

Tele-Communications Inc.'s second-quarter financial results may have been slightly better than expected, but they weren't good enough to fuel a stock rally.

After TCI announced results Tuesday morning, its Nasdaq-traded shares briefly climbed to \$16, a recent upper threshold for the stock, then backtracked to close at \$15.25, down 50 cents.

The problem: The news was good, it just wasn't good enough. It's the same quandary a number of cable



MSOs reporting earnings have encountered. In investors' eyes, double-digit growth in revenue and cash flow haven't been enough to offset the threat of competition.

"There's something strange going on in the market," said Jessica Reif of Merrill Lynch. "I just think everybody is gun-shy at this point. When the

stocks do begin to move, my feeling is there could be a huge move. Everybody is waiting for the momentum to change."

For the record, TCI reported revenue of \$2.02 billion, up 22.7% from the comparable quarter last year. Cash flow climbed 10.2%, to \$563 million, substantially better than the \$535 million-\$550 million projected earlier by Barney Schotters, TCI's finance chief. The net loss for the nation's largest cable MSO also grew substantially—93.7%—to \$184 million.

Subscriber numbers grew only mod-

estly—about 13,000, or roughly 1.3%—after balancing out the subscriber revenue differences between multiple dwelling units (MDUs) and single homes.

TCI's heavy debt load—\$13.334 billion for the quarter—is a key concern in financial circles. There again, TCI offered encouraging news, reporting that the debt-to-cash-flow ratio had declined to 5.6:1 from 5.9:1 in the first quarter this year.

While that's a plus, TCI needs to maintain and accelerate the positive trend to climb above junk-bond rating, says Michael Weaver, cable analyst at Duff & Phelps Credit Rating.

"In general, we're very pleased with the results we saw," Weaver says. "To get to investment grade [BBB-], we would like to see them at or a little below a 5-to-1 ratio. Just making it for one quarter doesn't mean anything. We would like to see them hold it for a while."

One cloud Weaver sees on the horizon is TCI's operating cash-flow margin (operating cash flow divided by total revenue). That the second-quarter margin declined to 36.5% from 41% last year isn't particularly good, nor is it particularly troubling. TCI enacted rate increases averaging about 13% in most systems on June 1, meaning that the margin should improve for the second half of the year.

What worries Weaver is that TCI may be relying too much on future rate

increases to keep the margin high: "As the environment becomes more competitive, will they be able to sustain 10 percent [rate] increases annually? I would say no."

With the first half yielding decent but hardly exciting results, analysts are

looking to the future. "It's really the second half of the year that's the focus now," says Rick Westerman of UBS Securities.

Reif, meanwhile, is optimistic: "Obviously, the second half is going to be huge." ■

What's up at TCI

If the first half of 1996 yielded solid but uninspiring financial results for Tele-Communications Inc., the company is hoping the second half will offer some pleasant surprises.

Along with a host of other cable MSOs, TCI plans to launch a trio of new telecommunications services: digital cable, local telephone service and Internet access.

TCI has targeted about 350,000 current cable subscribers in three markets—San Francisco's Bay Area, the Chicago suburb of Arlington Heights and Hartford, Conn.—for those services.

The MSO plans to launch its @Home Internet service in Fremont-Sunnyvale, Calif., shortly after Labor Day; digital cable in Hartford in early October, and telephone service in Arlington Heights before Thanksgiving.

The new-product launches are expected to boost revenue and cash flow, although how much remains to be seen. TCI plans to follow up with similar launches in four or five additional markets—Denver, Seattle and Portland, Ore., possibly among them—in early 1997.

In other action expected in the third and fourth quarters of 1996, TCI expects to complete the spin-off of its PrimeStar business by October. Depending on how that's structured, it could help ease some of TCI's debt burden.

TCI finance chief Barney Schotters also hinted that other spin-offs designed to increase shareholder value could be ahead. Among the candidates he mentioned are the Sprint Spectrum PCS business, of which TCI owns a 30% share; @Home, and certain new business units. —PC

TCM gets rights to Sony-owned Columbia classic pictures

Turner Classic Movies (TCM) has signed an agreement with Sony-owned Columbia Pictures for exclusive three-year rights to 36 vintage Columbia films.

The package has an estimated \$5 million value, say industry sources.

Titles covered by the agreement include "It Happened One Night," "Dr. Strangelove," "The Lion in Winter," "Suddenly Last Summer," "Requiem for a Heavyweight" and "Picnic."

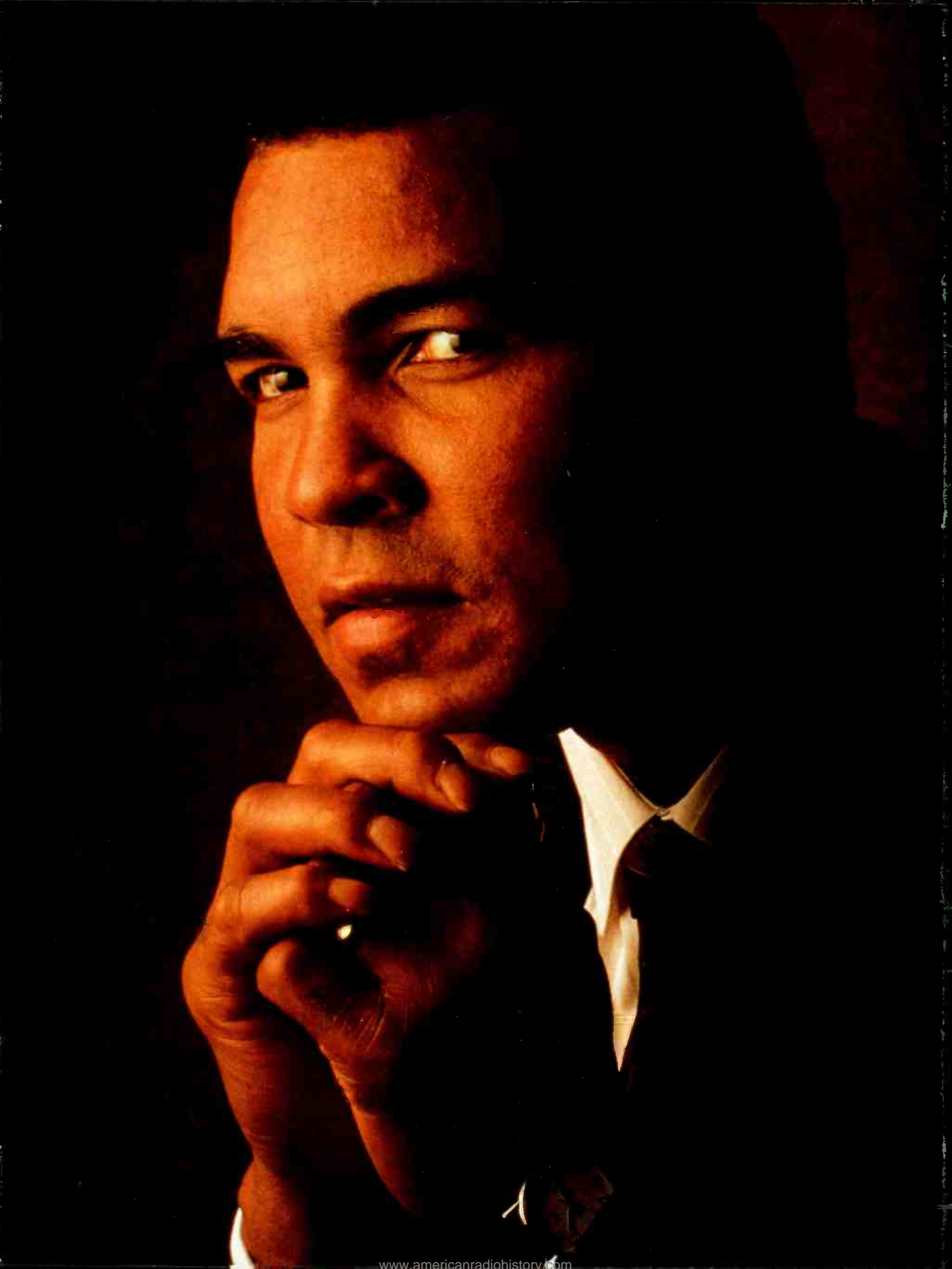
"It was mostly based on availability," says Tom Karsch, senior vice president and general manager of TCM. "These titles are movies that are emblematic of the network and should be on TCM."

Each movie title has a three-year window, with the first set becoming available in January 1997. Although terms of the Columbia deal are fixed, Karsch says TCM may work on developing other movie packages with the studio in the future.

The Columbia package is TCM's fourth licensing deal since the network began in April 1994. TCM, which claims nearly 9 million households (roughly 4 million DBS subscribers), also has licensing deals with Turner-owned MGM, Warrner Bros. and RKO, giving the cable network a library of some 5,600 working titles. —JM



'Suddenly Last Summer' with Elizabeth Taylor now belongs to Turner Classic Movies.



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C-band faces erosion

Drop in service seen resulting from rapid increase in DBS sales

By Jim McConville

Besides competing for cable's subscribers, escalating DBS sales may also be hastening the demise of the C-band satellite business, which is steadily losing subscribers.

C-band owners increasingly are getting rid of their large backyard dishes, say industry experts, because of the service's high maintenance costs, the exit of C-band manufacturers from the business and the precipitous drop in the cost of DBS service.

The number of DBS subscribers reached 2.95 million in June, a roughly 160% increase over the same period a year ago, according to *SkyREPORT*, the Satellite Broadcasting and Communications Association's monthly research newsletter. Meanwhile, C-band grew only 1.96%.

But since April the number of C-band owners has dropped by 23,834, from an estimated 2.34 million—a decrease that may reach 40,000-90,000 by year's end, say SBCA officials.

Although no industry statistics point to a direct relationship between DBS sales and C-band disconnects, industry analysts say DBS is quickening C-band's demise.

"There's no question that DBS is going to ultimately decimate the C-band business," says Mickey Alpert, a Wash-

ington-based DBS analyst. "C-band's a dying business." C-band, Alpert predicts, will follow a trend of "at best, flat-to-decreasing [numbers of] subscribers as the DBS business becomes greater."

The most recent nail in the C-band coffin: EchoStar's \$199 DBS hardware promotion announced two weeks ago (*BROADCASTING & CABLE*, Aug. 5). Industry sources say DBS industry leader DIRECTV likely will introduce its own \$199 promotion after Labor Day.

Costly C-band repair bills also may be an incentive to switch to DBS, says Evie Haskell, project director of *SkyREPORT*. "The suspicion is that when some folks' C-band system goes down, instead of getting it fixed they go out and get DBS."

Another reason for the service's decline is the diminishing number of C-band hardware and software manufacturers. C-band casualties include Uniden, Zenith and, most recently, Arkansas-based Universal Antenna, which stopped production of C-band dishes in June. The C-band programming field also is shrinking with the recent merger of Superstar and Liberty media's Netlink Division.

SBCA President Charles Hewitt acknowledges that C-band product shipments to dealers this year could be cut in half, to 250,000-300,000 units: "If companies continue to do both DBS and C-

band, they will do less C-band because the volume is just not going to be there."

One of the largest manufacturers, however, hasn't conceded the battle. General Instrument plans to introduce its "triple play" integrated receiver/decoder (IRD), a hybrid C-band dish that will be able to receive analog, digital and "in-the-clear" (nonproprietary) satellite signals. The unit will cost about \$800.

Not all C-band disconnects leave the market entirely, says Haskell. "Even when they disconnect and are no longer subscribers, there's still a fair amount of programming they can get from in-the-clear."

Ironically, DBS's arrival two years ago initially served more as a stimulus to than a siphon from C-band sales. "When DBS first appeared, C-band had the most amazing surge of sales because of all this noise about home satellites," Haskell says.

C-band defectors notwithstanding, for DBS to achieve a subscriber base of at least 10 million, it will have to get them from other media. Stephen K. Liebmann, president, S. Liebmann & Associates, says that for DBS to reach a projected 15 million-20 million subs by 2000, the lion's share of new signups must come from existing cable households that either trade cable for DBS or install it as an adjunct service. ■



Crier jumps to Fox News Channel

Catherine Crier will leave ABC News to join Fox News, where she'll host a nightly, one-hour interview program on the new Fox News Channel. The yet untitled program will air at 8 p.m., Monday-Friday, and feature Crier interviewing the leading newsmakers of the day, Fox News announced last week.

The announcement is effective Sept. 16.

Crier, who first joined ABC News in January 1993, is the most famous name thus far to join the talent pool at the Fox News Channel, set to launch in more than 10 million homes on Oct. 7. Already on board is former CNBC anchor Neil Cavuto as well as ABC News's Mike Schneider, who will join Crier in co-anchoring Fox's election coverage on Nov. 5.

Before joining ABC, where she covered politics and served as a fill-in anchor, Crier worked at CNN as a co-anchor for such shows as *Inside Politics '92*. She began her career in broadcast journalism after serving five years as an elected state district judge in Texas.

Crier was nominated for an Emmy in outstanding investigative journalism for her "The Predators" segment for ABC's *20/20*. The awards will be presented on Sept. 8.

—LR



Good quarter for Fam

The Family Channel posted positive returns for the second quarter ending June 30 and the first half of the year. Pat Robertson's cable network saw a 26.6% increase in revenue, to \$60.5 million, for the quarter—compared with \$47.8 million for the same period in 1995—and a 26.4% increase for the first half, to \$117.7 million, from \$93 million for the previous year's first half.

The channel's operating income was up 35%, to \$24.1 million, for the quarter, and up 43.6%, to \$46.1 million, for the half, compared with last year. Operating cash flow also rose 34% for the quarter, to \$25.9 million, and 42% for the half, to \$49.6 million, compared with last year.

The Family Channel's young FIT TV reported a 58.6% revenue increase for the quarter, to \$1.1 million, which is attributed to an increase in full- and part-time subscribers—to 11.1 million from 8.8 million the previous year. However, the fledgling network's operating loss increased 4%, reaching \$1.5 million for the quarter and up 14%, to \$2.4 million, for the half, compared with the same periods in 1995.

The two networks' parent company, Virginia Beach-based International Family Entertainment, reported a 21% revenue increase for the quarter, to \$75.4 million from \$62.4 million for second quarter 1995. IFE revenue for the first half of the year posted 20% growth, to \$150 million, compared with \$124.8 million for the same time period the previous year.

IFE consolidated its 61% interest in the struggling Family Channel UK into Flextech, which previously owned 39% of the network. That resulted in a 41.2% decline in the operating loss this quarter for the company's international arm.

—MK

TCI/EchoStar marketing war heats up

Upstart DBS vendor gets in giant's face in Denver

By Price Coleman

Forget the presidential elections—this year's hottest marketing shoot-out pits cable giant Tele-Communications Inc. against feisty DBS upstart EchoStar Communications Corp.

What began with an EchoStar marketing blitz coupled to the May launch of its DISH Network has escalated into a full-on brawl in Denver print and electronic media.

In the latest round, EchoStar employs an open letter to readers to take TCI to task for conducting "an extremely negative advertising campaign."

The letter, which ran Aug. 12 as a full-page advertisement in Denver's leading newspapers, the *Rocky Mountain News* and *Denver Post*, never

names TCI, but there's no doubt about EchoStar's target.

"In this particular market, we saw an advertising campaign from TCI we thought was particularly unfair and thought we needed to respond," said Carl Vogel, president of the DISH Network. "We've said, 'We're a cheaper alternative, check us out.' A lot of customers have done that, apparently enough that TCI decided to respond, not in terms of their product, but in terms of the perceived [demerits] of our product."

The DISH response was prompted by a series of TCI ads, beginning in early August, that tweaked DISH's lack of local signals and additional charges for installation and to hook up more than one television.

"We're in a competitive marketplace," said TCI spokeswoman LaRae

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Marsik. "All of the competitors tout the merits of their product and the demerits of their competitors'. Our competitors have not been shy in their advertising."

EchoStar's in-your-face approach appears to be succeeding. In just four months since launch, the DISH Network has grown to 115,000 subscribers. Some of that growth—how much depends on whom you ask—has come at the expense of TCI, which has about 400,000 subscribers in and around Denver.

TCI officials have acknowledged that the DBS business, including the DISH Network and DIRECTV, will snag some of cable's market share. The flip side, they say, is that once

consumers have a chance to compare the rates of DBS and cable, they'll see cable's value.

"DBS will be the best thing that's happened to cable," TCI Senior Vice President Robert Thomson has said.

The DISH Network's advertising strategy has been essentially to invite consumers to compare, expressing confidence that once they do, they'll choose DBS. But the DISH folks are clearly sensitive to the price issue. In the latest sales pitch, they cut equipment costs roughly \$100, to \$199, when customers buy an annual programming package for \$300.

Denver is ground-zero for the aggressive marketing battle, but that may not last long. The DISH Network

and TCI compete in a number of areas, and the jousting is likely to spread.

"To the extent we feel we need to respond on a market-by-market basis to correct inaccuracies from the competition, we'll do that," said Vogel.

As for TCI, the head butting with EchoStar is the equivalent of a test.

"This is one of the steps in the beginning of a much broader competitive marketing strategy for TCI," said Marsik. "Coming down the road in telephony and other products, we'll have a host of new competitors to compare ourselves to.

"This is probably not going to be the last time you'll be seeing TCI clarifying its position in the face of competition." ■

H>V grows originals

Cable network is adding 15 series, starting next month

By Rich Brown

Home & Garden Television plans to accelerate its rollout of original programming with the debut of 15 series during the 1996-97 season.

The decision to add the series is based on better-than-expected subscriber and advertiser growth for the 19-month-old network, according to president Ken Lowe. Parent company E.W. Scripps earlier this year boosted HGTV's budget by \$25 million, and most of the additional funds have been earmarked for new programming, says Lowe.

HGTV's 1996-97 schedule will be 100% first-run in prime time, and its full-day lineup will include 57 first-run shows, says programming VP Burton Jablin. The network will add 400 hours of original programming during 1996-97, including new episodes of 18 existing series and 24 first-run specials.

Working primarily with outside producers, the Knoxville, Tenn.-based network is building its library with a broad variety of reality shows focusing on home and garden topics. Proprietary programming is key to HGTV's strategy as the company looks to future delivery platforms, says Lowe. In the future, he says, it is conceivable that a customer interested in a show on building a porch could order the particular program for 25 cents or so via advanced



Meshach Taylor hosts 'The Urban Gardener.'

cable systems or other digital platforms.

"Our plan is to create more than a cable network," Lowe says, adding that HGTV will announce various brand extensions and new business initiatives in the next few months.

HGTV is fed to 14 million sub-

scribers and has commitments for nearly 18 million, says Susan Packard, executive vice president. The latest addition to the roster are Continental Cablevision systems in Chicago serving 300,000 customers, she says. The service already has deals with DBS services DIRECTV and EchoStar and is in final negotiations with PrimeStar, she says. Internationally, HGTV is available part-time in Canada, and an Australian deal is expected to be announced within 30 days. On the advertising side, Packard says HGTV has more than 500 national advertisers and expects that number to grow to 750 by year-end.

Packard says the newly rated network averaged a total day Nielsen rating of 0.3 in its universe during second quarter 1996. The network usually scores its peak ratings (0.5-0.6) on weekends.

Among the series joining HGTV's schedule for 1996-97 is the network's first cooking show, *All in Good Taste*, debuting Oct. 2 at 10 p.m. ET. The magazine-style series will be shot on location in a variety of homes and will emphasize the history and traditions surrounding food.

Also new to the schedule in October: *HGTV International*, a compilation of home and garden shows from around the world (Friday at 10 p.m.); *HGTV Home Tour*, an inside look at designer

65 religious groups, **one** service.



Faith & Values Channel becomes Odyssey this fall,

because when you've got 65 religious groups going to one service—cable service, that is—you'd better make some room. Which means growth. And that's precisely why Faith & Values Channel is changing its name to **Odyssey** and its tagline to **Exploring Life's Journey**.

Odyssey reflects our commitment, as cable's premiere religious network, to serving our loyal viewers with quality religious- and values-based family programming. And it also reflects the desire to explore life's journey—the common bond of all your viewers. Their desire for inspiration, empowerment, entertainment and exploration without proselytizing, fundraising or maligning, crosses all faiths.

Odyssey, Exploring Life's Journey is about growth. Spiritual growth, personal growth, viewership growth.

O D Y S S E Y  TM
exploring life's journey TM

show homes (Sunday at 8 p.m.); *How's That Made*, a tour of factories where household items are manufactured (Friday at 8:30 p.m.), and *The Urban Gardener with Meshach Taylor* (Thursday at 8:30 p.m.).

New series debuting in September include a show on shopping tips, *Buy Smart with Kevyn* (Monday at 8:30

p.m.); a magazine-style show on home building, *Dream Builders* (Monday at 8 p.m.); a documentary-style series about a couple's experience in building a house, *Dream House 2* (Sunday at 8:30 p.m.); a show about indoor plants, *The Great Indoors* (Monday at 10 p.m.); a weekly sneak preview of HGTV programming, *HGTV Guide*

(Sunday at noon), and *Today at Home*, a daily magazine-style show (weekdays at 8 a.m.).

