

FEB 5

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Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 126 No. 6 65th Year 1996 A Cahners Publication

THE TELECOMMUNICATIONS
ACT OF 1996

The Future Begins Now

Special
Report On
Satellites

EchoStar's
Charlie Ergen:
Next In Line On DBS

*****3-DIGIT 591
BC075184 AUG96 REG550**CR39
JOHN C JOHNSON
KTVQ-TV
979 NEPTUNE BLVD
BILLINGS, MT 59105-2129

TOP OF THE WEEK / 8
BROADCASTING / 31
CABLE / 43
TECHNOLOGY / 53

Confessions of an American television viewer:

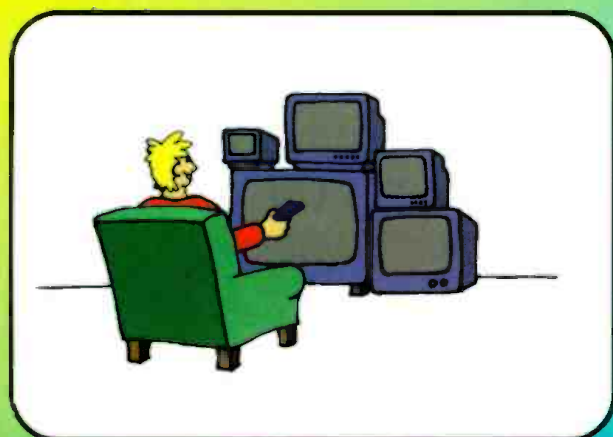
"I can't live without



47% have a TV in a child's room.



76% watch TV from a favorite chair or couch



16% have 4 or more TV's in their home.



At least one viewer wishes to be "Mr. Ed."

In the USSB Telescoop survey, we found out quite a bit about America's TV viewing habits. The survey also confirms what we (and you) already know: Television is an integral and important part of our daily lives - quality local and network programming and USSB programming on DSS®. Delivering entertainment and information choices to America's TVs is what we do. Of course, what viewers choose to do in front of their TV...well, that's up to them.

multichannel
SHOWTIME

MultiChannel
HBO
Always 5 Great Choices

MultiChannel
Cinemax
Always 5 Great Choices

multichannel
THE MOVIE
CHANNEL

sundance
channel

FLIX
Movies you grow up with

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Television!"



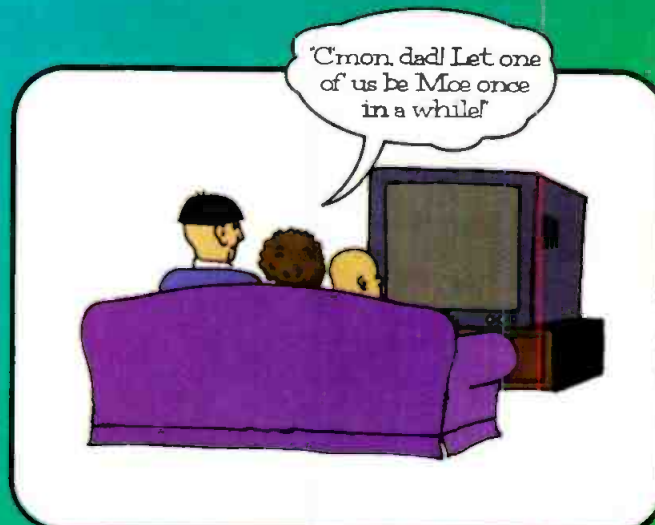
47% schedule their TV viewing.



3% are not sure if they have a VCR.



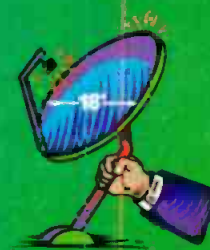
19% could not survive without TV.