Shows expected to debut in early 1997 include *Penelope Hobhouse on Gardening*; *Collectibles*; home decorating show *Ask Kitty*, and a house-buying show called *Location, Location, Location*. ■

Wireless cable companies adopt differing strategies

Heartland is on the move; CAI, People's Choice on hold

Jim McConville

Three of the top 10 wireless cable companies appear to have different operating agendas when it comes to system expansion in 1996.

Two of the operators have adopted "no growth" and "maintenance" strategies regarding new systems, while a third plans to acquire new systems and expand at a rapid pace.

As part of their respective quarterly earnings announcements, CAI Wireless, Heartland Wireless and People's Choice TV laid out their respective short-term operating game plans for the rest of 1996.

CAI Wireless

Albany, N.Y.-based CAI Wireless Systems Inc. (CAI) is sticking to its short-term strategy to "maintain" its current subscriber base and consolidate its wireless acquisitions to help improve its bottom line, says John Prisco, president of CAI.

The company reported that its earnings before interest, taxes, depreciation and amortization shrank from a negative \$3.36 million to a negative \$2.08 million for the quarter ending June 30.

CAI's net operating loss for the quarter jumped 121%, from \$7.51 million to \$16.6 million, mainly, the company says, because of hefty jumps in interest expense and programming and license fees. CAI revenue for the quarter increased 133%, from \$3.99 million to \$9.31 million.

CAI, which operates six wireless systems in the Northeast, increased its

subscriber count 53%, from 32,900 to 50,400 households, mainly from acquisitions made toward the end of 1995.

Prisco says CAI is almost done building digital wireless systems for Bell Atlantic and Nynex in Boston and Norfolk, Va., to be used in conjunction with the rollout of commercial digital wireless services in those markets next year.

Heartland Wireless Communications Inc.

Heartland Wireless has adopted anything but an "on hold" strategy for building or acquiring new systems. The operator launched three new operating systems and completed acquisition of two others during the second quarter.

Since June 1995, Heartland has added, through start-ups and acquisitions, 23 systems, for a total 44. The additions brought in approximately 25,200 new subscribers. The company's household count now stands at 167,430.

Heartland cash flow flip-flopped from a negative \$500,000 the previous quarter to a positive \$500,000. For the first six months of 1996, Heartland recorded cash flow of \$600,000, compared with a negative \$1.1 million for the same period in

1995.

For the quarter, Heartland reported its net loss increased 148%, from \$4.2 million to \$10.4 million. For the first six months of 1996, company net loss increased 148%, from \$5.7 million to \$18.6 million. Heartland officials say the increase in its net operating loss comes from added depreciation and amortization expenses connected with new systems added or acquired during the past year.

Heartland revenue for the quarter totaled \$13.8 million, compared with \$3.0 million in 1995. Six-month revenue was \$23.3 million, compared with \$5.1 million for the first half of 1995.

People's Choice TV

Number-three wireless system People's Choice TV Corp. says it will keep with a "no growth" strategy, minimizing investment in analog technology as it awaits next year's arrival of digital video compression. That will allow it to increase channel capacity from 33 to 200 digital channels.

Besides digital video, People's Choice plans to take advantage of new FCC digital delivery rules to eventually offer a variety of services, including wireless cable modems for high-speed Internet access. People's says



it's negotiating with vendors to purchase equipment as entree into the Internet business.

People's Choice reported negative cash flow of \$2.64 million for its second quarter ending June 30, compared with negative \$4.38 million for the same period last year. For the first six months, company cash flow is negative \$5.98 million, compared with

negative \$8.14 million in 1995.

The company's net loss for the quarter is \$16.3 million, compared with \$10.6 million last year. Net loss for the first six months is \$33.6 million, compared with \$18.2 million in 1995.

People's Choice second-quarter revenue is \$8.59 million, a 54% increase over revenue of \$5.57 mil-

lion last year. And for the first half of 1996, revenue increased 55%, from \$11.0 million to \$17.1 million.

People's increased its customer subscriber scrolls in the first half of 1996 from 54,400 to 79,300 customers, mainly from wireless systems buys in Detroit and Chicago and by launching new systems in Houston and Phoenix. ■

History in the making

A&E Television will launch a three-hour Spanish-language branded programing block of The History Channel on Mundo Olé's 24-hour basic cable channel in Latin America this fall. The History Channel already is available as a dedicated channel in the UK and Ireland at 4-7 p.m., although it will be extended to 8 p.m. beginning Aug. 19.



company founded by Malaysian businessman Ananda Krishnar, has delayed the planned summer launch of its first package of channels off Measat-1, which debuted in January. The launch has been postponed until fourth quarter 1996. It's not clear yet what programing will be offered, although Measat reportedly has held talks with Discovery, ESPN, CNN International, TNT & Cartoon Network and Asia Business News.

BBC, Flextech joint venture?

UK cable and satellite programmer Flextech and the BBC have confirmed that they are negotiating to develop new cable and satellite channels. The pair reportedly are negotiating to launch up to six international channels, which could include services launched in the U.S. with Tele-Communications Inc., the largest shareholder in Flextech. The BBC likely would contribute only programing and, possibly, channel management in return for stakes in the planned services. BSkyB also is rumored to be separately talking with the BBC about launching channels on BSkyB's digital package.

Sports 7 scores Dutch cable deal

New Dutch sports channel Sports 7 has clinched a deal with Dutch cable association VECAI whereby the channel will be offered free beginning Aug. 18, to the majority of Dutch cable subscribers. Encryption is unlikely to be introduced for another 18 months, at which time operators will have to pay Sports 7 Dfl12 (\$1.20) per sub per month. The channel is owned by Dutch-based program format specialist Endemol Entertainment, electronics group Philips, Dutch telco KPN and the Dutch soccer league.

Australian pay-TV bonding?

Pay-TV operator Australis Media is talking to cable operator Optus Vision about carrying Optus Vision's channels on its DTH satellite and MMDS systems. Optus has an exclusive program agreement with Optus rival Foxtel. The negotiations between Optus and Australis are part of a continuing effort to secure funding for Australis. Australis recently failed to secure approval from U.S. bondholders to raise a further \$225 million in public debt.

Measat delays

Measat Broadcast Network Systems, the DTH satellite

Bell Cablemedia losses up, Nynex CableComms down

The UK's third-largest cable operator, Bell Cablemedia, sank further into the red during the first six months of 1996. The company posted a £8.1 million (\$12.5 million) EBITDA loss for January-June 1996, compared with a £7.5 million loss last year, although revenue was up 87%, to £33.3 million. But it was a costly half-year. The group spent £98 million on cable rollout, with the number of homes passed now at 737,227. TV churn dropped from 38.1% to 22.5%. However, the UK's second-largest cable MSO, Nynex CableComms, fared better. The group managed to cut EBITDA losses to £9.7 million (\$14.9 million) from £31.8 million over the same period and posted a 93% revenue rise, to £68.1 million. The drop in losses was due to lower operating costs, following a 300-person staff reduction. Cable TV penetration rose slightly, to 19.6% (227,000 subs).

UK briefs

UK MSO General Cable's three franchise groups—Cable Corp., Yorkshire Cable Group and Birmingham Cable Corp.—recorded positive operating cash flow for the six months ending June 30. Operating cash flow was £3 million (\$4.6 million), compared with negative cash flow of £1.22 million in the previous period. Revenue grew to £20.1 million (\$14.2 million).

■ The UK's Granada Group is talking with UK cable operator Nynex CableComms about launching a channel in Manchester that would strongly feature top UK soccer team Manchester United.

Canal+ gets green light in Germany

Germany's Bavarian broadcasting authorities have given the go-ahead to French pay-TV group Canal+ to start pilot projects in Munich for seven channels. The channels also will be distributed via satellite on Kirch's DF1 lineup.

—By Debra Johnson & Nicole McCormick

MSO bottom lines

EchoStar Communications Corp. of Englewood, Colo., said revenue for the second quarter ending June 30 increased 87%, to \$73.5 million, versus \$39.3 million in the comparable period last year. Cash flow was about \$7.8 million for the quarter, compared with a negative \$3.8 million for 1995. The company reported a net loss of \$22.6 million, or 57 cents per share. The loss, which was expected, was chiefly due to interest expense on EchoStar's 1994 and 1996 bond offerings and launch costs for DISH Network.

Jones Intercable Inc. saw revenue and cash flow for the second quarter ending June 30 more than double as the result of acquisitions. Englewood, Colo.-based Jones said revenue jumped 110%, to \$93.8 million, after acquisitions. Without acquisitions, revenue increased \$4.4 million, or 12%. Cash flow increased 193%, to \$47.2 million (including acquisitions), and 16%, or \$2.2 million without them. Jones also reported net income of \$891,000, or 3 cents per share, com-

pared with a loss of \$6.2 million, or 20 cents per share, for the comparable period last year. The company attributed the change primarily to the sale of its Lancaster, N.Y., system. In the past year, Jones has purchased cable systems in Augusta and Savannah, Ga.; Dale City, Manassas and Reston, Va.; and Prince Georges County, Md.

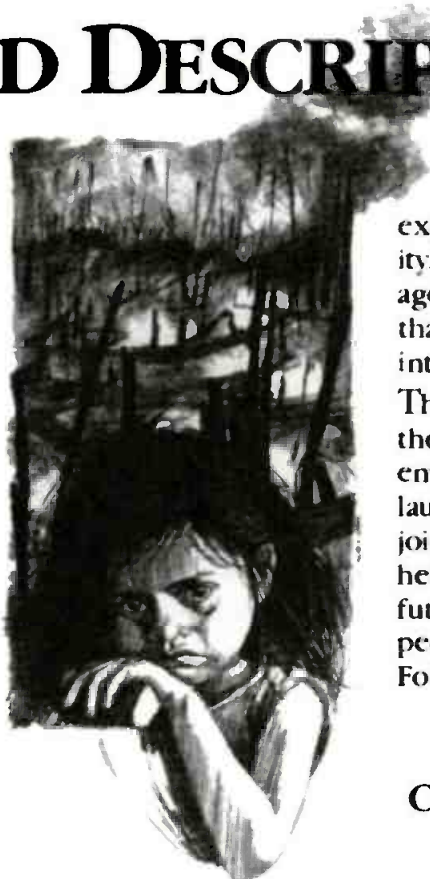
Comcast Corp., the nation's fourth-largest cable MSO, said revenue for the second quarter ending June 30 increased 14.8%, to \$945.6 million, versus \$823.6 million for the comparable period last year. Cash flow increased 13.5%, to \$296.1 million, compared with \$260.8 million last year. Comcast also reported net income of \$16.9 million, or 7 cents per share, compared with a loss of \$29.3 million, or 12 cents per share, in the comparable quarter last year. Comcast said the change was largely the result of a tax gain from the initial public offering of Teleport Communications Group, in which Comcast holds about a 20% stake.

IT'S A TRAGEDY BEYOND DESCRIPTION.

96,000 acres of irreplaceable rain forest are being burned every day. These once lush forests are being cleared for grazing and farming. But the tragedy is without the forest this delicate land quickly turns barren.



In the smoldering ashes are the remains of what had taken thousands of years to create. The life-sustaining nutrients of the plants and living matter have been destroyed and the



exposed soil quickly loses its fertility. Wind and rain reap further damage and in as few as five years a land that was teeming with life is turned into a wasteland.

The National Arbor Day Foundation, the world's largest tree-planting environmental organization, has launched Rain Forest Rescue. By joining the Foundation, you will help stop further burning. For the future of our planet, for hungry people everywhere, support Rain Forest Rescue. Call now.



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HEADLINES

'Sporting' proposition

Rainbow Programming Holdings has struck a broad-ranging deal with *The Sporting News* that will combine the newspaper's editorial, advertising and marketing strengths with those of Rainbow-owned services NewSport, Prime and SportsChannel Regional Network. Included in the deal will be the joint production of six hour-long TV programs distributed by Prime. The first show, *The Sporting News' NHL Previews*, debuts in October. The deal also includes one-stop shopping opportunities for advertisers interested in both the publication and the networks.

New 'Dope' from A&E

On Sept. 1 A&E will debut a new reality series, *The Straight Dope*, based on the quirky syndicated newspaper column. Host Mike Lukas will provide answers to such off-the-wall viewer questions as: "Why does lint always collect in navels?" and "Do 'closedoor' buttons in elevators really work?" The show airs Sundays at 11 p.m. ET and repeats at 3 a.m.

More soccer for Prime Deportiva

Spanish-language sports network Prime Deportiva has acquired rights to 52 live and 132 tape-delayed matches plus 1996 playoff games from the Mexican Soccer League. The network, a joint venture of News Corp. and Tele-Communications Inc., carries more than 1,000 soccer league matches a year from more than eight countries.

Tier move for PASS

Detroit-based PASS Sports has cut a deal with local cable system operator Cable Plus that enables the regional sports network to reposition another 11,500 subscribers from premium pay to an expanded basic programming tier.

Anxious for ACEs

A record-breaking 2,260 entries have been submitted for the 18th Annual CableACE Awards, which will be telecast on Nov. 16 from the Wiltern Theater in Los Angeles. Entries were made by 74 national and regional cable networks, including 27 entries from eight new networks.

50

**PEOPLE'S CHOICE
Top Cable Shows**

Following are the top 50 basic cable programs for the week of Aug. 5-Aug. 11, ranked by rating. All ratings are coverage area ratings within each basic cable network's universe.

Program	Network	Time	(ET)	HHs. (000)	Rtg.	Share
1. NFL/Pittsburgh @ Green Bay	TNT	Sun	8:00p	4,126	6.1	10.5
2. Movie: "Coming to America"	USA	Sun	5:30p	3,473	5.1	10.8
3. NASCAR/Bud at the Glen	ESPN	Sun	1:00p	3,057	4.5	11.9
4. Rugrats	NICK	Sun	10:00a	2,407	3.6	12.0
5. Movie: "Beverly Hills Cop II"	USA	Sun	3:30p	2,356	3.5	8.5
5. NFL/Buffalo @ Minnesota	TNT	Thurs	8:00p	2,338	3.5	6.2
7. My Brother and Me	NICK	Sat	12:30p	2,249	3.4	10.8
8. Movie: "Back to the Future 3"	USA	Fri	9:10p	2,238	3.3	6.3
9. The Busy World of R. Scarry	NICK	Mon	1:00p	2,150	3.2	9.8
9. Rugrats	NICK	Fri	9:00a	2,118	3.2	12.2
11. The Busy World of R. Scarry	NICK	Thurs	9:30a	2,097	3.1	12.1
11. Rugrats	NICK	Thurs	9:00a	2,096	3.1	12.5
11. J. Henson's Muppet Babies	NICK	Sat	10:30a	2,087	3.1	11.2
11. Rupert	NICK	Mon	12:30p	2,083	3.1	9.8
11. Rugrats	NICK	Wed	6:30p	2,075	3.1	6.6
11. J. Henson's Muppet Babies	NICK	Fri	10:30a	2,074	3.1	11.7
11. Rugrats	NICK	Fri	6:30p	2,070	3.1	7.1
11. Rugrats	NICK	Thurs	6:30p	2,063	3.1	6.6
11. ARAHH!!! Real Monsters	NICK	Sun	10:30a	2,047	3.1	9.9
20. Movie: "Child's Play III"	USA	Thurs	10:00p	2,073	3.0	5.9
20. World Champ. Wrestling	TNT	Mon	9:00p	2,066	3.0	5.1
20. World Champ. Wrestling	TNT	Mon	8:00p	2,065	3.0	5.7
20. The Busy World of R. Scarry	NICK	Fri	9:30a	2,013	3.0	11.5
20. J. Henson's Muppet Babies	NICK	Sat	10:00a	2,012	3.0	11.0
20. Are You Afraid of the Dark?	NICK	Tue	5:00p	2,000	3.0	7.9
20. M. Sendak's Little Bear	NICK	Mon	12:00p	1,988	3.0	9.7
20. Gullah Gullah Island	NICK	Thurs	11:30a	1,980	3.0	10.8
28. Movie: "Back to the Future 3"	USA	Sat	4:28p	2,005	2.9	8.1
28. Rugrats	NICK	Wed	9:00a	1,963	2.9	12.2
28. J. Henson's Muppet Babies	NICK	Wed	10:30a	1,957	2.9	11.1
28. J. Henson's Muppet Babies	NICK	Tue	10:30a	1,949	2.9	11.1
28. Doug	NICK	Thurs	7:00p	1,948	2.9	6.0
28. Rupert	NICK	Fri	10:00a	1,944	2.9	11.0
28. Looney Toons	NICK	Sat	1:00p	1,941	2.9	9.2
28. Are You Afraid of the Dark?	NICK	Wed	5:00p	1,929	2.9	7.7
28. Rugrats	NICK	Tue	6:30p	1,924	2.9	6.1
28. Rupert	NICK	Tue	10:00a	1,922	2.9	11.4
28. Rupert	NICK	Wed	10:00a	1,921	2.9	11.0
28. Rupert	NICK	Wed	12:30p	1,907	2.9	9.6
40. WWF Wrestling	USA	Mon	8:57p	1,924	2.8	4.6
40. Gullah Gullah Island	NICK	Mon	11:30a	1,901	2.8	10.1
40. Tiny Toon Adventures	NICK	Sat	9:30a	1,894	2.8	10.6
40. J. Henson's Muppet Babies	NICK	Mon	1:30p	1,888	2.8	8.5
40. Papa Beaver Storytime	NICK	Thurs	12:00p	1,872	2.8	9.4
40. Papa Beaver Storytime	NICK	Wed	12:00p	1,868	2.8	9.6
40. Salute Your Shorts	NICK	Sat	12:00p	1,861	2.8	9.3
40. J. Henson's Muppet Babies	NICK	Wed	9:30a	1,859	2.8	10.8
40. Doug	NICK	Wed	7:00p	1,854	2.8	5.7
40. The Ren & Stimpy Show	NICK	Sun	11:00a	1,843	2.8	8.8
50. Movie: "Back to the Future 2"	USA	Sat	2:00p	1,857	2.7	8.3

Sources: Nielsen Media Research, Turner Research

Broadcasting & Cable's **Telemedia**

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Week[®]

Internet Ratings

Nielsen sees 50% jump in 'Net users

Income, educational levels drop

By Richard Tedesco

Internet use rose dramatically in the six months between August 1995 and March 1996, while users' median incomes and educational levels dropped somewhat, according to a study released last week by Nielsen Media Research.

The long-awaited follow-up to an earlier survey, conducted by Nielsen for CommerceNet last year, indicated a 50% jump in Internet usage, from about 24 million users to about 36 million.

About 2,800 of the 4,200 participants in last year's study were contacted again for this one. The nature of a recontact study necessarily limits the projectability of its results, according to Paul Lindstrom, vice president of Nielsen Media Research. But Lindstrom nonetheless indicated that the extrapolation from the study was a logical one.

"It's a very good indication of the movement and the type of growth that's occurring," says Lindstrom, "and it helps illustrate why things are occurring."

The increased activity, he says, is a direct result of the growth of commercial online services targeting in-home users, as opposed to the work-

place or academia.

The expanded user base also suggests a changing profile: 39% of new Internet users have college degrees, compared with 56% of those who said they were 'Net surfers in the original study. In addition, the percentage of new 'Net users living in households with incomes of \$80,000 dropped from 27% in Nielsen's '95 survey to 17%.

Nielsen found that 24% of respondents in the recontact survey have Internet access,

representing a 50% increase from the first survey. Of those, 17% had used the Internet in the six months before March, compared with the 10% who had used it in the three months prior to August '95.

Some analysts considered Nielsen's 1995 numbers high, and believe the current estimate to be similarly aggressive. But measuring Internet usage is a new business, and evaluation is problematic. "Pick whatever number you want. No one really knows for

sure," says Andrea Williams, research analyst for San Francisco-based Volpe, Welty. "[Nielsen] seems a bit high, but it seems possible."

The April estimate of the household Internet-using universe from PC Meter, whose site usage numbers are widely relied upon, is 11 million.

Also significant among Nielson's findings was the increased online time among those who were already using the Internet when polled last year. Among that group, 47% had surfed the 'Net 24 hours before being contacted, compared with 21% of newer users. Normally, according to Lindstrom, new media use among early adoptors tends to drop off, and newer users tend to be more active.

Nielsen's next Internet survey—intended to establish projectable estimates—is slated to begin in September. **TW**

TW's Road Runner modem service takes off for Ohio

Road Runner, Time Warner Cable's high-speed PC modem service, is headed for the MSO's northeast Ohio system on Sept. 10.

Formerly dubbed LineRunner, it will be marketed to a universe of 300,000 subscribers in the Akron and Canton metro areas for about \$40 per month. That will include rental of a Motorola Cybersurfr modem, Internet access and access to localized Road Runner content, says Bill Jasso, vice president of public affairs for Time Warner Cable's Northeast Ohio division. The daily *Akron Beacon Journal* and the *Canton Repository* will provide local information, and subscribers also will have e-mail capability and their own home pages.

Installation charges will range from \$75 to \$225, which includes the cost of a PC Ethernet card. Current cable subs are likely to get discounts on modem service.

Time Warner relaunches high-speed cable modem service in its Elmira, N.Y., system later this month, when the Motorola boxes will be introduced to the 35,000-subscriber system, according to a Time Warner Cable spokesperson. Elmira had been a testbed for Time Warner, with Zenith modems in use among 200 subs. The service also will be introduced this month in Time Warner's 12,000-sub system in Corning, N.Y.

Road Runner will be marketed with two-tiered pricing in Elmira, with a \$24.95 monthly fee for use of the modem and unlimited access to a customized Pathfinder service with local news and information, and national, international and financial news. Internet access will be available for \$9.95 per month.

Pathfinder is Time Warner's branded Internet service to be offered this fall for a monthly subscriber fee yet to be determined. It essentially consists of electronic editions of Time Inc. publications such as *Time*, *Sports Illustrated* and *Money*.

Next stops for RoadRunner are Time Warner's Portland, Me., 57,000-subscriber system by year's end, and its 165,000-subscriber San Diego system early next year.—RT

Browsers

Microsoft browser makes slow bow

Wide offering of freebies leads to strong demand

By Richard Tedesco

Microsoft Corp.'s latest move in its browser battle with Netscape was to introduce its 3.0 version of Internet Explorer last week, with free content fueling demand—and slowing downloading.

Microsoft servers were apparently unable to keep pace with the rush of users brought in by Microsoft's well-publicized promise of free content, including trial access to the popular ESPNET SportsZone.

In the six hours after midnight last Monday, when the company made available the updated browser, Microsoft reported that 32,000 users had registered their copies of the new Explorer. The Redmond, Wash.-based Microsoft was also promoting the browser with free T-shirts and other prizes for the first 10,000 to sign up.

"Where it makes sense to add a server to solve a bandwidth problem, we are doing so," Kevin Unangst, Microsoft project manager for Explorer, said, describing efforts to deal with the demand. The browser functionality itself, he said, was fine.

Those early users were the first to reap benefits from a fairly gaudy package of online perks, including \$39.95 worth of access to SportsZone, premium areas, and up to \$49.95 worth of the *Wall Street Journal* Interactive Edition. Interactive Imaginations kicked in exclusive access to Aha!, a palindrome puzzle game, as the first in a series of exclusive offerings it will post on its Web site (www.riddler.com) for Explorer users. Entertainment content from Hollywood On-

line and MTV Online, as well as stock analysts' picks from InvestorsEdge and merchandise from MicroWarehouse, were also included.

The new Explorer supports the Platform for Internet Content Selection (PICS) for rating Internet content. Users can select PICS ratings standards to use for filtering content through Explorer, enabling them to block access sites with potentially offensive language or nudity.

In reply to Microsoft's maneuvers, Netscape Communications posted an extensive comparison of the features of Explorer and the new version of Navigator—due out this week—on its Web site. Navigator's compatibility with Java and JavaScript was among the features highlighted.

Navigator 3.0 supports a host of new functions, says Edith Gong, Netscape project manager for Navigator 3.0, including an Internet In-Box Delivery capability permitting receipt of multimedia attachments with e-mail. Netscape was signing "dozens of companies" that will transmit multimedia content.

"If someone embeds audio and video and VRML and [Apple] QuickTime, you automatically have it with Navigator," Gong explained.

Navigator 3.0 also enables Cool Talk, an application in which two users can employ an Internet address as a telephone line, and LiveConnect, a technology enabling seamless integration of Java applets.

With more than 80% of the current market, Netscape appears unconcerned about the offers Microsoft is using to promote Explorer. TMW

Counsel Connect links to MCI, Netcom

American Lawyer Media's Counsel Connect, the online pay service for lawyers, has struck deals with MCI and Netcom Online Communications Services to provide online connections. Member users will now be able to access the service through passwords via customized Web browsers. Counsel Connect will carry the \$3 hourly charge for usage, and the service can now be integrated into law firm intranets. Time Warner is the majority owner of American Lawyer Media.

Gaylord gearing up for 'Net debut

Gaylord Entertainment plans to expand its country music profile into cyberspace with a fourth-quarter launch of Country.Com on the World Wide Web. Gaylord, which operates Opryland and co-owns The Nashville Network, intends to feature audio/video clips of country music artists on the site initially and will eventually produce music events online. Content about motor sports and hunting and fishing will also be part of the site, according to Martin Clayton, vice president of new media, Network Enterprises, a Gaylord company. Clayton says country music recordings and, eventually, concert tickets also will be available at the site.

Philips set to intro WebTV unit

Philips Consumer Electronics plans to introduce a plug-and-play Internet-access unit in October.

The Philips Magnavox WebTV unit, to be released at a suggested retail price of \$329, will afford ready Internet access through any standard TV set.

The set-top boxes will enable access speeds to Internet content of 33.6 kbps using a 112 mhz 64-bit Orion MIPS RISC microprocessor. A 44.1 khz 16-bit stereo audio output will deliver CD-quality sound.



Purchasing transactions will be facilitated with an ISO smart card slot, enabling use of credit cards, cash cards and smart cards.

GTE, Microsoft team on modem trial

GTE plans to conduct a six-month trial of Asymmetrical Digital Subscriber Line (ADSL) high-speed modem technology in Microsoft Corp.'s backyard, using Windows NT-based servers.

In the initial phase of the trial in Microsoft's Redmond, Wash., home base, 40 GTE and Microsoft employees will use ADSL to test high-speed Internet access and private data networks with the Windows NT-based servers. The second phase of the trial, slated to start in the fourth quarter, will include as participants additional GTE and Microsoft staff, the University of Washington, and as many as 60 local businesses.

In the first phase, Oswego, Ill.-based Westell Technologies will supply its FlexCap ADSL modems, which transmit at 1.5 mbps downstream and 64 kbps upstream. In the second phase, San Jose, Calif.-based Amait Communications Corp. provides its Overture 8 modems, transmitting at 6 mbps downstream and 640 kbps upstream.

PacTel Conducting ADSL, Cable Modem Tests

Pacific Telesis is currently testing two high-speed data transmission modes in the San Francisco Bay area toward possible commercial roll-outs in early 1997.

Last week, PacTel started testing its xDSL (digital subscriber line) technology in an asymmetrical configuration at data rates of 1.5 Mbps downstream and 64 kbps upstream. The limited test among 12 households in San Ramon, Calif. using Westell FlexCap modems, will be expanded to 100 customers in November.

PacTel has been testing cable modem service in Santa Clara County, using Zenith units with optimum 10 Mbps downstream rates, since June. Hewlett-Packard is providing file servers and working with PacTel to provide customer support in that test.

Assuming both tests proceed apace, PacTel plans to introduce both service options commercially early next year.—RT

Online Services

ACTV adds MuchMusic to its menu

By Richard Tedesco

A customized version of MuchMusic joins ACTV's interactive service programming slate next month, moving toward a commercial launch in Los Angeles later this year.

MuchMusic USA and Rainbow Programming are working with ACTV on the interactive incarnation of MuchMusic, which will permit viewers to access concert schedules of musical artists as they watch their music videos, purchase concert tickets and merchandise and, eventually, segue to other music videos by the same artist. They can also access background information about performers as they're watching in a format that will "flow easily back into the production," says David

Reese, president of ACTV Entertainment.

While music video multiplexing might be part of the picture, consumer interest primarily centers on supplemental information and purchasing opportunities related to on-air content, Reese says.

That assessment is based on ACTV's experience with the service in Los Angeles, where the biggest draws initially were the alternative camera angle it offered in live sports programming from Prime Sports, and the supplemental stats accessible on-screen.

Reese reports that viewers also place "significant value" on being able to access additional information about CNN news stories, among the newest features ACTV



has added since its test debut in Los Angeles last year.

ACTV will incorporate MuchMusic segments in late afternoon and late prime time segments, following sports events. CNN segments are carried in late afternoon/early fringe slots, with game shows also appearing in early fringe.

ACTV plans a fourth-quarter premiere as a pay service in Los Angeles for a \$9.95 monthly fee, according to Reese, who says ACTV will launch in at least two other markets late in the third quarter of early fourth quarter of 1997.

TM

VDOnet intros new VDOLive

VDOnet Corp. last week launched VDOLive 2.0, the latest generation of its Internet broadcasting product suite.

VDOLive enables capturing, digitizing compressing, distributing and viewing video content over the Internet and Intranets. This latest version of the product improves video quality with a more sophisticated compression algorithm than earlier versions.

The VDOLive player and trial server can be downloaded at no charge from VDOnet's web site (www.vdo.net). VDOLive servers are available for less than \$120 per stream in servers of 100 streams or more.

E! Online Web site debuts

E! Entertainment has launched its Web site (www.eonline.com), an eclectic mix of entertainment news, features and tongue-

in-cheek humor well suited to Web culture. Among the highlights on the site is The Hot Spot, a features section with in-depth interviews and webcast events; Celebrities, which offers users a chance to post questions for pop celebrities and Gossip, an area that includes "Diary of Madonna's Baby," a running account of Madonna's life from her fetus's perspective. Users can also check out E-Channel, featuring psychics' reports from dead celebrities (first contact: Jerry Garcia). E! claims that 70% of the material will be original.

Quick, who's on Crossfire?

In a new twist on interactivity, CNN is offering viewers a notification service that provides users with daily messages on guests appearing on CNN shows.

Users pay a \$5 annual subscription fee and a monthly fee of \$3 for 20 notifications, up to \$10 for 75 notifications each month. The notes are delivered via e-mail, pager, fax or phone on shows, including *Larry King Live* and CNN news shows, which frequently book guests less than 24 hours in advance.—RT

N2K, House of Blues will put concerts online

N2K Entertainment and the House of Blues plan to usher in a new Internet phenomenon: online pop concerts.

N2K plans to carry the Hollywood Palladium performance of Johnny Rotten and the Sex Pistols on Aug. 23 on its recently acquired Rocktropolis site (www.rocktropolis.com). Audio of the live event, enabled by Progressive Networks' RealAudio technology, will be streamed on the site at 9 p.m. (PT), along with still photos and video segments.

House of Blues and Progressive Networks are launching an Internet music channel, LiveConcerts.com, later this month. Live events from House of Blues venues in the U.S. and, eventually, Europe will be transmitted via RealAudio on a weekly basis, starting with a tour featuring Ziggy Marley, Cypress Hill, the Fugees with Nas, A Tribe Called Quest, Busta Rhymes and Spearhead.



A second tour to be aired on the Internet kicks off in September and includes Joe Cocker, Buddy Guy, The Fabulous Thunderbirds and The Radiators. Pre-recorded performances of The Mavericks, Squeeze, John Hiatt, Burning Spear and other performers will be included in that series.

All House of Blues venues are being wired with fiber optic, T1 and ISDN lines, and LiveConcerts also will feature live RealAudio interview sessions and photos.

House of Blues plans to present at least one concert weekly online. N2K intends to do at least one concert per month, says Debbie Newman, N2K vice president of market-

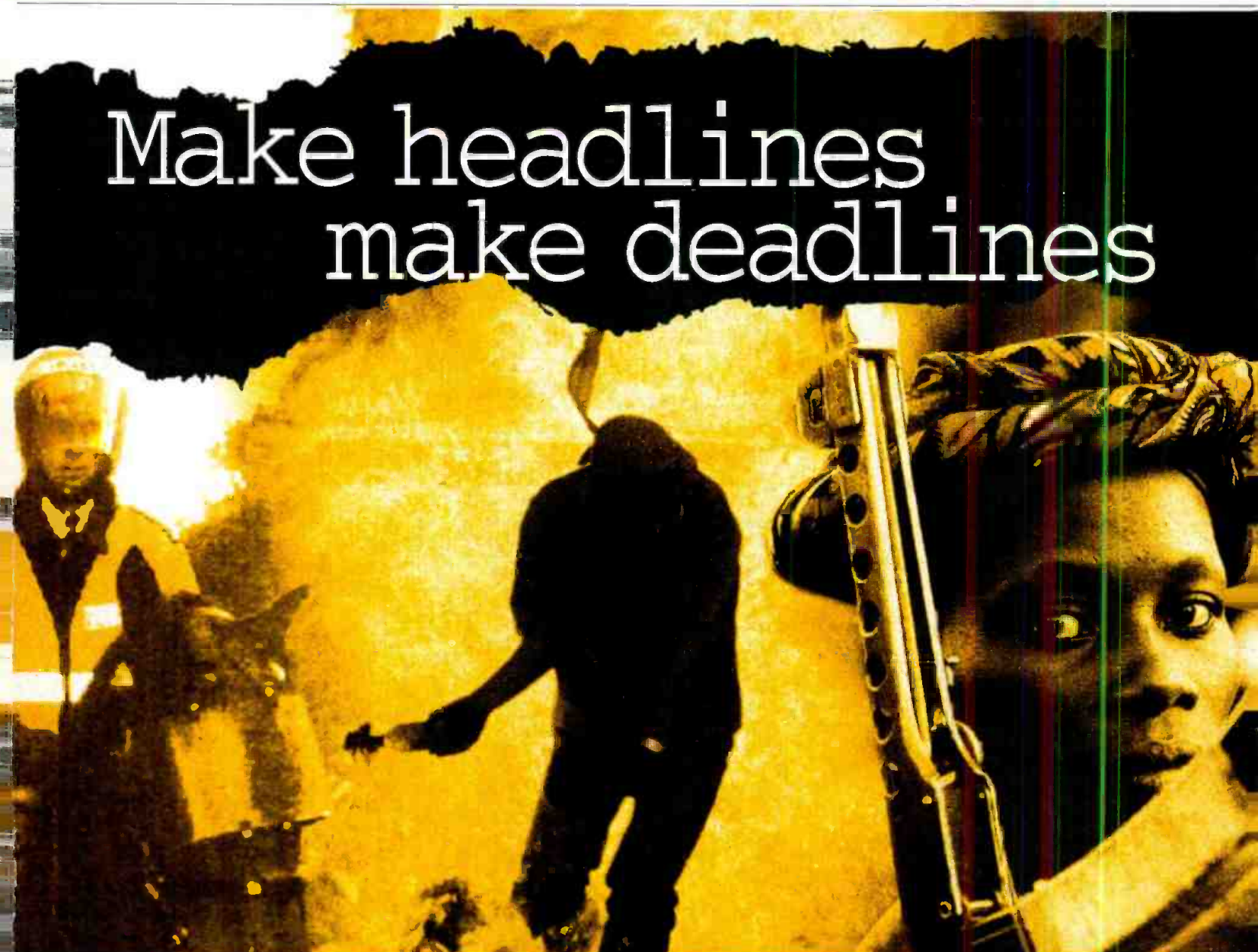
ing. "Rocktropolis will be a very active place for events," says Newman, adding that seamless links to N2K's music boulevard Web site will enable purchase of CDs online.

Rocktropolis is now undergoing a redesign to create a lower bandwidth version and make navigation on the site more user-friendly, Newman says.—RT

Technology

August 19, 1996

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ABC chooses AT&T/Sony MPEG-2

Network pumps out two compressed streams of digital video from San Diego

By Glen Dickson

ABC is the first commercial user of AT&T and Sony's MPEG-2 fiber transmission service, which sends two digital video channels in the same fiber capacity required for one analog channel. For its coverage of the 1996 Republican National Convention, ABC used the AT&T/Sony service to send two compressed digital video streams from San Diego over 45 megabit-per-second DS-3 fiber to ABC News headquarters in New York.

One MPEG-2 4:2:2 compressed feed was used by NewsOne, ABC's affiliate news service, and the other was leased to Japanese broadcaster NHK, says Richard Wolf, ABC director of telecommunications and distribution services.

"We knew that our engineering people accepted the overall quality and performance of four-two-two compression, which is the direction we hope to [go] for the entire distribution of our television network," says Wolf. "The challenge was to implement this technology for a real-world news event."

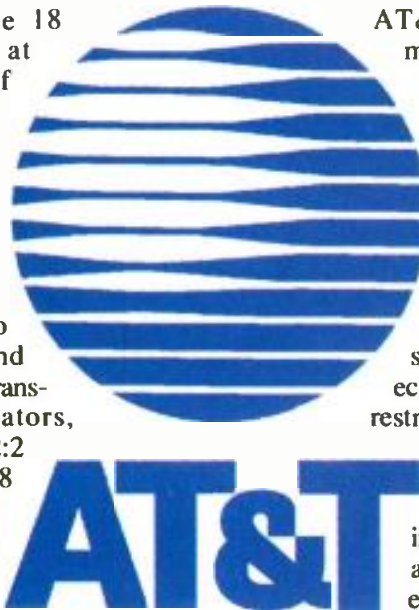
Wolf says the experiment has been successful, if not seamless, with the biggest problem being an old one—the coordination of the first and last mile. "Provisioning digital access for connectivity to the longhaul carriers is the biggest challenge," he says, "although I must say that PacBell did a herculean job in getting digital access for this trial. All in all, we need to go forward and keep testing this—our appetite for service is not going away."

The AT&T/Sony solution, announced at NAB '96, uses a Sony DSM-M1 multiplexer/encoder to take in NTSC composite inputs (or SDDI or SDI inputs) and convert them to 18 mbps MPEG-2 4:2:2 Main Profile at Main Level digital video streams using the Serial Digital Data Interface (SDDI) transport protocol. A Lucent Technologies DS-3 interface then takes the SDDI signals and transcodes them into DS-3 channels for transport over fiber. At the receiving end, another Lucent codec and Sony DSM-D1 demultiplexer/decoder convert the signals back to analog use.

With the addition of a Sony DNW-A100 hybrid recorder, the service also

can transport one 18 mbps 4:2:2 feed at twice the speed of real time, says Rich Majestic, product manager for Sony transmission products. Majestic adds that the multiplexer AT&T is using is similar to Sony's SNG and ENG compressed transmission modulators, which also use 4:2:2 compression at 18 mbps.

For ABC's convention application, AT&T set up the Sony and Lucent codecs in ABC's San Diego production trailer and in its own New York facility, then extended a fiber line from there to ABC headquarters. When the AT&T/Sony solution goes on the open market in early '97, AT&T plans to lease a long-term end-to-end digital service with bundled equipment installed at the customers' sites, says Jack Gelman,



AT&T's media industries marketing director.

Gelman says the service's price will be comparable to standard DS-3 rates, for which the tariff is roughly \$400 per hour. "You'll get twice as much video for the same price," he says. "It will change the economics of full-time terrestrial video transport."

Gelman says that possible applications of the service are sending news feeds from affiliates to networks, special event backhauls, distributing commercials and

maybe store-and-forward video access. ABC's Wolf says that AT&T is looking in the right direction, but perhaps a little too far ahead for the broadcast industry. "Our world is still an analog interface, and AT&T is expecting the access to their network to be digital," he says. "We're not at that world now." ■

CNN/SI taps NEXUS for newsroom system

Customized system to integrate with Quantel server

By Glen Dickson

CNN/SI, the 24-hour news channel being launched by CNN and *Sports Illustrated* in December, is purchasing the NewsWire-2000 Desktop News Production System as its newsroom information system. The Windows 95-based system, developed by NEXUS informatics of Germany, will be used in CNN/SI's Atlanta headquarters and its bureaus in New York, Dallas, Chicago and Los Angeles. The cost of the NEXUS deal, which includes 180 NewsWire-2000 workstations, is \$500,000–\$1 million.

A big selling point for the NEXUS

system is its ability to integrate with the Quantel Clipbox video servers that CNN/SI will be using to record, edit and play back video (BROADCASTING & CABLE, June 17). NEXUS has customized the NewsWire-2000 software to download NewsWire rundowns to the Ibis playback software that comes bundled with the Clipbox, and its workstations can view the Clipbox's database. So in addition to traditional newsroom system functions such as browsing wire services and preparing scripts and rundowns, the NEXUS system will allow CNN/SI users to browse video on the desktop and perform cut-only editing.

"NewsWire has the ability to look at the Quantel Clipbox from a low-resolution server and to browse and do cuts-only editing at the workstations based on the Clipbox's content," says Kevin Ivey, CNN vice president for strategic planning. "Cuts-only editing capability in the newsroom system is pivotal. It allows us to cut down the volume of material that is recorded and make it more manageable, and it will let us cut highlights and get results out quicker than anyone else."



The CNN/SI facility under construction

CNN/SI coordinating producer Bill Galvin says that 30 of the 80 NewsWire-2000 workstations in Atlanta will offer browsing and cuts-only editing. "The viewing aspect is one of the most attractive things to producers in building a show rundown," Galvin says. "Having immediate access to highlights from the Clipbox will allow the producer to make quick decisions from viewing material, and will allow the anchors to view highlights before they go on air."

The random access of the Clipbox

combined with NewsWire-2000's browsing and editing capability will revolutionize the way highlights are produced, says CNN/SI coordinating producer Bill Galvin.