1% of parents and children share their passion for the 3 Stooges

USSB

U.S. Satellite Broadcasting



Lifetime
Television for Women

M
TV
MUSIC TELEVISION

1
VH
MUSIC FIRST

COMEDY
CENTRAL

NICKELODEON

NICK
NITE
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ALL NEWS
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Fast Track

Must Reading from
BROADCASTING & CABLE
February 5, 1996

TOP OF THE WEEK



COVER STORY **The Future Begins Now**

With assurances that broadcast-spectrum auctions will be dealt with later, Congress has passed the Telecommunications Act of 1996. The bill won praise from virtually every segment of the telecommunications industry. Coverage begins on **page 8**.

Cover photo by
J. McGuire/Washington
Stock Photo

Goldwyn goes for \$115 million Metromedia International has purchased Samuel Goldwyn's library of 850 films and 700 episodes of TV classics. / **14**

Early start for kids upfront The kids upfront market broke last week, despite less inventory and ratings points to sell. Most of the activity was in cable. / **15**

City challenges 'social contract' New York City has asked the U.S. Court of Appeals to throw out the deal that FCC officials made in their "social contract" with Time Warner. City officials say the deal will lead to higher cable rates for most TW subscribers. / **16**

FCC opens suggestion box The FCC wants to streamline its procedures and is inviting industry advice on how to speed its operations. / **18**

BROADCASTING

ABC greets 'Disney Morning'; revamps nights

ABC's overhauled kids schedule for fall contains—surprise!—mostly new shows from its new parent, Disney. The network is adding five new half-hours and returning only two others. Meanwhile, six new series are planned for prime time. / **32, 33**

'Muppets Tonight!' joins ABC's TGIF lineup in March. / **33**

News about kids shows mixed

Most new kids shows left the recent NATPE convention with at least 60% of the country cleared. But that good news is tempered by the fact that there were fewer shows to choose from. / **34**

CABLE

Turner makes expensive 'ER' visit

Turner Entertainment Group will pay a record \$1.2 million per episode for off-net rights to the hit medical drama *ER*. The show is expected to run on TBS when it becomes available in September 1998. / **44**



'ER' will operate off-net at a high price. / **54**

HBO divides to conquer HBO is expanding its lineup from eight to 12 channels and next year may offer cable and DBS subscribers four different channels of HBO for the price of one. / **46**

TECHNOLOGY

SPECIAL REPORT: SATELLITES '96

EchoStar dishes it out EchoStar next month will jump into the DBS business. It intends to compete on price, offering 40 of the most popular basic and pay cable networks for \$29.95. In an interview, Charlie Ergen talks about his plans for the company, the country's only player with the capacity for two national DBS systems. Cover inset photo by Bill Cronin / **54**



EchoStar's Ergen welcomes the involvement of MCI and News Corp. in his industry. / **54**

Satellite resellers wary After a capacity-starved 1995, the satellite industry is looking at only marginal improvement in domestic space segment this year. / **60**

Telemedia Week

MCI joins Microsoft online camp Microsoft and MCI have joined forces to develop and market services for online, Internet and networking markets. / **68**

Wanted: Internet PC builder Oracle is looking for manufacturers of simple processors with browser and graphics capacities to support Internet functions. The device would allow basic Internet access via a simple monitor or TV set. / **68**

Changing Hands	37	Editorials	90
Classified	71	Fates & Fortunes	86
Closed Circuit	89	In Brief	88
Datebook	84	Network Ratings	36

The Paramount Stations Group Agrees...



Joe Perkins

Just Right

Substance with Style.

Already Cleared on...