"As it stands now, you tape games on a series of tapes, [but] you usually have to wait until the game's over to compile the highlights," he says. "You can't build your highlight package as it goes along. If something happens late in the game, and you already have a minute of

highlights, you can't just tack 30 seconds on—you have to start from scratch. But with immediate access to digital material, you can edit and compile highlights in a matter of seconds."

CNN/SI also will be using a new feed recording method called "triage" to streamline its feed recording process. The triage software will compile clips in chronological order as they are recorded on the Clipbox, and the journalist can mark desired clips as they're being recorded—thus making roughcutting a function of logging.

At press time, CNN/SI was about to close a deal with a major automation vendor for the triage software.

"Triage will be the foundation by which journalists log in games," says Ivey. "You'll log each play with a cut sheet, then, through additive loop functions in the server, collapse that down to only the cuts saved. Then you can download the clip sheet to the NewsWire system and find additional wire and text stories." ■

HITS targets small-market launch

Buford Television to serve as unaffiliated model

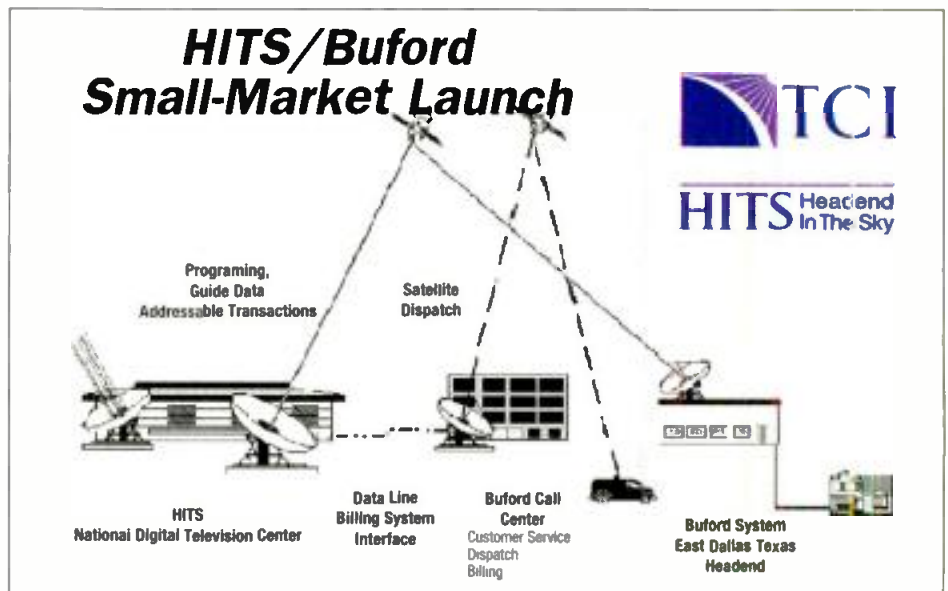
By Glen Dickson

Headend In The Sky (HITS), the compressed satellite delivery arm of TCI, is targeting Buford Television of Texas as one of the first unaffiliated operators to launch the MPEG-2 distribution service.

Buford will serve as a model for small unaffiliated operators launching HITS, says Rich Fickle, HITS vice president of marketing and new business development. That's because Buford has built a call center for customer service, dispatch and billing and a satellite dispatch center that uplinks to the Qualcomm satellite service communications system, which transmits work orders to mobile service trucks.

Under a joint service arrangement, HITS will provide an addressable connection directly to the Buford call center, allowing all billing, phone calls and addressable transactions to be processed by a 24-hour service operator.

"What we'll do is have a data line between our facility and their facility



into their billing system," says Fickle. "They'll have an almost turnkey backroom operation that will let them handle the complexities of customer service. That's all the more important when you have a big jump in product offerings."

Buford has selected 40 channels from the 80 offered by HITS. The project will start in October with installation of headend equipment and plant, while marketing to customers is expected to start in

February 1997. Buford plans to make its call centers and HITS interface available to other operators beginning in second quarter 1997.

"Launching digital with a high-quality call center, fleet management via satellite and HITS national addressability is an integrated solution that fits the needs of small markets like those operated by Buford," says Buford CEO Ben Hooks. ■

WXXA-TV launches news with DVCPro

Albany Fox affiliate debuts with digital

By Glen Dickson

WXXA-TV Albany, N.Y., has selected Panasonic's component digital DVCPro format for its start-up news operation, scheduled to debut on Sept. 30. The Fox affiliate, one of 11 Clear Channel Television stations, is purchasing \$300,000 worth of DVCPro gear, including 13 AJ-D750 studio editing VTRs and six AJ-D700 camcorders.

The camcorders will be used to shoot news; eight AJ-D750s will be configured in four editing stations, and five decks will be used to record satellite and microwave feeds and to play-back to air.

WXXA-TV becomes the second Fox news start-up to go the DVCPro route in 1996; in May, Fox O&O WFXT(TV) Boston closed a deal for \$1.5 million of DVCPro gear for its fledgling news operation, due to launch Sept. 9.

The Albany deal is considerably smaller, reflecting WXXA-TV's \$1.5 million overall equipment budget for its news launch. According to Sarge Cathrall, WXXA-TV chief engineer, the station had planned to simply build on

its existing complement of analog M-II gear. But Cathrall decided to take a look at digital equipment as long as it was affordable.

"We were very impressed with the picture quality of DVCPro," says Cathrall. "Our news director was not even in favor of getting outside of Beta—that's all she'd worked with, and she wasn't too anxious to jump out that window. But the chief photographer she hired fell in love with DVCPro. That was the chief selling point."

WXXA-TV also considered Sony's DVCAM and Betacam SX digital formats, says Cathrall, but found the delivery times too long for DVCAM and the price too high for Betacam SX.

"We started thinking seriously about digital after NAB," says Cathrall. "We were very interested in the time frame, whether it would be there when we were ready to go."



WXXA-TV will be shooting with the DVCPro camcorder.

WXXA-TV already has its DVCPro gear in hand, he says, and the production staff is using it to shoot promos and commercials. While WXXA-TV will stick to tape-to-tape editing for news production, the station has experimented with downloading DVCPro material into its ImMix TurboCube nonlinear editor for promo work. "That probably will become a normal thing," says Cathrall.

Cathrall adds that the three M-II units that now are assigned to the promo staff probably will be replaced with DVCPro in the future: "That will come up at the next budget meeting, for sure." ■

'NBC Nightly News' goes off the wall

NewsWall videowall gives broadcast new look

By Glen Dickson

NBC has purchased a \$200,000 videowall for use in its *NBC Nightly News* broadcasts. The custom NewsWall, supplied and installed by large-scale display and data visualization software developer Imtech, is being used to give a new look to the newscast.

Anchors Tom Brokaw and Brian Williams now open the *Nightly News* standing in front of the videowall and use it as a backdrop for roughly half of the show. The network has changed the show opening to highlight the videowall: a Merlin crane is used to get a sweeping shot of the studio that then dissolves into the anchor standing in front of the NewsWall.

According to Gary Cooper, *Nightly*



Anchor Brian Williams in front of NBC new news wall.

News operations and technical manager, Imtech was the only videowall supplier that NBC considered. The Denville, N.J.-based company was recommended by videocube manufactur-

ers Pioneer and Sony as having the best image processors, he says.

NBC chose Pioneer RM-V2400 videocubes for their small mullion (the space between stacked videocubes), and *Nightly News* lead director Guy Pepper asked Imtech to custom-design a nine-cube video wall with nine separate inputs.

That was a challenge, says Cooper, since Imtech usually designs nine-cube walls with four inputs. "That was the big twist," he says. "We wanted to be able to take nine different inputs—a live feed, tape, graphics, anything coming in—and have the ability to shape them, move them, turn them, curl them, at

any moment.”

Imtech had some growing pains in making the processors work, says Cooper, but solved the problems with significant R&D. The NBC system includes a customized version of Imtech's Intouch

touch-screen control software, which controls both the videowall and all source routing and inputs from a Snell & Wilcox Magic DaVE digital video effects unit.

“That allows us to do page turns and

curls,” says Cooper. “Their standard processing and effects are just basically wall states. The biggest problem we have right now is that the wall does so much, it's a bit of a struggle to figure out what's best.”

Cutting Edge

By Glen Dickson

C-SPAN has purchased a **Wheatstone** SP-8 on-air console for use in its Studio Control Room #2, which is under construction and scheduled to be on-air by October. The SP-8 offers the mix/minus capability necessary for

C-SPAN programming with multiple live shots, remotes and call-ins. “The SP-8 is the only console we found within our price range that had all the flexibility, user-friendliness and features we were looking for,” says Dave Roycraft, C-SPAN manager of corporate engineering.

Baydel has introduced the MS³ Media Server Storage System, an optimized variation of its high-performance RAID subsystems. The high-throughput system, designed to store real-time digital film and video, initially is being made available for the Silicon Graphics processing environment using SGI's Challenge server. “The I/O architecture of SGI systems has excellent scalable throughput attributes, and this gives them a major advantage in competing for media server business,” says Baydel President Jim Bailey. MS³ is launching with 20-megabyte-per-second-per-channel through-

put capability; that will be upgraded to 40 mbps (Ultra SCSI) later this year at no cost to users, says UK-based Baydel.

PBS station **KLRN**(TV) San Antonio, Tex., has purchased three **Hitachi** SK-2600 digital studio cameras to replace the sta-



The Hitachi SK-2600 digital studio camera

tion's 12-year-old field cameras that had been converted to studio cameras. The cameras are being used for the studio production of KLRN's periodic special programs as well as for special clients. “The detail circuit was one of the features that really sold us on the SK-2600s,” says Lewis Miller, KLRN vice president of technical operations. “An operator can manipulate the detail circuit to reduce harsh over-enhancement problems while still being able to add the detail necessary for the home viewer. In our camera evaluation we saw many cameras that produced great pictures on high-resolution monitors, but when the pictures went through the NTSC system, they all needed to have the detail enhanced artificially.”

Tape House Digital, New York, handled the visual effects for *Cloud*, a 30-second spot created by

Gotham Inc. for Sea Breeze astringent. Tape House visual effects artist Dave Berkner used the Quantel Paintbox and Harry to do the compositing work for the spot, which features a giant woman appearing on the Caribbean horizon and plucking a cloud from the sky to clean her face. “The biggest challenge was integrating the model in the Caribbean environment,” says Berkner. “To heighten the realism of the setting, I had to animate the transformation from cloud to cotton ball, and vice versa, as well as create and animate additional clouds in the background and foreground. As the model was shot handling cotton balls only, I had to create, track and animate clouds to create a seamless blend to the talent's motion.”

AFRTS (Armed Forces Radio and Television Service) is purchasing the **Scientific-Atlanta** PowerVu MPEG-2/DVB digital video compression system for its worldwide television network, which reaches almost 1 million American military personnel and their families deployed around the world. The



Tape House Digital handled the compositing for this Sea Breeze spot.

more than \$5.5 million fixed-price contract is part of a total contract awarded to Scientific-Atlanta that permits AFRTS to exercise options for additional equipment in the future. The initial portion of the PowerVu installation is scheduled for operation in spring 1997. The AFRTS applications served by PowerVu include six television signals, six stereo radio signals, two monophonic radio signals, utility data circuits and a T-1 circuit for file transfers. The PowerVu system will replace an analog Scientific-Atlanta BMAC system that AFRTS has been using for the past 12 years.

Continental Cablevision is purchasing a number of ANTEC fiber-optic products for use in its 5,000-mile rebuild of several Chicago-area networks. ANTEC's multimillion-dollar contract with Continental includes its new Laser Link 1310 family of 750 mhz-capable optical transmitters, Regal RMT widebody 1 ghz multitaps, Regal drop passives, and hundreds of miles of ANTEC's fiber-optic cable. The Continental project in Chicago will pass 650,000 homes and is due for completion in 1999.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sales Manager wanted for unique Colorado opportunity. Operator of northern Colorado's leading station, KUAD, is now also operating KTRR-FM, Loveland. KTRR needs a hot sales manager. This is a ground floor opportunity that will allow you to build your sales team and prove you are a revenue generator. Current billings are zero. Markets covered are Ft. Collins, Greeley and Loveland, Colorado. Here's your chance. We are an active, promotional, sales driven company that will give you all the support you want. We prefer prior sales management or GM experience but will carefully consider strong sales people desiring to move to management. All replies confidential. Fax your stuff to Alan Beck, Vice President, Brill Media Company, L.P. 812-428-4021. Or 420NW5th St., Suite 3-B, Evansville, IN.

General Sales Manager - Three station group in midsize market - suburban Chicago - 2 FM/1 AM dominant market leader - to start September 3. Fax resume to Ralph Sherman, V.P./G.M., Barden Broadcasting, 815-726-0357. EOE. Minorities encouraged.

Sales Manager wanted for central PA powerhouse WIOV-FM. This station is a billing leader so this job is not for the timid. Responsibilities will primarily be to drive sales in Berks County (Reading), PA working with our seven person staff but you will become the right hand of our GM. We need someone who can continue our tradition and take us to the next level. Rare opportunity. We prefer prior sales management or GM Experience. All replies confidential. Fax your stuff to Alan Beck, Vice President, Brill Media Company, LP. 812-428-4021. Or 420 NW 5th Street, Suite 3-B, Evansville, IN.

HELP WANTED SALES

RADIO EQUIPMENT SALES OPENINGS

Well established East coast broadcast equipment supplier has sales department openings for:

Two sales engineers capable of configuring high end studio systems, hard disc storage systems, and complete transmitting systems. Positions require heavy digital and system design experience as well as good written and verbal communication skills. Hands on experience with Wheatstone consoles Broadcast Electronics transmitters, and digital hard disc storage systems preferred. Positions requires prospecting, seeking out and closing sales and is not a telephone order taking position. Possible relocation and willingness to travel is required.

One telephone order person to handle accessory and support product sales from our main office in Glens Falls, N.Y.

Send resume's to or contact

Rich Redmond
Northeast Broadcast
P.O. Box 1179
So. Glens Falls, N.Y. 12803.
(518)793-2181

Strategic Media Research/AccuRatings, a leading market research firm, is seeking a national account manager to join our team in Chicago. 3+ years selling experience and knowledge of quantitative/qualitative research is essential. Bring your selling skills, high energy and desire and we'll provide you with an excellent opportunity. Send your resume and presentation material to Evan Goldfarb, Vice-President/Sales, Strategic Media Research, Chicago, IL 60601 or Fax (312) 726-8383.

Sales. Position with sports syndicator for a professional with a proven track record in new business. 2-3 years experience preferred with strong communications skills, heavy sales promotion background, and a passion for sports. Fax your resume to (212)681-1952. EOE.

Sales Manager: Growing, progressive northern New England combo seeks experienced sales manager to lead young, but aggressive sales staff. Small market, but big opportunity for the right individual. If you know how to lead and work in a team environment, this is the position for you! Send resume and references to Box 00912.

General Manager/Radio PA needed for statewide commercial radio network serving 120+ affiliates. Self-starter with outstanding sales and people skills. Prior radio sales management and affiliate relations experience preferred. Letter, resume and salary requirements, in confidence, by Sept. 6 to Radio PA Search, WITF, Inc., Box 2954, Harrisburg, PA 17105. AA/EOE.

KUHL 1440 the California Central Coasts news, news talk and information leader is looking for a professional account executive to join our team. Outside sales experience/radio experience preferred. F/T. Send resume and cover letter to: Attn: Station Manager, P.O. Box 1964, Santa Maria, CA 93456. EOE.

WVXM, Mainstee's public radio FM station (97.7FM), is pleased to announce an immediate and exciting position as a full-time executive/sales manager. Candidates for the position must have demonstrated sales experience in broadcasting, print or other related areas. Some knowledge of public radio programming and underwriting policies is preferred although not required. This individual will be responsible for generating corporate and business underwriting sales from Manistee, Mason and Benzie counties and must be available to travel within these areas. This position with WVXM and the X-Star Radio Network offers an exciting opportunity for growth and advancement within one of public radio's largest and fastest-growing organizations. We are seeking an individual who is a "team player," self-motivated and is goal, not time, oriented. Compensation for the position will be competitive and based on experience and qualifications. Since this is an immediate opening, all candidates are urged to submit their resumes, existing or past account lists, references, etc., to: Laurie Foster, WVXM Radio, P.O. Box 732, Mansitee, MI 49660. Additional information is available from WVXM at (616) 723-9433.

HELP WANTED NEWS

Fundraising Producer, WSIU-FM: The Broadcasting Service, of Southern Illinois University at Carbondale, invites applications for a new position as Fundraising Producer, WSIU-FM. This position will produce: all on-air membership campaigns including special efforts such as the "Love of Public Radio" or end-of-the-fiscal-year efforts, membership messages for use throughout the year, station promos, and the on-air component of the annual "Record Harvest" LP sale; write direct mail appeals and produce on-air spots to reinforce mail campaigns; produce underwriting credit announcements and paid PSAs; research and recommend new production fundraising strategies; and train and mentor students in on-air fundraising production techniques. Require solid production, supervisory, interpersonal skills. Good organizational abilities are a must. Minimum requirements to be considered for this position: Master's Degree in Radio-TV or other relevant discipline preferred. Three years professional experience in the field of radio broadcast production, at least one of which must have been in the area of fundraising, preferably at a CPB-qualified public radio station. Familiarity with 'the Giving Path' is preferred. Deadline for application: September 1, 1996 (or until filled). Send letter of application, resume and 3 letters of professional reference to: Tom Godell, General Manager, WSIU/WUSI-FM, Broadcasting Service, Southern Illinois University, Carbondale, Illinois 62901-6602. Southern Illinois University is an Equal Opportunity/Affirmative Action Employer. Minority members and women are encouraged to apply. In your application, please indicate the source of this position notice.

Non-commercial, Christian Family Life Broadcasting Network is seeking news and public affairs director for its Detroit station. Applicant should have a minimum of two years experience in a similar position. Send tape and resume to General Manager, WUFL, P.O. Box 1030, Sterling Hts., MI 48311. Respond before September 9, 1996. EOE. Women and minorities encouraged to apply.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Broadcasting & Cable

Box _____,

245 West 17th St.,

New York, New York 10011

Tired of the stressful commute? Does the great outdoors beckon? If your back ground is broadcast journalism we have a position open for news director for a regional combo in the High Sierra of Northern California. Contact Rod Chambers, 916-257-21221. EOE

SITUATIONS WANTED SALES

Small market salesman/announcer available! Broadcast professional needs an opportunity ASAP! Midwest, Southwest or South preferred. Dick Hoff (501)967-8788.

TELEVISION

HELP WANTED MANAGEMENT

**General Manager/
Product Manager**

Columbine JDS Systems, Inc. (CJDS) is the leading provider of media software and services. With a client base of over 2,000 broadcast and cable stations throughout the world, CJDS provides technical solutions to buyers and sellers of advertising time within the electronic media marketplace. We are the only company offering end-to-end capabilities in the advertising buying/selling process worldwide. Through our unique array of software applications, connectivity products, consulting services, and media know-how, we are positioned to assist clients in developing business strategies and processes for the industry of the 21st century.

We are currently seeking a General Manager/Product Manager for our Broadcast Management Plus (BMP) product group to work at either the Golden, Colorado or Redwood City, California offices. Candidates must have product management experience and knowledge of the broadcast industry. Technical understanding and familiarity with software design and development processes will be key in developing annual goals, budget and strategic plans, as well as prioritizing development projects. Individuals must be able to travel as necessary.

Columbine JDS Systems, Inc. offers a competitive compensation and benefits package. For immediate and confidential consideration, please send resume to: Columbine JDS Systems, Inc., 1707 Cole Boulevard, Golden, Colorado 80401, or fax to (303) 237-0085.

**COLUMBINE JDS
SYSTEMS, INC.**
EOE M/F/D/V

WDAF-TV, the new Fox owned-and operated station in Kansas City is looking for someone to take us into the millennium with innovative and high-powered creative. We want someone with "the right stuff" to market a winner, lead a great team, produce killer spots and grow with FOX. We air 48 hours of news a week, so a strong news promotion background is a must! Send resume and VHS reel to: Ed Piette, President and General Manager, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE. No phone calls please.

HELP WANTED SALES



KTTY 69

KTTY SAN DIEGO
Television Talent Needed for
Tribune Station in San Diego



LOCAL MARKETING/SALES MANAGER

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 8/30/96. KTTY is an equal opportunity employer. Women and minorities encouraged to apply.

WBFX, Greensboro's newest, fastest-growing WB network station, is looking for an experienced senior account executive. This Pappas station is building an aggressive local sales staff and you can be part of it. Fax resume and salary requirements to Jack Moffitt, General Manager, at (910)547-8144, or write WBFX-TV, 622-G Guilford College Rd., Greensboro, NC 27409. An EEOC employer.

National Sales Manager: Paramount Stations Group, WKBD UPN 50 of Detroit, has an immediate opening for national sales manager. Requirements for this position include the following: minimum of five years of experience at a large market television station or national rep firm; thorough knowledge of the NSI rating service; familiarity with research tools such as Scarborough, Market Manager, etc.; familiarity with understanding of the Detroit marketplace; strong negotiating skills; track record of successful negotiating with advertising agencies and client; dynamic leadership skills; ability to lead our national sales efforts. Travel to Setael offices nationwide is an important aspect of this position. Must have excellent communications skills. Qualified candidates send resumes to: Attn: Personnel, NSM, WKBD UPN 50, P.O. Box 50, Southfield, MI 48037. WKBD is an Equal Opportunity Employer.

Local Sales Manager - WECT TV6, an Ellis Communications property and market leading NBC affiliate seeks a management leader with strong track record to direct staff in lifestyle-friendly, coastal growth market. Experience selling promotions and other incremental revenue programs is mandatory. Strong relationship skills essential. Send resume to: Jeff Flynn-GSM, WECT TV, 322 Shipyard Blvd., Wilmington, NC 28412. Or fax 910-791-9406. No calls. EOE.

Account Executive KGO-TV/Channel 7 is seeking an account executive with at least 3 to 5 years of major market television sales experience. Applicant must have excellent communication skills and exceptional organizational and presentation skills. Must have superior PC skills with Windows software preferred. A four year college degree or equivalency desirable. Application deadline is August 23, 1996. Please send resume and cover letter to: KGO-TV/Channel 7, Personnel Department, 900 Front Street, San Francisco, CA 94111. EOE.

Senior Account Executive. WTVG-TV, a Capital Cities/ABC owned and operated station, seeks an accomplished Account Executive with a minimum of 4 years selling experience. Candidate must possess good negotiation skills, ability to generate new business and work with qualitative research. Send cover letter and resume to: Gregg Darah, Local Sales Manager, WTVG-TV, 4247 Dorr Street, Toledo, Ohio 43607. No phone calls please. We are an Equal Opportunity Employer.

Account Executive: K-EYE 42 TV needs an experienced account executive to take over an established list. Three years broadcast sales experience preferred. Must be computer literate and research oriented. If you are a creative, solution-oriented person with strong verbal, written and presentation skills with a desire to develop new business, you can excel here. This position will reward hard work with an attractive compensation package. Granite Broadcasting/K-EYE is an Equal Opportunity Employer. No phone calls, please. Send letter and resume to: K-EYE 42 TV, Attn: Larry Landaker, 10700 Metric Blvd., Austin, Texas 78758. Fax: 512-837-6753. E-mail: keye@k-eyetv.com.

National Sales Manager. WPSG, UPN 57 Philadelphia, a Paramount Station on the move! Seeking a dynamic professional to lead our national sales efforts. Applicants should have five years broadcast sales experience. Prior NSM or rep. experience a plus. Resume to "NSM" Box #579, UPN 57 WPSG, 420 North 20th Street, Philadelphia, PA 19130. Equal Opportunity Employer.

Account Executive: Aggressive and highly motivated individual to solicit, sell and service local TV accounts. Must possess strong oral/written presentation skills. 1-3 years of broadcast sales experience preferred; college degree desired with emphasis on advertising/marketing a plus. Resume to: KTXH-TV Personnel, 8950 Kirby Drive, Houston, TX 77054. Paramount Stations Group is an Equal Opportunity Employer.

Account Executive KSDK-TV, St. Louis #1 NBC affiliate has great opportunity. Successful candidate will have proven 5 year sales record including advertising agency track record and development of new business. TV Scan experience. Degreed. Send letter/resume to: Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

HELP WANTED FINANCIAL

ACCOUNTANT

KABC-TV is seeking a Senior Accountant who will be responsible for the day-to-day general accounting functions as well as fixed assets and special projects. Requires a College degree, 2-3 years public accounting experience and a CPA.

Qualified candidates please send your resume to: **KABC-TV, Attn: B. Gordon, Director of Finance, Administration & Planning, Dept. ACCT-BC, 4151 Prospect Avenue, Los Angeles, CA 90027.** No phone calls or faxes please. EOE.



Fax your classified ad to
Broadcasting & Cable
(212) 206-8327

HELP WANTED TECHNICAL

TeleCommunications: Satellite Teleport Technician. San Francisco Bay Area. Experience with transmission of video and audio by satellite microwave/fiber and transmission techniques to broadcast level is required. AA/AS Electronics or equiv. Independent, organized operators must possess exceptional communication and interpersonal skills. Shifts include weekends/nights. Please submit resume and salary requirements to: J.Olow, Spectrum Satellite, Inc. 5200 Huntington Drive, #300 Richmond, CA 94804. EOE.

TV Maintenance Engineer: Must have 5 years of broadcast maintenance experience with strong electronics background. Component level troubleshooting a must. Hands on UHF TV transmitters preferred. Strong computer background a plus. Send or fax resumes to: WDZL-WB39, 2055 Lee Street Hollywood, FL 33020. Fax 954-922-3965. EOE.

TV Maintenance Tech: Installation and maintenance of television and radio broadcast equipment. Associate degree in electronics technology, four years of broadcast television maintenance and installation experience required. Equivalent combinations will be considered. SBE certification preferred. Cover letter and resume to: Dispatch Broadcast Group, Business Office #153, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EEO. Smoke and drug free workplace.

Switcher/Director/Production: WICS-TV, the NBC affiliate in Springfield, IL is accepting applications for a weekend switcher-director and production work during the week. Grass Valley switcher experience helpful. Send resume to Director of Technical Operations, WICS-TV, 2680 East Cook St., Springfield, IL 62703. EOE. Women and minorities encouraged to apply. No phone calls.

Studio Maintenance Engineer. Engineering department in a major market, state of the art digital broadcast facility seeks motivated, hard working addition to our team. A subsidiary of the A.H. Belo Corporation, we offer a comprehensive benefits package, competitive salary structure and the chance to demonstrate your skills. Seeking candidate with a minimum of three years of television maintenance experience with a thorough knowledge of the electronics of television. Responsibilities include design of technical systems, creation of documentation to put design into practice, installation of equipment and performance of corrective and preventative maintenance. Prefer a candidate with experience in UNIX, programming in C++, and Visual Basic. Send resume to David Carr, Director of Engineering, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. Equal Opportunity Employer.

Satellite Coordinator. Responsible for coordinating Satellite remotes for all shows, including booking uplink facility, transponder(s). Will interface with producers and crews. Must reconcile monthly satellite costs. Successful candidate should have organizational and supervisory skills; ability to work under stress. Knowledge of computers and operating software, esp. BASYS, Excel and MS Word. Must have experience in TV production and minimum 1 year experience in satellite facilities. Send resume to: G. Corrigan, FOX Studios East, Inc., 212 5th Avenue, NYC 10010. An Equal Opportunity Employer. M/F/D/V.

Expanding telecommunications/post production company, moving to D.C. in search of transmission specialist. Candidate must have knowledge of satellite communications; experience with remote production truck, master control/playback facilities; system and installation. Please reply to Box 00906 EOE.

SNG Operator Maintenance Tech: Drive and operate SNG Mobile uplink truck. Extensive travel required. Install and maintain television broadcast equipment. Associate degree in electronics technology with 2 years of broadcast television operator experience required. Equivalent combinations will be considered. CDL license, SBE certification preferred. Cover letter and resume to: Dispatch Broadcast Group, Business Office #154, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply, EEO. Smoke and drug free workplace.

Maintenance Engineer: Immediate opening for an experienced broadcast engineer with studio, transmitters and associated systems troubleshooting and repair to component level. Computers and networking experience a plus. Minimum 3 years experience in TV broadcasting with FCC or SBE certification desired. Send resume to: Chris Potwin, Chief Engineer, Fox40, P.O. Box 40, Vestal, NY 13850. Fax 607-798-7950. EOE.

Immediate opening for Full-Time Engineer in Washington, D.C. metro area. Primary responsibilities are operate and maintain Ku-Band uplink trucks. Must be able to read schematics, perform light maintenance and in-house teleport duties. Must also be experienced with portable microwave set-up and field production. Fax resumes to: Nelson Crumling, Vice-President, 202-775-4363.

Expanding telecommunications/post production company, moving to D.C., in search of chief engineer. Candidate must be experienced in managing engineering staff; client friendly; possess extensive knowledge of digital technology; and experienced in system planning and implementation. Please reply to Box 00907 EOE.

Engineering Supervisor: Major market Fox O & O TV Station is seeking an individual to provide technical support to the engineering department and other departments as needed. Responsibilities to include: management of news technical facilities; and broadcast video and audio engineering. Supervision of union technical personnel. Bachelor degree in electrical engineering or computer science or equivalent experience required. Minimum 5 years related experience. Proficient in state of the art broadcast audio and video equipment. Ability to effectively interact with all levels of personnel required. Send resume and salary history to: Lydia Martinez, Director of Personnel: WTTG/FOX TV 5151 Wisconsin Ave. NW, Washington, DC 20016. EOE/M/F/D/V. No phone calls please.

Videographer - Minimum of 4 years experience in electronic field production. Must have a track record in field shooting, lighting, directing and possess excellent client skills. Must be a leader with proven creative background. Send tape and resume to production manager, WCPX TV, 4466 John Young Parkway, Orlando, FL 32804. EEO.

Transmitter Engineer: Must be proficient with UHF transmitters and have a good understanding of high power RF. Be able to work well under high pressure situations. Perform routine maintenance on three (3) UHF transmitters. FCC Radio/Telephone General Class License; extensive experience in UHF transmitters. All normal operational and maintenance functions of transmitters. Must work well with other departments; self-starter; maximum communication capability. Deadline for applications if Friday, August 23, 1996 at 5:30 pm. No phone calls will be accepted. Send resumes to: John Baker, Chief Engineer, WJPR Fox 21/WFXR Fox 27, P.O. Box 2127, Roanoke, VA 24009 or fax (540) 345-1912. WJPR Fox 21/WFXR Fox 27 practices equal employment opportunity regardless of religion, age, sex, national origin or color. Females and minorities are encouraged to apply.

Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicant to live abroad. A minimum of 3 years experience is required. Send resume to Roscor Corp., 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-299-4206, to the attention of V. Schwantje.

Editor/Sports-PT: Videotape editing for various news-sports programs. Willing to work evening, and weekend hours. College degree. Previous experience considered. Computer and photography skills helpful. Qualified minorities and women are encouraged to apply. EEO. Smoke and drug free workplace. Cover letter and resume to: Dispatch Broadcast Group, Business Office #156, 770 Twin Rivers Drive, Columbus, OH 43215.

ENG Engineer: Candidate should have three to five years experience in medium market television news operation, editing ability on Sony 800 system and should also be proficient with Sony BVW-300 camera/deck combination. The ability to work unsupervised is a necessity as well as a valid drivers' license. Please send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square - 4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal opportunity Employer.

Chief Engineer. Successful candidate must be well versed with news operation and support, capital budgets and all broadcast engineering practices. Hands-on experience with UHF transmitter, microwave systems, satellite systems, M-2 decks and Panasonic products. Should be a "quick thinker", "quick mover" that has the knowledge to get things done on time and within budget. If you are a trainer, a mentor, and a disciplinarian, send cover letter, resume and salary history to Hugh Bresline, WHAG-TV, Dept. W, 13 E. Washington Street, Hagerstown, MD 21740. Comprehensive benefit package, including 401 (K) and section 125 plans. Drug screen required. EOE.

Assistant Chief Engineer for Midwest U.H.F. Must be self-starter with strong R.F. and microwave experience. Excellent opportunity to step-up. Send resume to Box 00908. EOE.

HELP WANTED NEWS

Director

Director for All News Channel. A 24 hour national news channel reaching more than 30 Million homes. At least 2 yrs previous experience directing live news broadcasts. Must be able to call and switch news programs. Ability to work evenings, weekends and overnights. Experience with Grass Valley switchers, Ampex ESS-5, chyron Max character generators, Video Toaster a plus. Good typing and spelling skills. Geography and current events knowledge helpful. Work with producers, writers, graphics, editors, on story and broadcast pre-production.

Comms
Human Resources Job #176-96
3415 University Avenue
St. Paul, MN 55114



No Telephone Calls Please
EOE

Traffic Manager, Program Assistant, Business Manager, Small network affiliate. New station. Please send to Blind Box 00905. EOE.

Top-rated network owned Central California station, with number one news operation, needs dynamic leader. Someone who knows news, knows television, know leadership and knows how to put it together for a staff of fifty of the best people in the business. Candidate should have a college degree; be currently employed in some television news management role. Send resume to: Marc Edwards, KFSN-TV, 1777 G Street, Dept. B, Fresno, CA 93706. Capital Cities/ABC, Inc. is a wholly owned subsidiary of The Walt Disney Company and is an equal opportunity employer. Minorities and women are encouraged to apply.

The New York Times station in Memphis is looking for aggressive producers. I need people ready to take the reins of their assigned news broadcasts. I am looking for experienced journalists who can bring pacing and style to our award-winning news team. Please send resumes and non-returnable tapes to Bob Jacobs, News Director, WREG-TV, 803 Channel 3 Drive, Memphis, TN 38103. No telephone calls. EOE.

Television News Producer/Editor: News producer experience required. Proficient in coverage, writing, editing, shooting and possess the leadership skills to manage a small staff of young journalistic professionals. This position requires a college degree in the field, strong work ethic, organizational skills and a passion for putting together the most informative newscast in the market. If you are ready for a new challenge and more responsibility, send a tape and resume with salary requirements to Thomas Bond, Vice President, Fox 28 & 40, 744 Main Street, Dubuque, IA 52001. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Producer: KJRH-TV in Tulsa seeking energetic producer with strong writing skills and ability to make good decisions. Send resume to: KJRH-TV, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

TV Producer. Ready for something new? We need a hot producer for the nation's leading syndicated medical news and information show. 2+ years newscast experience a must, good writing, packaging and people skills essential. Significant nationwide travel. Great chance for new opportunities in broadcast and cable. Send resume to Medstar Communications, Inc., Attn: Producer, 5920 Hamilton Blvd., Allentown, PA 18106. No calls, EOE.

Special Project Producer: WTOL-TV is looking for a take-charge, creative producer who can put that competitive edge on series, news specials, and elections. Also, be part of the management team and help us stay a number one, award winning station. Respond with news/management philosophy, resume, and tape to Personnel Administrator-56, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

Rochester's number one source for news has an immediate opening for a weekend assignment editor. The person will be responsible for the planning and execution of weekend news coverage along with field producing during the week. Requirements: one year experience, positive attitude, ability to motivate and knowledge of the area, ENG, SNG and newsroom computers. College degree preferred. Send resume and references to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an equal opportunity employer. Minorities and women are encouraged to apply.

Regional 24-hour cable news channel serving metro Washington D.C. seeks dynamic Sports Anchor/Reporter to anchor/co-produce weekend sportscasts and report/shoot weekdays. Strong emphasis on college and high school sports. Ability to shoot and edit ENG tapes a must. Co-produce weekly or periodic sports special programs as assigned. Successful candidate must have a college degree in Journalism/Mass Communications and a minimum 2 years TV sports anchoring/reporting experience or 4 years equivalent related anchor/reporter experience. Please send resume, tape and salary history to: Newschannel 8, HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please. EOE. M/F.

Producer - Looking for a creative and innovative producer who can organize and format daily newscasts, supervise the evening news crew, and have excellent writing skills. At least one year experience in TV news production, degree from accredited university in broadcast/journalism or related field preferred. Please no telephone calls, Send resume and non-returnable tape to: Human Resource Specialist, KGBT TV, 9201 W. Expressway 83, Harlingen, TX 78552. KGBT TV is an Equal Opportunity Employer.

Photographer. FOX affiliate in 44th market looking for photographer for 10 p.m. newscast. Need two years experience, street savvy and FOX style. Live truck experience helpful. Non-returnable tape and resume to Jim DePury, News Director, WPMT FOX 43, 2005 S. Queen Street, York, PA 17403. EOE. Drug test. No calls.

Weekend Anchor - KPLC-TV has an immediate opening for a weekend anchor. This person should have previous anchor experience, be able to produce newscasts and be a creative reporter. Join one of the best newsteams on the Gulf Coast. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Officer, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

On-camera Weathercaster. Weekends plus weekday backup. A team player who is weather-driven. Must know state-of-the-art computer graphics, preferably Kavouras. Show us your skill as a meteorologist and a style that sets you apart from the establishment. Personality counts more than AMS seal. Our market is one of America's best known and most admired for beauty and lifestyle. Rush tape and resume to Box 00910. Women and minorities encouraged. EOE.

Nightcast Reporter: Live-shot capable, self-starting Reporter to compliment our nightcast (10pm) show. Experience and degree required. Send non-returnable tape and resume to: NR1-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

News Producer: Several years experience as line producer in local TV news required. Must have excellent writing and organizational skills and a strong sense of production values. Shift includes weekends and nights. Send resume and non-returnable VT (no calls/faxes) to Brian C. Smith, Assistant News Director, WPVI-TV, 4100 City Line, Suite 400, Philadelphia, PA 19131. EOE.

News Director - Granite Broadcasting's station serving Grand Rapids-Kalamazoo-Battle Creek, the 39th television market is seeking a team-oriented individual to lead our news operation into the next century. Candidates must possess the vision to create compelling television news programs and effectively manage a large, enthusiastic staff. Great leadership is a must. Prior experience in television news management required, college degree in journalism, communications or related field preferred. Send resume, tape and other support materials to Margie Candela, Human Resources, WWMT-TV, 590 West Maple Street, Kalamazoo, MI 49008. No phone calls please. Women and minorities are encouraged to apply. EOE.

News Director - We're looking for a high energy professional with at least 3-5 years news management experience to lead a team with solid commitment to local news. We are a CBS/AR&D station in a highly competitive area where news is breaking 24 hours a day. We run a beta shop with multiple live capability, two bureaus and five shows each day. If you are bilingual (English/Spanish) or have connections to the Rio Grande Valley, that's a big plus. Qualified candidates must have managed in the last twelve months. Send resumes to: Human Resource Specialist, KGBT TV, 9201 W. Expressway 83, Harlingen, TX 78552. KGBT is an Equal Opportunity Employer.

Meteorologist - WAFF-TV, the NBC affiliate in Huntsville, AL, is looking for a meteorologist to complement an aggressive and award winning weather team. Huntsville and the Tennessee Valley are prone to severe weather. We are looking for someone who can effectively use the latest technology to deliver a clear and informative forecast, storm or shine. The successful candidate must have an AMS seal. Please send resume and tape to: WAFF-TV, Frank Volpicella, News Director, P.O. Box 2116, Huntsville, AL 35804. Absolutely no phone calls. WAFF is an Equal Opportunity Employer and encourage applications from women and minorities.

Weather Anchor/Reporter: NBC affiliate seeking FT weekend weather anchor/special assignment reporter. Previous weather experience preferred. Send resume and tape to: Human Resources, WJAC-TV, 49 Old Hickory Lane, Johnstown, PA 15905. EOE. Deadline for submission 8/23/96.

KTTC, in America's #1 city, needs a team director for weekday/weekend. Responsibilities include directing 6/10 news, commercial production and EFP. Good pay/benefits. Experience a must! Send tape/resume to Production Manager, KTTC-TV, 601 1st Avenue SW, Rochester, MN 55902. No phone calls. EOE.

KLAS is looking for a morning/noon anchor to compliment current female anchor. Must have the experience, the warmth, the humor and the professionalism to anchor 2 1/2 hours each morning and 1/2 hour at noon. Send non-returnable tape to Emily Nielsen, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Investigative Reporter: Top 15 Southeastern affiliate seeks experienced, hard-nosed Investigative Reporter. This is a job for someone who has a great track record as an investigator and a tape to prove it. You must be able to enterprisize and produce high-profile pieces all year long on both short and longer turnarounds. If your I-Team work is good enough to take you to the next level, please send resume, tape, salary requirements and a page or two on your philosophy of investigative reporting to Box 00911 EOE.

Graphic Designer: The Christian Broadcasting Network, one of the world's largest television ministries, is seeking a highly skilled graphic designer to provide graphics for its Newswatch program using a Paintbox Express. The successful candidate will possess the following qualifications: experience in television news graphics using a Quantel Paintbox and experience in television production and post production. Bachelor's degree in design or a related field is preferred. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application. Please forward a resume tape with your completed application.

General Assignment Reporter: WNDU-TV is looking for a smart, aggressive, creative general assignment reporter. We're looking for someone who can enterprisize and break stories. Two years experience as a reporter is needed, and experience with microwaves and satellite lives is a plus. Send resume and non-returnable tape to: The WNDU Stations, Position #00154, Attention: Human Resources, P.O. Box 1616, South Bend, IN 46634.

ENG Photographer/Editor: Want accomplished ENG photographer with minimum of several years experience in TV news, including live microwave. Must have demonstrated editing ability with experience contributing to local news programming. Send resume and non-returnable VT (no calls/faxes) Brian C. Smith, Assistant News Director, WPVI-TV, 4100 City Line, Suite 400, Philadelphia, PA 19131. EOE.