- WPSG/Philadelphia
- WSBK/Boston
- WDCA/Washington, DC
- KTXA/Dallas
- WKBD/Detroit
- WUPA/Atlanta
- KTXH/Houston
- WBFS/Miami

FRANKLIN WATERMAN
WORLDWIDE



Even In Las Vegas,



**ACCESS
HOLLYWOOD**

Giselle Fernandez

NBC

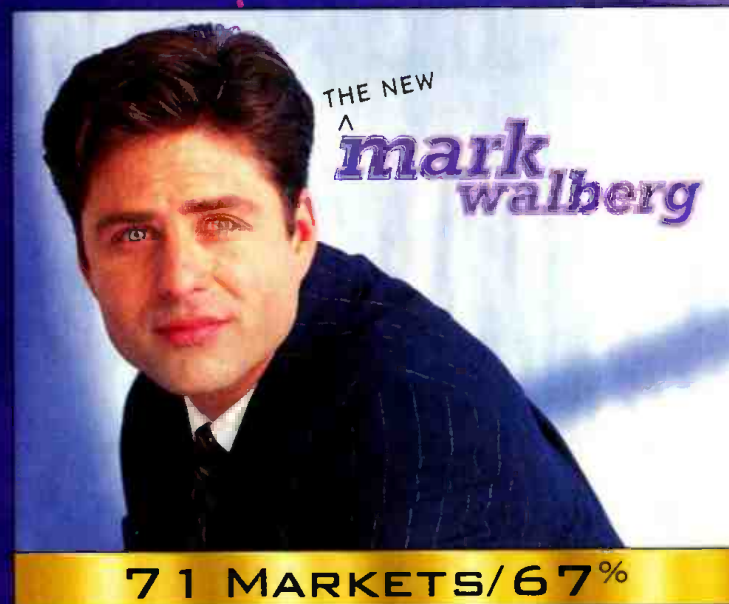
OVER 50% OF THE
U.S. IN ACCESS!

78 MARKETS/72%



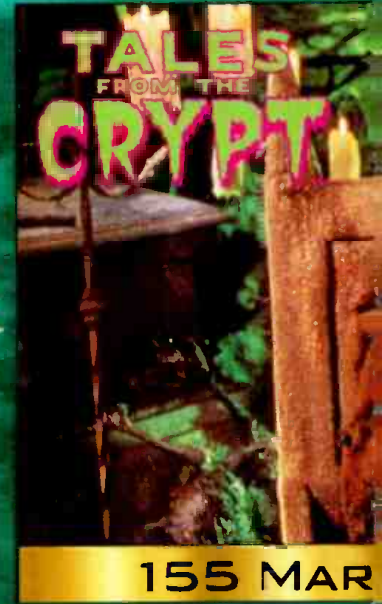
LOVE

81 MARK



THE NEW
A mark walberg

71 MARKETS/67%



**TALES
FROM THE
CRYPT**

155 MAR

We'd like to thank our clients for making

FALL 1996 CLEARANCES AS OF 1/31/96

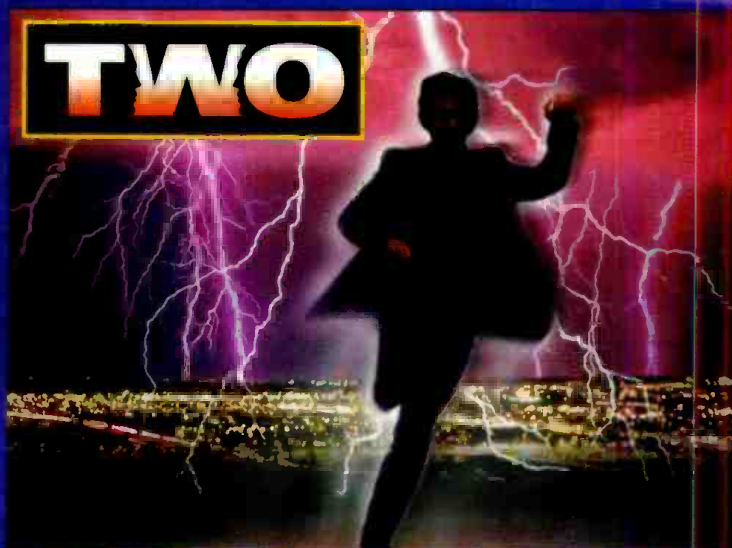
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ETS/87%



70 MARKETS/66%

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NEW WORLD / GENESIS DISTRIBUTION
NEW WORLD ENTERTAINMENT
NEW WORLD SALES AND MARKETING

New law of the land

First major rewrite of communications regulation in half-century could be signed this week

By Christopher Stern

This is the first major overhaul of telecommunications law since Marconi was alive and the crystal set was state of the art," declared House Commerce Committee Chairman Thomas Bliley (R-Va.) last Thursday, shortly after Congress passed the Telecommunications Act of 1996 and sent it down Pennsylvania Avenue for President Clinton's signature.