WOKR-TV, Western New York's number one source for news, has an immediate opening for a newscast producer. Responsibilities include: writing news stories, contacting sources, producing newscast rundowns, making editorial decisions, directing crews, timing newscasts and communicating newscast direction to staff. Requirements: knowledge of ENG, SNG, electronic graphics, newsroom computers, and broadcast journalism. One year broadcast experience and a college degree preferred. Send resume and references to: Human Resources, WOKR-TV, PO Box 20555, Rochester, NY 14602-0555. EOE/M/F.

Executive News Producer: WICS-TV, the NBC affiliate in Springfield, IL, is looking for an experienced producer to take the next step up the management ladder. You will coordinate and lead the news department to meet set goals. You must also have excellent writing skills, sound editorial judgement, production skills and the ability to train less experienced staff. Candidate must have 3-5 years producing experience. Send resume and tape to Sue Stephens, News Director, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. EOE.

Are You Ready To Be Chief? KLAS is looking for a leader for our photography team. Great equipment, great shop, great city. Perfect opportunity for someone in a larger market ready to jump into management, send tape to Mike Workman, Asst. News Director, KLAS 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Anchor/Reporter: Dominant NBC affiliate seeking FT newscast weekend anchor/week day reporter. Previous experience required. Send resume and tape to: Human Resource, WJAC-TV, 49 Old Hickory Lane, Johnstown, PA 15905. EOE. Deadline for submission 8/23/96.

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

Videotape Editor: The Christian Broadcasting Network, headquartered in Virginia Beach, Virginia, one of the world's largest television ministries, is seeking seasoned client-oriented videotape editors. The successful candidates will possess the following qualifications: experience with InFiNiTi!, Grass Valley 200 and D-2 equipment and experience as a videotape editor at a major production or broadcast facility. Experience designing DVE generated effects and good computer skills a plus. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application. Forward a resume tape with your completed application.

Senior Designer/Harriet/3-D. WCCO-TV, CBS O&O is seeking super-designer for News, Promotion, and Sales projects. Great station, great people, great salary! Send tape and resume to Mike Radogna, Design Director, 90 South 11th Street, Minneapolis, MN 55403. No phone calls please. EOE.

Production Manager: WALB-TV, a dominate NBC affiliate, has an excellent opportunity for a production manager with strong skills in running studio and control room operations. Good knowledge of news and commercial production. Good people and managing skills. Ability to establish and control budget. Team builder. computer skills and knowledge of Windows, Mac OS, Excel, Media Composer and Image Editing very helpful. Resumes only to: WALB-TV, Attn: JP, P.O. Box 3130, Albany, GA 31707. Equal Opportunity Employer.

Entertainment-News Cable Network is looking for the following positions: senior producer, reporters/producers, segment producers, assignment editor, post production supervisor. The candidates must have experience in a challenging and fast paced news environment. Although we are programming entertainment, we will be structured like a news operation. Please send replies to Box 00914.

Promotion Contest We're looking for America's #1 Promotion Writer/Producer. The Prize...a full time position at KUPN in the fastest growing city in the USA. To enter our contest, send resume and tape to: Dale Palecek, V.P. Programming and Promotion, KUPN, Las Vegas 21, 920 S. Commerce, Las Vegas, NV 89106. EOE. Women and minorities encouraged to apply. Remember, if you don't enter, you can't win.

HELP WANTED PROGRAMMING

EXECUTIVE PRODUCER OF PROGRAMMING

KABC-TV needs an experienced executive producer to plan, develop and coordinate programming production and supervise producers. Experience in live, special event and long form programming necessary. The successful candidate must have 5 years major market experience, excellent communication, motivation and leadership skills, with the ability to work under pressure and achieve the highest level of production. Previous Avid editing experience highly desirable.

Qualified candidates please send your resume and a non-returnable tape to: **KABC-TV, Attn: C. Borge, Dept. EPP-BC, 4151 Prospect Avenue, Los Angeles, CA 90027.** No phone calls or faxes please. EOE.



HELP WANTED PROMOTION

Art Director

Forget the snow. Forget the Humidity. CBS Network O&O in sunny L.A. is looking for a top-notch Art Director to supervise 8-person department. Must have 3-years Art Directing experience & working knowledge of latest graphic arts technology including HAL. Strong emphasis on news and promotion.



Senior Promotion Writer/Producer

Here's your chance to do outstanding creative in the heart of Hollywood. Must have strong writing skills, good ideas and a great attitude. Minimum of 3-years TV News Promotion experience.

News Promotion Producer

If you like to tease, this is the job for you. Looking for a primetime topical producer with flair, energy and strong writing skills. Minimum of 3-years TV News Promotion experience.

Please RUSH tape & resume to:

KCBS-TV
6121 Sunset Blvd.
Los Angeles, CA 90028
Attn: Garen VandeBeek
Director of Creative Services
CBS is an Equal Opportunity Employer

BROADCAST DIRECTOR

Magazine Publisher seeks seasoned T.V. programming executive with 5- 0 years. T.V. broadcast experience to develop and sell national T.V. and radio programs. Develop concepts and oversee both creative production and business aspects of broadcast projects. Coordinate with in-house departments and with broadcast networks. Relevant business and creative contacts a must. Send resume and salary requirements to:

Wenner Media
Box T
1290 6th Avenue
New York, NY 10104

No phone calls.
Response not guaranteed. EOE M/F



WENNER MEDIA
A DIVISION OF
BILLYE STONE TELEVISION JOURNAL

Promotion Manager for Midwest affiliate. Must be able to design market strategy as well as inspire effective advertising in all media. Handle daily operations of department; create ad concepts and write for radio, TV and print. Must have strong creative and writing skills to develop and produce image promotions, news topicals, PSAs, and commercial copy. Previous management experience in stations or ad agencies essential. BA desired, experienced only. Send resume and salary range to: Bill Nichols, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. No phone calls. EOE.

Promotion Manager needed at WWNY-TV7. We are looking for an individual who can take charge and build a promotion department from the ground up. Duties would include news promotion, sales promotion, station sponsorships, and marketing. Creativity is a must. Must be able to meet deadlines. Previous management experience is preferred. Send resume and tape to: Cathy Pirsuc, WWNY-TV7, 120 Arcade Street, Watertown, NY 13601, EEO.

Promotion Director: Looking for an experienced, creative leader who can harness the talents of our promotion department and guide KHBS/KHOG TV's promotional strategies. We are two full-power ABC affiliates at the foot of the beautiful Ozark Mountains, serving Fort Smith, Northwest Arkansas and Eastern Oklahoma. We are looking for an individual with proven leadership and organizational skills, creative talents, a fun personality, great work ethic, positive attitude and significant experience in purchasing outside advertising to accomplish specified promotional goals. This is a great opportunity for someone who will make effective, positive contributions in news positioning, sales promotions, community activities and overall station image at the station that is already #1 in Fort Smith/Fayetteville. Send name, tape and salary history to General Manager, KHBS/KHOG-TV, 2415 North Alvert Pike, Fort Smith, AR 72904. An Argyle television station and Equal Opportunity Employer.

To place an ad in the Broadcasting & Cable Classified pages, contact
Antoinette Fasulo or Sandra Frey
TEL: 212.337.7073 • 212.337.6941
FAX: 212.206.8327

INTERNET:AFASULO@B&C.CAHNERS.COM
INTERNET:SFREY@B&C.CAHNERS.COM

SITUATIONS WANTED MANAGEMENT

CFO of successful TV entertainment group responsible for taking a start up to a \$multi-million production facility with 6 network, cable and syndicated shows on the air, seeks high level financial position with a major entertainment company. I am a multi-faceted financial leader (CPA) and information systems expert with 15 years experience and 8 years in the entertainment industry. Please leave message at 310-455-2706.

SITUATIONS WANTED NEWS

An Immediate Teamplayer: News Hound. "Has the know-how to get it attitude." Aggressive, hard news oriented person with assignment desk experience in a television newsroom. Top organizational skills and an ability to work well under pressure. Call 213-937-8767.

PROGRAMMING SERVICES



National Weather Network

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 601-352-6673 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.

SEEKING INVESTORS

Investor Wanted Investor or working capital partner needed for start-up Florida full power TV station in university community. Call Harvey (352)371-7772.

CABLE

HELP WANTED MANAGEMENT

DIRECTOR OF BROADCAST OPERATIONS

FOX LATIN AMERICAN CHANNEL

Fox Latin American Channel is seeking a seasoned, motivated leader to oversee Broadcast Operations. This will include determining and maintaining all transmission paths; overseeing outsourced playout facilities, acquisitions and configurations; and quality control of all materials. Will also develop and maintain departmental budgets and reports; schedule, hire and manage staff to meet departmental goals; interface with traffic and all outside vendors; and maintain the overall quality control for channel playout.

Our ideal candidate will have excellent interpersonal, communication and written skills; be multi-task oriented with the ability to crisis manage; have knowledge within the entertainment industry; be computer literate; have a college degree; and excellent knowledge of overall broadcast and post-production operations. An understanding of satellite transmission and compression technology is also required; Spanish language skills are a plus.

We offer a competitive salary and a great benefits package.

For consideration, please mail or fax resume with salary requirements to: Fox Latin American Channel, 11833 Mississippi Avenue, 2nd Floor, Los Angeles, CA 90025, Attn: Human Resources Manager; fax (310) 447-7346. EOE.



HELP WANTED SALES

National Sales Manager - Ad Sales

Breakthrough opportunity for a seasoned pro. Assist Northeast Regional Manager in strategic planning/budgeting for national, regional, and interconnect lines of business — then spearhead efforts to meet and exceed sales goals. BS/BA (Comm., Mktng., Bus. or related) and 3-5 years' media sales experience required; nat'l/reg'l sales preferred. Must have: broad knowledge of cable TV industry; PC proficiency; excellent organizational, interpersonal, and communication skills; valid driver's license.

Adelphia offers a superb benefits package that includes competitive salaries, a 401K plan, life insurance, and comprehensive health care insurance. Send resume to: Adelphia Cable Communications, 91 Industrial Park Road, Plymouth, MA 02360. Attn: Trudy Bennett. Equal Opportunity Employer.



To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo or Sandra Frey
TEL: 212.337.7073 • 212.337.6941
FAX: 212.206.8327

INTERNET:AFASULO@B&C.CAHNERS.COM
INTERNET:SFREY@B&C.CAHNERS.COM

Program Development and Marketing. Established production company seeks individual or firm with track record in development and marketing of special and series programming. Excellent opportunity for commissions and equity participation. Please reply to Box 00913.

HELP WANTED PROMOTION

THE WEATHER CHANNEL

We're looking for talented, energetic producers to join our team. Great group of people. Excellent salary.

Writer/Producers - produce topicals for daily weather stories. P.O.P.s etc. Must be strong copywriter, able to motivate viewers to stay tuned. Ability to keep it fresh day-to-day, as well as to crank into overdrive during major weather events. Minimum 1 year experience in daily news promotion.

Producer/Directors - produce marketing and sales demos, on-air promotion and/or commercials. Must be marketing savvy professional with superior writing skills and strong creative execution. Minimum 3 years experience encompassing all aspects of pre-production, directing and post.

Send tape and resume to:

**Creative Services Manager
The Weather Channel
2600 Cumberland Parkway
Atlanta, GA 30339
Fax: 770-801-2522
EOE/M/V/D**

On-Air Promotions Manager Cutting-edge national cable network seeks promotions wizard to innovate, create, write, produce, and manage promotions team. Extra-strength production and copywriting skills necessary. If you have minimum 5 years experience plus ability to bring the best out of yourself and others, all while enjoying a total digital post production environment, please send your reel and resume to Maureen Hulett, INTRO Television, 4100 East Dry Creek Road, Littleton, CO 80122, no later than August 28, 1996. Drug test and background check are required of successful applicant. An interview will be required of all successful candidates. Equal Opportunity Employer.

HELP WANTED PRODUCTION

Senior Writer. Established non-fiction cable network looking for senior writer to rewrite, edit and evaluate scripts and treatments for original productions. Must have at least five years experience as film/television writer. Ability to work on multiple projects and to meet tight deadlines a must. Please send cover letter and resume to: The Learning Channel, Human Resources #785, 7700 Wisconsin Avenue, Bethesda, MD 20814-3479.

Producer: Our client, a major international cable entity seeks a key producer to handle coverage concerning areas in tennis and golf. Live experience a plus. This company is currently building a major sports group. To explore being a part of the core group in this ground floor opportunity send your resume in total confidence to The International Search Firm, Morgan/Webber, Inc., 5510 Merrick Road, Massapequa, NY 11758, Attn: Steven Lavender. Fax: 516-799-5233.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The Manship School of Mass Communication at Louisiana State University is seeking applicants for an anticipated tenure track position at the rank of assistant professor beginning in August 1997. The successful applicant will teach courses in media law, broadcast journalism and/or management, visual communication or other areas of interest to the School. Ph.D., ABD, JD, or master's degree with substantial professional experience is required. Review of applications will begin on October 1, 1996 and will continue until the position is filled. Submissions must include a letter of application, a current vita and the names of three references. Applications should be sent to Professor Alan D. Fletcher, Chair, Search Committee, Manship School of Mass Communication, Louisiana State University, Baton Rouge, LA 70803-7202. Louisiana State University is an affirmative action/equal opportunity employer and encourages applications from women and minorities.

Faculty - College with large multi-use communications facility (cable TV network, public radio network, teleconferencing and interactive video facilities) seeks an experienced faculty member to coordinate television curriculum beginning in January 1997. Instructional responsibilities include classroom lecture, TV studio, video field production and editing. Coordination responsibilities include part-time faculty and liaison activities. Professional TV and/or college-level teaching experience and master's degree preferred; bachelor's degree with significant professional/teaching experience acceptable for initial employment. Mercer County Community College, a comprehensive two campus community college located in central New Jersey, provides an extensive benefit package. Submit letter and detailed resume to: Mercer County Community College, Personnel services, Dept. DSL-BC, P.O. Box B, Trenton, NJ 08690. EOE/AA.

HELP WANTED NEWS

Established organization dedicated to traditional journalism values seeks associate editor for online service for news people. Experienced journalist must have strong copy editing, research and computer skills. Send resume, references and salary requirements to Box 00909.

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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 for 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: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word. Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 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: \$173 per inch. Situations Wanted: \$87 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: \$25 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

"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.

NEW STATIONS

Permit canceled

Waldo, Ark. (BPH-920805MA)—Teho Inc. for KAHV(FM) 99.1 mhz, ERP 6 kw, ant. 100 m. *Aug. 5*

Wheeling, Mo. (BPH-930402MB)—Patricia Mae Watkins for KAIW(FM) 105.9 mhz, ERP 6 kw, ant. 100 m. *Aug. 5*

Clovis, N.M. (BPH-931123MA)—Thelese Broadcast International for KLRX(FM) 106.5 mhz, ERP 60 kw, ant. 54 m. *Aug. 6*

Dismissed

San Antonio, Tex. (BPED-931223MF)—Positive Lifestyle Network 7th Day Adventist for noncommercial educational FM at 102.9 mhz, ERP .467 kw, ant. 345 m. *Aug. 2*

Granted

Clarkston, Wash. (BPH-931223MC)—Helen S. Markentin for FM at 102.9 mhz, ERP .440 kw, ant. 357.4 m. *Aug. 2*

Filed/Accepted for filing

Fayetteville, Ark. (BPED-960723MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 90.1 mhz, ERP 7.1 kw, ant. 142 m., E of Goshen on Hwy 45. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, all Miss., and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarkesville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *July 23*

Hydesville, Calif. (BPH-960716MC)—Lost Coast Communications (Cliff Berkowitz, president/44.1% owner, 1400 Main St., Ste. 104, Ferndale, CA 95536) for FM at 94.1 mhz, ERP 16.8 kw, ant. 567 m., Pierce Monument, 6.6 km S of Scotia, Calif., co-located with KQEX-FM. Lost Coast owns KHUM(FM) Garberville, Calif. *July 16*

McCloud, Calif. (BPH-960719MB)—Foundation of Intellectual Growth (Dee Sullivan, president, P.O. Box 1352, Los Alamitos, CA

90720) for noncommercial educational FM at 95.5 mhz, ERP 12.5 kw, ant. 89 m., Broadcast Ridge, 6.4 km ESE of city of Mt. Shasta, 2 km SW from top of Everitt Hill, at KZRO-FM site. *July 19*

Shasta Lake City, Calif. (BPH-960716MD)—Eugene L. and Joy D. Hill (4610 Saratoga Dr., Redding, CA 96002) for FM at 107.1 mhz, ERP 1.121 kw, ant. 451 m., South Fork Mtn. ant. farm, 2 km S of Iron Mtn. *July 16*

Shasta Lake City, Calif. (BPH-960717MA)—Steven M. Thomas (8122 Green Acres Ln., Redding, CA 96002-4349) for FM at 107.1 mhz, ERP 1.35 kw, ant. 419 m., South Fork Mtn., 13.1 km WSW of center of Shasta Lake City. *July 17*

Shasta Lake City, Calif. (BPH-960718MC)—Alta California Broadcasting Inc. (John C. Power, president/.006% owner, Redwood Broadcasting Inc., owner of Alta, P.O. Box 3463, Carefree, AZ 85377) for FM at 107.1 mhz, ERP 1.1 kw, ant. 460 m., 3.7 km E of Whiskeytown, Calif., atop South Fork Mtn. Alta 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. Redwood has CP for FM in Payson, Ariz., and has applied for TVs in Marquette, Mich.; Great Falls, Butte, and Missoula, all Mont., and Pocatello, Idaho. *July 18*

Shasta Lake City, Calif. (BPH-960718MD)—Mark C. Allen (4531 Shannon Pl., Redding, CA 96001) for FM at 107.1 mhz, ERP 2.024 kw, ant. 343 m., Gray Rocks Mtn. communications site, 5.89 km ENE of Shasta Lake City. *July 18*

Shasta Lake City, Calif. (BPH-960718ME)—John P. and C. Lucille Martin (268 Nicolos Dr., Arcata, CA 95521) for FM at 107.1 mhz, ERP 1 kw, ant. 457 m., KVIP-FM tower of South Fork Mtn., 6.5 km NW of Shasta. *July 18*

Shasta Lake City, Calif. (BPH-960718MG)—Barth Radio Partners (Kevin Joseph and Diane E. Barth, general partners, 6155 Brassie Way, Redding, CA 96003) for FM at

107.1 mhz, ERP 1.03 kw, ant. 465 m., KEWB(FM) tower atop South Fork Mtn., 13.5 km SW of Shasta Lake City. *July 18*

Weaverville, Calif. (BPH-960718MB)—Phoenix Broadcasting Inc. (Gary Katz, president/70.1% owner, P.O. Box 7568, Chico, CA 95927) for 103.1 mhz, ERP 25 kw, ant. 150 m., 10 km N of Weaverville. Phoenix owns KCEZ(FM) Coming, KDIG(FM) Orland and KKCY(FM) Colusa, and has applied for FM in Gridley, all Calif. *July 18*

Fort Collins, Colo. (BPED-960731MA)—Public Radio for the Front Range (Jeff Down, president, 1840 Wallenberg Dr., Fort Collins, CO 80526) for noncommercial educational FM at 88.9 mhz, ERP .2 kw, ant. 68 m., 8126 Hwy 14, Fort Collins. *July 31*

Bradenton, Fla. (BPET-960724KT)—Florida West Coast Public Broadcasting Inc. (Stephen L. Rogers, P.O. Box 4033, Tampa, FL 33677) for noncommercial educational TV on ch. 19, ERP 684 kw, ant. 219 m., Rutland Rd. at Rye Rd., Parrish, Fla. *July 24*

Lake City, Fla. (BPET-960724KW)—Oral Roberts University (Richard R. Roberts, president, 7777 South Lewis Ave., Tulsa, OK 74171) for noncommercial educational TV on ch. 41, ERP 5,000 kw visual, ant. 243 m., corner of Clarence Crews and Claude Harvey rds., Glen St. Mary, Fla. Oral Roberts owns KWMV-TV and has applied for TVs on ch. 39, Tuscaloosa, Ala.; ch. 15, Wichita, Kan.; ch. 34, Senatobia, Miss.; ch. 68, Kansas City, Mo.; ch. 48, Omaha and ch. 63, Tulsa, Okla. *July 24*

Marianna, Fla. (BPET-960724KO)—Community Television Inc. (James H. Thompson, president, P.O. Box 1616, Greenville, SC 29602) for noncommercial educational TV on ch. 16, ERP 5,000 kw visual, ant. 262 m., at end of Paul Smith Rd., Sycamore, Fla. Community owns WATC-TV Atlanta, and has applied for TV in Des Moines, Iowa. Thompson owns WGGs-TV Greenville, S.C., and 49% of WOHV-TV Sumter-Columbia, S.C. *July 24*

Palatka, Fla. (BPET-960724KQ)—WJCT

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

For the Record

Inc. (Charles E. Hughes Jr., chairman, 100 Festival Park Ave., Jacksonville, FL 32202) for noncommercial educational TV on ch. 42, ERP 419 kw visual, ant. 344 m., 1.6 km NNW of Espanola, Fla. *July 24*

Kewanee, Ill. (BPED-960805MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.1 mhz, ERP 21 kw, ant. 121 m., 1/2 mi. S of Andover on CH 9. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WOST-AM-FM Forest and WAFR(FM) Tupelo, all Miss.; KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarkesville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *Aug. 5*

Des Moines, Iowa (BPET-960724KM)—Community Television Inc. (James H. Thompson, president, P.O. Box 1616, Greenville, SC 29602) for noncommercial educational TV on ch. 43, ERP 2,739 kw visual, ant. 317 m. Community owns WATC-TV Atlanta and has applied for TV in Marianna, Fla. Thompson owns WGGG-TV Greenville, S.C., and 49% of WQNB (tv) Sumter-Columbia, S.C. *July 24*

Des Moines, Iowa (BPET-960709KT)—Global Education Development Inc. (George D. Sebastian, president, 1546 Catron SE, Albuquerque, NM 87123) for noncommercial educational TV on ch. 43, ERP 74.81 kw visual, ant. 271.9 m., 2011 NE 58th Ave. Global Education has applied for noncommercial TVs on ch. 43, Coolidge, Ariz.; ch. 20, Durango, Colo.; 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 9*

Gray, Kan. (BPH-960722MB)—Dakota Communications Ltd. (Duane D. Butt, president/50% owner, Box 364, Pierre, SD 57501) for FM at 96.3 mhz, ERP 100 kw, ant. 203 m., 5.6 km S of Ingalls, Kan. Dakota owns KOKK(AM) and KZKK(FM) Huron, S.D. *July 22*

Ingalls, Kan. (BPH-960722MA)—Eagle Radio Inc. (Robert E. Schmidt, president/owner, P.O. Box 817, Hays, KS 67601) for FM at 96.3 mhz, ERP 100 kw, ant. 201 m., 1.9 km N of Kansas SH 56, on SR 23. Schmidt owns KAYS(AM) and KHAZ(FM) Hays, KHOK(FM) Hoisington, KVGB-AM-FM Great Bend, KWBW(AM) and KHUT(FM) Hutchinson, and KINA(AM) and KSKG(FM) Salina, all Kan.; KFEQ(AM) St. Joseph, and KJQ(FM) Savannah, Mo.; KOSK(FM) Chadron, KCOV(AM) and KAAQ(FM) Alliance, and KOOQ(AM) and KELN(FM) North Platte, all Neb. *July 22*

Wichita, Kan. (BPET-960528KP)—Way of the Cross of Hutchinson Inc. (Edward E.

Bowlds, president, P.O. Box 12100, Ft. Pierce, FL 34979) for noncommercial educational TV on ch. 42, ERP 5,000 kw, ant. 495 m., extended 4th St. Rd., .75 NE of KWCH-TV tower, Hutchinson, Kan. *May 28*

Wichita, Kan. (BPET-960724KP)—Oral Roberts University (Richard R. Roberts, president, 7777 South Lewis Ave., Tulsa, OK 74171) for noncommercial educational TV on ch. 15, ERP 2,933 kw visual, ant. 301 m., corner of 151st St. and SH 296, Colwick, Kan. Oral Roberts owns KWMJ-TV and has applied for TVs on ch. 39, Tuscaloosa, Ala.; ch. 41, Lake City, Fla.; ch. 34, Senatobia, Miss., ch. 68, Kansas City, Mo.; ch. 48 Omaha and ch. 63, Tulsa, Okla. *July 24*

Lexington, Ky. (BPCT-960722KH)—Pappas Telecasting of America, LP (Harry J. Pappas, president/owner, 500 S. Chinoweth Rd., Visalia, CA 93277) for TV on ch. 62, ERP 5,000 kw, ant. 610 m., N side of US Rte. 60, 4.5 km E of Shelbyville, Ky. Pappas Telecasting owns KMPH-TV Visalia-Fresno and KPWB-TV Saramento, Calif.; KPTM-TV Omaha and KREN-TV Reno, and has applied for TVs in Owensboro, Ky., and Defiance, Ohio. 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*

Owensboro, Ky. (BPCT-960722KL)—Pappas Telecasting of America LP (Harry J. Pappas, president/owner, 500 S. Chinoweth Rd., Visalia, CA 93277) for TV on ch. 48, ERP 5,000 kw, ant. 283 m., Old Plank Rd., 2.25 km S of Chandler, Ind. Pappas Telecasting owns KMPH-TV Visalia-Fresno and KPWB-TV Saramento, Calif.; KPTM-TV Omaha and KREN-TV Reno, and has applied for TVs in Lexington, Ky., and Defiance, Ohio. 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*

Honor, Mich. (BPH-960719MA)—Xavier University (Michael Conaton, chairman, 3800 Victory Pkwy., Cincinnati, OH 45207) for noncommercial educational FM at 100.7 mhz, ERP 4.1 kw, ant. 100 m., 15301 Stanley Rd., Inland Township, Mich. Xavier owns WVXU(FM) Cincinnati, WVXC(FM) Chillicothe, WVXG(FM) Mt. Gilead and WVXM(FM) West Union, all Ohio; WNDY(FM) Crawfordsville and WVXR-FM Richmond, Ind., and WVXM(FM) Manistee, Mich. *July 19*

Honor, Mich. (BPH-960722MC)—Jay Keuning (P.O. Box 1018, Holland, MI, 49422) for FM at 100.7 mhz, ERP 6 kw, ant. 100 m., on S side of US-31, .3 km E of Reynolds Rd. *July 22*

International Falls, Minn. (BPCT-960709KR)—RJR Communications Inc. (Stuart J. Beck, president, c/o Granite Broadcasting Corp., 787 Third Ave., New York, NY 10017) for TV on ch. 11, ERP 316 kw visual, ant. 137 m., S of SR 217, 3.7 mi. E of Little Fork, Minn. *July 9*

Columbia, Miss. (BPET-960724KR)—Mississippi Authority for Educational Television (Larry Miller, executive director, 3825 Ridgewood Rd., Jackson, MS 39211) for noncommercial educational TV on ch. 45, ERP 593 kw visual, ant. 113 m., 1.8 km NNE of Marion Co. courthouse, Columbia. Applicant has

applied for TV in Hattiesburg, Miss. *July 24*

Duck Hill, Miss. (BPED-960711MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.9 mhz, ERP 3 kw, ant. 142 m., .5 mi. E of Webster/Montgomery Co. line on Hwy 404, near Duck Hill. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WOST-AM-FM Forest and WAFR(FM) Tupelo, all Miss., and KCFN (FM) Wichita and KBUZ(FM) Topeka, Kan., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarkesville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *July 23*

Hattiesburg, Miss. (BPET-960724KS)—Mississippi Authority for Educational Television (Larry Miller, executive director, 3825 Ridgewood Rd., Jackson, MS 39211) for noncommercial educational TV on ch. 47, ERP 610 kw visual, ant. 99 m., 5.2 km NW of Hattiesburg. Applicant has applied for TV in Columbia, Miss. *July 24*

Jackson, Miss. (BPCT-960722KS)—Fant Broadcast Development LLC (Anthony J. Fant, 98% member, One Independence Plaza, Ste. 720, Birmingham, AL 35209) for TV on ch. 51, ERP 5,000 kw visual, ant. 180 m., S side of Lynch St., Jackson. Anthony J. Fant owns KTVG(tv) Cedar Rapids, Iowa; KNLD-TV Duluth, Minn.; 95% of WWHO(tv) Chillicothe, Ohio; 90% of KHGI(tv) Keamey, 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, Lincoln, Neb., and ch. 60, Roanoke, Va. *July 22*

Senatobia, Miss. (BPET-960724KL)—Oral Roberts University (Richard R. Roberts, president, 7777 South Lewis Ave., Tulsa, OK 74171) for noncommercial educational TV on ch. 34, ERP 5,000 kw visual, ant. 195 m., .72 km SE of Pine Tree and Robertson rds. Oral Roberts owns KWMJ-TV and has applied for TVs on ch. 39, Tuscaloosa, Ala.; ch. 15, Wichita, Kan.; ch. 41, Lake City, Fla.; ch. 68, Kansas City, Mo.; ch. 48, Omaha; and ch. 63, Tulsa, Okla. *July 24*

Hannibal, Mo. (BPED-960724MA)—Believers Broadcasting Corp. (I. Carl Geisendorfer, president, 222 North 6th St., Quincy, IL 62301) for noncommercial educational FM at 91.7 mhz, ERP 9.731, ant. 158.3 m., near US Hwy 24, 1.45 km N of US hwy 24 and 36 intersection, 2.81 km SSW of Withers Hill, Mo. Believers Broadcasting owns WTJR(tv) Quincy, Ill. *July 24*

—Compiled by Jessica Sandin

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THIS WEEK

Aug. 19-21—48th annual meeting and management retreat of the *Michigan Association of Broadcasters and Michigan Public Broadcasting*. Grand Hotel, Mackinac Island, Michigan. Contact: (800) 968-7622.

Aug. 21—Southern California chapter of *Women in Cable & Telecommunications* summer mentoring tea. Peninsula Hotel, Beverly Hills, Calif. Contact: J.J. Connaughton, (310) 201-2304.

Aug. 21-25—*National Association of Black Journalists* 21st annual convention. Stouffers Renaissance, Nashville. Contact: (703) 648-1270.

Aug. 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.

Aug. 22-24—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Hastings, Neb. Contact: (402) 333-3034.

AUGUST

Aug. 28-31—2nd annual VIBE Music Seminar, presented by *VIBE Magazine* and *BMG Entertainment*. Contact: Audrey Addison, (212) 522-1722.

Aug. 31—Deadline for entries for the 10th annual *Achievement in Radio Awards*. Contact: Cynthia Byers, (703) 824-0111.

SEPTEMBER

Sept. 4-5—*National Religious Broadcasters* public policy conference. Capital Hilton Hotel, Washington. Contact: (703) 330-7000.

Sept. 5-6—Career strategies workshop presented by *Women in Cable & Telecommunications*. Turner Broadcasting, Atlanta. Contact: Janice Alderman, (312) 634-2359.

Sept. 6—International Monitor Awards gala, presented by the *International Teleproduction Society*. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: Cece Lazarescu, (212) 629-3266.

Sept. 7—News coverage seminar presented by *Associated Press TV-Radio Association of California-Nevada*. Monterey Conference Center, Monterey, Calif. Contact: Rachel Ambrose, (213) 626-1200.

Sept. 7-8—ShowBiz Expo Canada, presented by *Variety* and *Reed Exhibition Companies*. Metro Toronto Convention Centre, Toronto. Contact: Janet O'Connell, (416) 491-3999.

Sept. 7-9—*National Association of Broadcasters* Television Hundred Plus Exchange. Hyatt Grand Cypress, Orlando, Fla. Contact: Carolyn Wilkins, (202) 429-5366.

Sept. 8—48th annual Prime Time Emmy Awards, presented by the *Academy of Television Arts & Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Contact: (818) 763-2975.

Sept. 10-12—6th regional *Audio Engineering Society* convention. World Congress Centre, Melbourne, Victoria, Australia. Contact: (212) 661-8528.

Sept. 10-15—*National Association of Black-Owned Broadcasters* 20th annual fall broadcast management conference. Sheraton Washington, Washington. Contact: (202) 463-8970.

Sept. 11—"Hollywood Meets DRTV—The Direct Response Television Conference for Entertainment Marketers," presented by *Advanstar Expositions*. Universal Sheraton, Los Angeles. Contact: (714) 513-8481.

Sept. 11-12—Canada Link '96, presented by *Evert Communications Ltd.* and *Global Exposition Holdings*. Toronto Hilton & Towers, Toronto. Contact: Debby Lawes, (613) 728-4621.

Sept. 11-15—CANITEC '96, exhibition and convention presented by *Camara Nacional de la Industria de Television por Cable (Mexican National Cable Television Association)*. Expover, Boca del Rio, Veracruz, Mexico. Contact: Aurora Silva Rosales, (525) 682-02-98.

Sept. 12-15—HRTS Newsmaker Luncheon featuring network entertainment presidents, presented by the *Hollywood Radio and TV Society*. Century Plaza Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

Sept. 12-13—Sight & Sound Expo '96, exposition and conference presented by the *International Television Association*, the *Society of Broadcast Engineers* and the *International Interactive Communications Society*. Greater Columbus Convention Center, Columbus, Ohio. Contact: Kevin Thompson, (614) 895-1355.

Sept. 12-13—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Tele-*

communications. Offices of Robins, Kaplans, Miller & Ciresi, Minneapolis. Contact: Molly Coyle, (312) 634-2353.

Sept. 13-17—1996 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Sept. 14—*NewsProNet* producer forum. Stouffers Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

Sept. 16-17—*Corporation for Public Broadcasting* annual meeting. CPB Headquarters, Washington. Contact: Jeannie Bunton, (202) 879-9687.

Sept. 17—Fourth annual WICT Achievement (LEA) Awards, presented by *Women in Cable & Telecommunications*' Southern California chapter. Directors Guild of America, Los Angeles. Contact: Susan Lewis, (310) 358-5361.

Sept. 18-20—*Women in Cable & Telecommunications* executive development seminar. Inverness Hotel and Golf Club, Denver. Contact: Christine Bolletino, (312) 634-2335.

Sept. 19—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Sept. 19—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.

Sept. 24—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

Sept. 25—13th annual Walter Kaitz Dinner, honoring Bob Johnson, presented by the *Walter Kaitz Foundation*. New York Hilton and Towers, New York City. Contact: (510) 451-9000.

OCTOBER

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.

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 7-10—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Open Mike

Emmy update

EDITOR: The article "Immy to Emmy" which appeared in the Aug. 5 issue of *BROADCASTING & CABLE*, contains factual errors concerning the history of the National Academy of Television Arts and Sciences (NATAS), and the Academy of Television Arts & Sciences (ATAS). The writer states that the establishment of NATAS "sparked a 22-year battle between the chapters," which is not the case. NATAS was one body until 1977, at which time the Hollywood chapter was dropped by NATAS by legal action. In another legal action, an agreement was made that gave Hollywood the privilege of using the Emmy for prime time and Los Angeles-area awards.

NATAS was also referred to as an "East Coast" organization, while it is a national organization with chapters in 17 cities and regions throughout the nation covering 95% of the country.

It can be correctly said that in scope NATAS is an international entity, since its International Council awards Emmys to broadcasting organizations and individuals around the world.

The article erroneously credits ATAS as co-producer with NATAS of the Daytime Emmy Awards. In fact, the Daytime Emmy Awards is a property of NATAS presented in cooperation with ATAS.—*Robert F. Blake, director, media relations, National Academy of Television Arts and Sciences, New York*

Looking for an international perspective

Don Gips may be a Washington regulator, but he's no Washington captive.

The FCC International Bureau chief prides himself on looking outside the Beltway and even outside the country in making decisions on satellite and telecommunications policy. And while others have logged time at law firms and other places inside Washington en route to government decision-making jobs, Gips has worked with refugees in Sri Lanka and shot hoops in New York City with Walt Frazier.

"We're only on this planet for a certain amount of time," says Gips. "My goal in life is to work with as many interesting people and have as much impact as I can."

He's getting his chance in his current job. When he took the bureau's helm in May, Gips inherited a series of contentious rulemakings including Tele-Communications Inc.'s bid to use Canadian orbital slots to deliver a DBS service to the United States and an initiative to allow foreign satellites into U.S. markets provided U.S. satellites enjoy reciprocal treatment abroad.

"Some of this goes to the core of what the bureau is about," he says. "How do you open the U.S. market in a way that doesn't end up distorting competition?"

Gips hopes to answer such questions by adding details to the policy guidelines his predecessor Scott Harris established for the bureau. "You have to put meat on the bones of the intellectual constructs," Gips says.

He cites as an example the bureau's current effort to establish a DBS trade agreement with Mexico. Such a pact would follow a general agreement on satellite policy reached earlier this year with Mexico's government. Gips also points to the FCC's decision last month to establish a plan for dividing spectrum between proponents of local multipoint distribution services and Ka-band satellite services.

"I'm really excited about that generation of technology," Gips says, speculating that the satellite service may beat cable in providing two-way, broadband Internet access. "It's all about introducing new services."

Gips's work in setting satellite policy is the latest chapter in a career that started in the country where satellite pioneer and author Arthur C. Clarke resides. But Gips did not go to Sri Lanka in the early 1980s to work with satellites. Rather, he traveled to that country and others in Asia, after graduating from Harvard, to do development work as a Rockefeller Fellow. In Sri Lanka, he ran a refugee camp after an eth-



"My goal in life is to work with as many interesting people and have as much impact as I can."

Donald Henry Gips

Acting Chief, FCC International Bureau, Washington; b. Feb. 1, 1960, Highland Park, Ill.; BA, Harvard University, 1982; MPPM, Yale School of Organization and Management, 1989; development volunteer, Asia, 1982-84; operations manager, Bill Bradley for Senate campaign, Union, N.J., 1984; Fellow, CORO Foundation Public Affairs Program, New York, 1985; senior policy analyst, Mayor's Office, New York, 1986-87; executive assistant to the director, 92nd St. Y, New York, 1987; engagement manager, McKinsey & Co., Washington, 1989-93; consultant, Corporation for National Service, Washington, 1993; deputy chief, FCC Office of Plans and Policy, Washington, 1994-96; current position since May 1996; m. Elizabeth Berry, Aug. 25, 1990; children: Sam, 4, Pete, 2.

nic dispute erupted in the country.

Gips returned to the U.S. after 18 months in Asia and worked on Bill Bradley's 1984 Senate campaign. Later, he worked on transportation issues in the New York City mayor's office and then on community services at the 92nd Street Y in New York.

"It was just a wonderful year of broadening myself," Gips says of his Y tour, citing the organization's arts programs and the chance to play basketball with another former N.Y. Knicks great (and Bradley teammate) Walt Frazier. "I sort of trailed Walt Frazier around the court."

His career took him to Washington in 1989, where he went to work as a management consultant for McKinsey & Co. But it was less than three years ago that the FCC appeared on Gips's horizon, when FCC Chief of Staff Blair Levin called to ask him about coming to work for the commission.

"I said 'Well, what is this FCC?'" Gips recalls. "I'd never heard of it before." But after bouncing the prospect off a friend, Gips went to work on the PCS licensing plan and other spectrum planning issues in the commission's Office of Plans and Policy.

"My background is all over the place," says Gips, adding that he has always taken an interest in the intersection between the public and private sectors. "What I've always done is just go to jobs where I thought I would be doing the most interesting work."

Colleagues and others applaud that taste for variety. "It's refreshing to have a non-lawyer as a bureau chief," says Gary Epstein, a Washington communications lawyer and former FCC Common Carrier Bureau chief. "It really brings a different viewpoint to the issue."

"He has a gift for bringing divergent views into consensus," adds Scott Harris, now the International Bureau's first chief.

FCC Chairman Reed Hundt also praises Gips's ability as a negotiator, citing several examples, including his work in settling long-standing disputes between satellite and terrestrial users over the 28 ghz band.

"He has a gift for fresh insight," Hundt says. "More than anyone else, Don has tried to fashion these compromises to the business merits of the different cases instead of just the lobbying clout."

Gips says he tries to reach those compromises by expanding his discussions beyond the Washington representatives of companies. "It's talking to the day-to-day business people that gives me the real perspective of what we should be trying to do." —CM

Fates & Fortunes

BROADCAST TV



Carlston

Steve Carlston, GM, KSTU(TV) Salt Lake City, joins SF Broadcasting group—KHON-TV Honolulu; WVUE(TV) New Orleans; WALA-TV Mobile, Ala., and WLUK-TV Green Bay, Wis.—as president.

Appointments at KAKE-TV Wichita, Kan.: **Sahar El-Hodiri**, medical reporter, WCAU(TV) Philadelphia, joins in same capacity; **Jemelle Holopirek** hired as reporter/anchor, Western Kansas. Holopirek will work out of KAKE-TV's facilities at KUPK-TV Garden City, Kan.

Jim Ortega, account executive, KCNC-TV Denver, joins KRDO-TV Colorado Springs and KJCT-TV Grand Junction, both Colorado, as national sales manager.

Appointments at WTAE-TV Pittsburgh: **Michelle Wright**, anchor, WSET-TV Lynchburg, Va., joins as co-anchor; **Melanie Shafer**, co-anchor/reporter, WSAZ-TV Huntington, W. Va., joins as co-anchor.



Braverman

Alan Braverman, general counsel, Capital Cities/ABC Inc., New York, named senior VP/general counsel.

Cathy Pircsuk, news director, WWNY-TV Carthage, N.Y., named station

manager.

Chris Schmidt, news director, WFTV(TV) Orlando, Fla., joins WRTV(TV) Indianapolis as VP/GM.

Appointments at WPXI(TV) Pittsburgh: **Micah Johnson**, assistant news director, named news director; **Tracy Fox**, executive producer, WKBW-TV Buffalo, N.Y., joins as managing editor; **Gary Brown**, executive producer, WBRE-TV Wilkes-Barre/Scranton, Pa., joins as producer; **Lucha Ray**, producer, WKYT-TV Lexington, Ky., joins in same capacity; **Bob Bruce**, anchor, KSAZ-TV Phoenix, joins as co-anchor; **C.S. Keys**, weather anchor, KDKA-TV Pittsburgh,

joins in same capacity; **Ellen Bramson**, GSM, WKBD(TV) Detroit, joins as director, sales and marketing; **Estha Trouw**, reporter, named news co-anchor; **Bob Bruce**, news anchor, 6 and 10 p.m., named co-anchor, morning/noon newscast.

Appointments in the newsroom at WTMJ-TV Milwaukee: **Pat Jarvis**, **John LaPorte**, **Nicole Allen** and **Elise Grant-Taylor** named executive producers, days; nights: special projects and futures, and video and editing, respectively.

Appointments at WBBM-TV Chicago: **Angela Rosemond** named assignment manager; **Roy Santoro** and **Kathy Malherbe**, producers, named senior producers.

Regina Fowler, director, finance, American Lung Association, joins KSDK(TV) St. Louis as accounting manager.



Sinay

Deborah Sinay, VP/general sales manager, WCVB-TV Boston, joins WPRI-TV and WNAC-TV Providence, R.I., as VP/GM.

Nancy Tulli, owner/manager, Regional Media Network, Reading, Pa., joins WGAL(TV) Lancaster, Pa., as national sales manager.

Debra Corson, national sales manager, KPLR-TV St. Louis, named general sales manager.

Lena Sadiwskyj, executive producer, special projects, KDFW-TV Dallas, joins KSLA-TV Shreveport, La., as news director.

Chet Tomczyk, director, development, WTVP(TV) Peoria, Ill., named GM.

Steve Linden, assignment editor, wwor-tv Secaucus, N.J., joins WNYW(TV) New York as managing editor.

Walker Campbell, news director, KSLA-TV Shreveport, La., joins WFLA(TV) Raleigh, N.C., as executive news producer.

Walker Campbell, news director, KSLA-TV Shreveport, La., joins WFLA(TV) Raleigh, N.C., as executive news producer.

PROGRAMING

Jennifer Thieroff, marketing manager, Discovery Zone Inc., joins Britt Allcroft, New York, as manager, press relations.

Steve Melnick, senior account executive, Rogers & Cowan, joins 20th Century

Fox Television, Beverly Hills, Calif., as manager, media relations.

Lois Vossen, associate managing director, Sundance Film Festival, joins the Independent Television Service, St. Paul, as manager, program publicity.



Littman

Jonathan Littman named VP, drama development, Fox Broadcasting Co., Beverly Hills, Calif. He was Fox VP, current programming, from 1994 to 1995. For the past year he has been working in development at

Fox and his new title reflects that.

Kat Stein, senior publicist, consumer public relations, Showtime Networks Inc., New York, joins New Line Television there as manager, marketing communications.

Derek Platt, VP, music, Universal Television, Universal City, Calif., named senior VP.

Mark Pinsker, VP, on-air promotion, Saban Entertainment, Los Angeles, named VP, special projects, on-air advertising and promotion.



Waxman

Michelle Waxman, director, West Coast sales, ACL, Los Angeles, named VP/Western division manager.

Laurie Zaks, VP, West Coast programs, Comedy Central, Los Angeles, joins

CBS Entertainment, New York, as director, current programs.

Curt King, senior press manager, prime time series, NBC Entertainment Press & Publicity, Los Angeles, named director, prime time series publicity.

RADIO

Ron Jones, program manager, WGBH(FM) Boston, named program director.

Bill White, operations manager, KDKA(AM) Pittsburgh, named program director.

Tye Hanna, manager, financial reporting, Cox Radio Inc., Atlanta, named director.

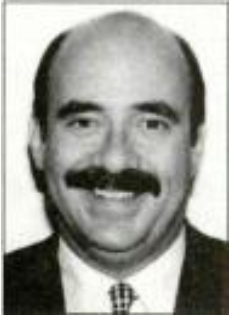


Cohen

Arthur Cohen, senior director, programming, Minnesota Public Radio, joins WNYC-AM-FM New York as VP, programming and operations.

Gerry Boehme, senior VP/director, research, Katz

Radio Group, New York, named director, Radio Information Services, KRG.



Neiman

Mark Neiman, sales manager, WYNY(FM) Lake Success, N.Y., joins WBSL(FM) New York as director, event marketing.

Kevin Mashek, VP/GM, radio stations in Springfield, Ill., joins

Americom Broadcasting, Reno, as GM of the company's five Reno radio stations.

Curt Johnson, morning anchor, The Minnesota News Network, Minneapolis, named news director.

CABLE

Appointments at NY1 News, New York: **Leslie Martelli-Hines**, free-lance writer, named news producer; **Phil Consortino** and **Paul Facey**, morning and weekend producers, respectively, named senior producers.

Appointments at HBO, New York: **Holly Rosen**, manager, talent relations, named director; **Laura Mills** named manager, talent relations.

Appointments at Home & Garden Television, Knoxville, Tenn.: **Doug Hurst**, regional director, Midwest, named senior director, Western region; **Jan Hatcher**, regional VP, Western region, named VP, national accounts.

Appointments at MSNBC Cable: **Steve Capus**, supervising producer, NBC News's *Today*, named senior broadcast producer; **Steve Lewis**, free-lance producer, joins as senior producer; **Dennis Sullivan**, senior producer/manager, news, America's Talking, named executive editor.

Reginald Ferguson, regional trainer, Eastern region, Sega Channel, New York, named regional manager.

Appointments at CNN/SI, New York: **Bill Galvin**, supervising producer, CNN Sports weekend programming, named coordinating producer; **Andy Mitchell**, publicist, CNN, named public relations manager.



Reader

Paul Reader, director, original films and special projects publicity, Lifetime Television, New York, named VP, press relations.

Kent Alterman, producer/director, joins Comedy Central, New

York, as director, development.

Christiane Amanpour, senior international correspondent, CNN, Paris, named chief international correspondent as part of an agreement that enables her to contribute as many as five reporting segments a year for *60 Minutes*.

SATELLITE/WIRELESS

Sue DeLuca, marketing coordinator, Comcast Cable Communications Inc., West Palm Beach, Fla., named regional marketing manager, Primestar by Comcast.

Scott Baskin, director, operations, Atlantic Satellite Communications Inc. (ASCI), Northvale, N.J., adds Waterfront Communications Corp. (WCC) to his responsibilities; **David Sender**, manager, Earth station operations, ASCI, named manager, teleport operations.

Denise Haertel, manager, consumer marketing, Showtime Satellite Networks, New York, joins PrimeTime 24 there as director, marketing.

Robert Trenchard, VP, management information systems, Sony Corp. of America, joins Nextel Communications Inc., McLean, Va., as chief technology officer.

Mike Hughes, controller, Comsat International Communications, Bethesda, Md., named VP, finance.

Tom French, director, consumer marketing, U.S. Satellite Broadcasting, St. Paul/Minneapolis, named VP.

ALLIED FIELDS

Greg Rowland, senior account executive, SAS Video Productions, Cary, N.C., joins Traces, Bala Cynwyd, Pa., as director, creative services.

Glenn Small, sales director, Widen Colourgraphics, Madison, Wis., joins Keller Crescent Co., Evansville, Ind., as account supervisor.

DEATHS

Tom Mees, 46, sports anchor, ESPN, died Aug. 14 in Southington, Conn. He drowned in a neighbor's swimming pool. Mees had been at ESPN since its inception in 1979 and was anchor of *SportsCenter*, the nightly news and highlights show, until 1993. More recently he led the coverage for the National Hockey League on ESPN2 and hosted the NHL draft. Mees started in broadcasting as sports director at WILM(AM) Wilmington, Del. He is survived by his wife, Michelle, and two daughters.

Steven Andrew Baffrey, 58, reporter, died Aug. 3 in San Francisco of a heart attack. Baffrey was an entertainment editor, reporter and news anchor for 16 years for KCBS-TV Los Angeles. He also reviewed local shows for KRON-TV and KGO-TV, both San Francisco.

Harry Heath, 77, former professor emeritus/director, school of journalism and broadcasting, Oklahoma State University, died Aug. 13. Heath worked at Oklahoma State from 1967 to 1982. Earlier he was with WOI-AM-FM-TV Ames/Des Moines, Iowa. Heath is survived by two children, two sisters and five grandchildren.

Bob Krieger, 62, television reporter/actor, died Aug. 13 of a heart attack. Krieger spent 23 years as a reporter, anchor and sportscaster at WVUE(TV), WWL-TV and WDSU(TV), all New Orleans. He left broadcasting in 1990 and took up acting. Krieger is survived by his wife, Carolyn, and five children.

Jeremiah O'Connell, 44, photographer, KARE(TV) Minneapolis, died Aug. 11 of a heart attack. He was in San Diego covering the Republican National Convention. O'Connell is survived by two children, his mother and a sister.

Robert C. Fehlman, 82, retired general manager, WHBC-AM-FM Canton, Ohio, died Aug. 2. Fehlman served as GM of the Canton stations for 15 years.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Tele-Communications Inc. has asked the FCC to take another look at its bid to deliver DBS service

to the U.S. from a Canadian orbital slot. The FCC earlier this summer dismissed applications by TCI and TelQuest to deliver the DBS services because Canada's government had not licensed the satellites the two companies planned to use. TelQuest earlier last week also asked the FCC to reconsider the decision and cited statements by Canada's Minister of Industry supporting the planned service (see box below). TCI's petition for reconsideration also cites the same statements in maintaining that the Canadian government has "issued all the prelaunch authority that it customarily grants."

FCC commissioners, perhaps as early as this week, **will consider Fox's request for a declaratory ruling** that would exempt it from equal-time obligations if it grants presidential candidates airtime during the

fall campaign. FCC staffers have sent commissioners their recommendation on the request—which industry observers expect the commission to grant.

Second-quarter net income for Tele-Communications Inc. programing spin-off **Liberty Media Corp.** was \$4 million, versus a loss of \$12.1 million for the same period last year. Among revenue gains: movie services (Encore and Starz!), up from \$22 million to \$40 million; electronic retailing (HSN and QVC), up from \$244 million to \$274 million, and entertainment and information services (Discovery Communications, others), up from \$71 million to \$93 million.

The FCC has tightened its environmental safety standards for radio frequency radiation. Broadcasters must comply with the radio frequency guidelines, although an attorney for the NAB estimates that most stations already are in compliance with the updat-

ed standards. The NAB likely will ask the commission to make some adjustments to the guidelines and to expand its policy of preempting non-federal RF environmental standards.

ABC Radio Networks pulled veteran news commentator **Paul Harvey** from WOR(AM) New York and **moved him to ABC's owned WABC(AM).** WOR GM Bob Bruno said the sudden cancellation ends a 17-year affiliation between Harvey and WOR. The addition of Harvey's highly rated 15-minute show may be part of ABC's strategy to give WABC ratings muscle against WOR. WABC ranked behind WOR in both morning and afternoon drive in Arbitron's spring 1996 survey.

Tom Herwitz, president, SF Broadcasting, named executive VP, Fox Television Stations. He'll continue to be based in Washington and will report to Mitchell Stern, FTS president, who is based in Los Angeles. Herwitz, who ran Fox O&O WTTG(TV) Washington

before joining SF, will be Stern's top lieutenant. Among his priorities are Foxifying the New World stations (now being acquired by Fox) and looking for new business opportunities for FTS, which will reach 40% of the country. Steve Carlston, VP/GM of Fox's KSTU(TV) Salt Lake City, will replace Herwitz.

Time Warner Cable last week petitioned the FCC to reverse its order that would force Time Warner's Manhattan and Staten Island cable systems to carry a New Jersey TV station. The country's second-largest cable operator argues that WMBC-TV Newton, N.J., does not provide programing targeted to New Yorkers, and would squeeze out the International Channel in Manhattan and the Travel Channel in Staten Island. "It's an insane ruling with no logic to it," says Richard Aurelio, president of the Time Warner New York City Cable Group. "We plan to take every legal means available to us to avoid this."

Malone on DBS: If you can't beat 'em, join 'em

TCI will launch one of its two satellites into the 119 degrees west slot if U.S. and Canadian governments are unable to resolve conflicts over TCI's satellite deal with Telesat Canada.

Underscoring the increasing impact of DBS on the cable industry, TCI chief executive John Malone told shareholders at the company's annual meeting that 1996 "probably is the most important year in the cable business...since the stationary satellite was invented."

TCI intends to deal with the DBS threat head on, he says, by taking the offensive approach: "If satellite represents a threat to cable, we want to be in [the field]."

The bigger part of TCI's strategy is the commercial launch later this year of digital cable services. "Finally, we are there," Malone said. "[Digital cable] is the best strategy to deal with satellite competition. It not only provides a defensive barrier...but also gives a surge of new revenue streams."

Although he left open the possibility of renewing talks about the News Corp.-MCI DBS joint venture, he indicated that plan B is to launch the TCI-owned Loral satel-

lite into the full CONUS (covers continental U.S.) 119 degrees west slot, where TCI subsidiary Tempo Satellite Inc. owns 11 transponder frequencies. "We have compression technology that we believe would make 11 transponders adequate," Malone said.

During a media briefing following the annual meeting, other TCI executives disclosed that the company recently purchased a minority stake in iMedia, a company that has developed technology capable of 20:1 compression ratios.

"Our view is that it is workable and scalable," said Barney Schotters, senior vice president of finance. "We can have something north of 15-to-1 in a short period and have as much as 24-to-1 in a year."

On another front, Malone said TCI will continue to use spin-offs to increase shareholder value. "At this stage in the company, we're more like a cow-calf ranch," he said. "We raise cows, they have calves, we sell the calves."

TCI already plans to spin off its PrimeStar by TCI business and subsidiary Liberty Media Group's interests in Turner Broadcasting System. —PC

WMBC-TV had petitioned the FCC to force Time Warner to carry the station on its Manhattan, Staten Island, Brooklyn, and Queens systems. Time Warner protested, and the FCC decided that only the Manhattan and Staten Island systems should carry the station, based on a geographic ruling that put the other two neighboring boroughs just out of the station's area of dominant influence. Under the order, Time Warner must begin carrying the station on Sept. 5.

Two of radio's largest comedy show syndication teams merged last week, when **Premiere Radio Networks announced its letter of intent to acquire Cutler Productions Inc.** for \$8.5 million in cash. Based in Los Angeles, Cutler syndicates six comedy and music shows for its 700 radio affiliates nationwide. Those shows will continue as the mainstay of a new Cutler Productions division managed under Premiere. Premiere Senior Vice President Harold Wrobel said Cutler's owner, Ron Cutler, will be named president of the new division. Premiere, also based in Los Angeles, produces 30 syndicated entertainment programs for radio, including a variety of comedy shows, that are distributed to more than 4,600 affiliates. Premiere President Steve Lehman said, "The acquisition perfectly complements Premiere's core businesses and demonstrates our commitment to growth via acquisition in programing

and services."

ABC informed its affiliates last week that, starting in the fall of 1997, it **will boost its schedule of children's educational TV shows** from two to three hours a week, in line with the new FCC requirements.

The international division of DBS operator **DIRECTV is looking to write a check for some \$1 billion to acquire a part ownership of Dutch-based NetHold**, the primary international satellite TV competitor to Rupert Murdoch's international empire. Representatives of the two companies are talking about DIRECTV International, owned by General Motors Corp., buying 30% of NetHold, according to reports published here and abroad. If consummated, the deal would give DIRECTV International a formidable partner with satellite groups on five continents and serve as a direct threat to Murdoch-owned News Corp.'s growing global satellite empire.

Turner Program Services said its **Lazarus Man** with Robert Urich **will not continue** for year two, because of Urich's battle with saynovial sarcoma, a rare form of cancer that attacks the tissue around joints. (His prognosis is very positive, a spokesperson said.) The show, carried on 158 stations in syndication (followed by a TNT run), will have its last airing on Jan. 12, 1997.

UPN has revised its

Argyle can be bought

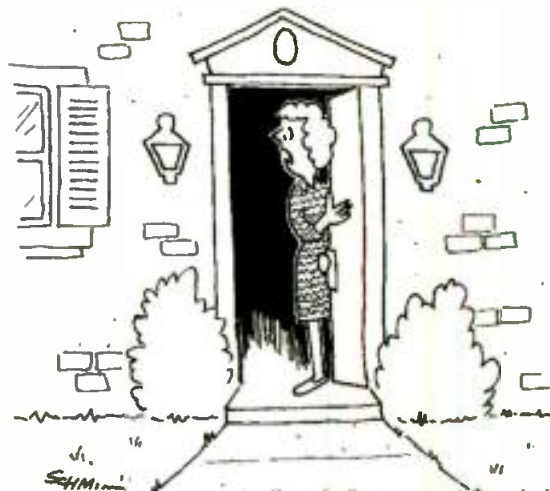
In a bow to consolidation, Argyle Television Inc. is looking to become part of a larger group. The company reportedly has made several unsuccessful bids for more TV stations, including KCAL(TV) Los Angeles. However, says president Bob Marbut, "current conditions" make it difficult "for Argyle to get big enough fast enough to become an industry consolidator."

Conditions seem to have affected the company's bottom line, too. Second-quarter results released last Wednesday show that, although revenue was up nearly 80% for the first half of the year, to \$34.05 million, operating income fell to \$186,000, from \$2.4 million in first quarter 1995. Argyle's \$4.4 million loss in the first half of 1995 grew to a loss of \$7.1 million this year.

Stock prices rose on news of Argyle's possible sale. From \$23 last Monday they rose to \$28.25 on Tuesday, then hit a 52-week high of \$28.75 on Wednesday. San Antonio, Tex.-based Argyle owns ABC affiliates KHBS(TV) Fort Smith and KHOG-TV Fayetteville/Fort Smith, Ark.; KHVO(TV) Hilo, KITV(TV) Honolulu and KMAU(TV) Wailuku, all Hawaii; WZZM-TV Grant Rapids, Mich., and WAPT(TV) Jackson, Miss. WGRZ-TV Buffalo, N.Y., is with NBC, while WNAC-TV Providence, R.I., is a Fox affiliate. —EAR

Sunday kids lineup that's set to premiere Sept. 8. The new half-hour animated series *Jumanji*, based on the hit movie starring Robin Williams, moves to 9 a.m., while the new half-hour animated sitcom *The*

Mouse & The Monster jumps to 9:30 a.m. The animated *The Incredible Hulk*, featuring voiceover by Lou Ferrigno, and *Bureau of Alien Detectors* remain at 10 and 10:30 a.m., respectively.



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Incorporating The Fifth Estate TELEVISION Broadcasting

Walks like a dodo, talks like a dodo

If ever the television medium was taken over by a political party, it was last week in San Diego. From beginning to end, the coverage of three networks was controlled word-for-word by the Republican party's convention organizers. Ted Koppel, who took his cameras and went home early, called it an infomercial. He was being kind.

As this issue's lead story attests, the networks are thinking about forgoing the pleasure completely next time. Don't listen to them; it won't happen. Both parties would join in a law to make sure they get at least last week's worth of free exposure, and Reed Hundt would put it in his 5% set-aside. To this degree, politics is like the weather: everyone says they're going to do something about it but nobody does.

But there is a way. The networks could just turn over the time to the parties and let them produce their own infomercials. As in calling a spade a spade. And let the parties pay for it, while the news departments stay home. Everybody would be happy—most of all, all those critics who spend convention week media bashing.

We advance this idea aggressively while at the same time we know there's something fundamentally wrong with it: it suggests an abdication of the news function. But only the most sanguine of observers thinks there was any news in San Diego, or that there will be in Chicago.

Of course, by 2000 there will be any number of all-news networks on the scene, and perhaps no reason for the conventional networks to stand down from their entertainment programming in order to present the conventions. Can you imagine convention ratings if the networks laid on their blockbusters at 10 o'clock? We can suddenly imagine another law: requiring networks to

make the time available and promising not to counterprogram.

There's something wrong with this picture. It's that the conventions themselves are anachronisms. They were designed to choose a candidate. They don't; it's just a perk for the party pros. It's not television that's at fault, it's the political process. That's where the reform should begin.

It was great, but

This editorial comes under the twin headings of "a day late and a dollar short" and "better late than never." The subject is NBC's coverage of the Olympics, which left so much to be desired.

It's hard to improve on the criticism already addressed to NBC: that it concentrated almost entirely on American athletes, that there was a preponderance of taped events over live, along with a surfeit of "sappy" (the *New York Times's* word) profiles that seemed to monopolize prime time. As no network before it, NBC took broad and bold liberties with its Olympics coverage, encouraged by ratings that were little less than spectacular.

We're for the First Amendment, right? So you'd think we would say that NBC could do whatever it wanted to in slicing and dicing events to its liking. And, of course, we do. But there has to be "a decent respect to the opinions of mankind," as the Declaration of Independence puts it, that appears not to have been observed in this instance. It's clear that the sports fans among us are hankering for some real-world version of the Olympics, not the make-believe look-alike created by the network's programming packagers. The challenge to the network is to aid and abet its audience, not to impose a new vision on reality.

Speaking for the people, it's their Olympics, too.

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