Congress overcame months of deadlock and years of stops and starts to pass, by overwhelming margins, a new telecommunications bill that its supporters say will create millions of jobs and unleash a torrent of competition heralding nothing less than the dawn of a new information age.

The path to the bill's passage was cleared last week when Senate Majority Leader Bob Dole (R-Kan.) received assurances that the broadcast spectrum auction issue would be dealt with separately (see story, page 12).

The bill won praise from virtually every segment of the telecommunications industry, from broadcasting and cable companies to local and long-distance telephone companies. It relaxes ownership rules for the broadcasting industry, provides rate deregulation for cable, and lays the groundwork for an end to the local telephone monopoly.

The cable industry is particularly pleased with provisions of the bill that allow it into the local telephone busi-



Clockwise from top: C-SPAN tabulates vote in House. Senators Ernest Hollings (D-S.C.), Larry Pressler (R-S.D.) and Ted Stevens (R-Alaska) brief reporters. House Commerce Committee Chairman Tom Bliley (R-Va.) discusses impact of bill, and House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) joins debate.

ness, said National Cable Television Association President Decker Anstrom.

The bill also raises the ownership caps for radio and television stations. "[P]rovisions eliminating the national cap and substantially relaxing the local cap on radio ownership will enable radio broadcasters to compete in an increasingly crowded marketplace," said Eddie Fritts, president, National Association of Broadcasters.

In one major setback for the televi-

sion industry, the bill also requires every TV set sold in the U.S. to come equipped with the so-called V-chip, which could be used to block violent or sexually explicit programming. In order for the V-chip to work, the industry must implement a program ratings system.

Broadcasters have vowed to fight the V-chip in court on grounds that it violates their right to free speech. The bill calls for expedited judicial review of the provision.

Supporters of the bill cross the political boundaries, from President Clinton to House Speaker Newt Gingrich and the Republican freshmen. The House voted 414 to 16, the Senate voted 91 to 5 in favor of the bill.

"[C]onsumers will receive the benefits of lower prices, better quality and

greater choices in their telephone and cable services, and they will continue to benefit from a diversity of voices and viewpoints in radio, television and the print media," said President Clinton in a prepared statement Thursday.

Despite his enthusiastic support for the bill, House Telecommunications Committee Chairman Jack Fields (R-Tex.) already has his eye on a "technical corrections bill," which he hopes to pass later this year. In particular, Fields would like Congress to end the ban on TV duopoly and allow greater relaxation of local ownership rules.

Fields said he also will use the technical corrections bill to enact deregulatory provisions that he had wanted to have included in the bill. Some Republicans have complained that Democrats, including Senator Ernest Hollings (D-S.C.) and Vice President Gore, had

Continues on page 12

TIP OF THE TELCOM

Putting partisan differences aside, Congress last week passed legislation it hopes will spur competition in broadcasting, cable and telephony and benefit the public by producing lower prices, new jobs and innovative services. Among its principal provisions:

Broadcast TV Ownership

Eliminates 12-station numerical cap on station ownership, raises coverage limit from 25% of nation's TV homes to 35%. Requires FCC to consider relaxing "duopoly rule," which limits each broadcaster to one TV station per market. Grandfathers existing local marketing agreements between stations and allows future ones consistent with FCC rules. Extends FCC's liberal waiver policy regarding rule barring common ownership of TV and radio stations in a market—the one-to-a-market rule—to proposed combinations in the top 50 markets. Permits common ownership of broadcast networks and cable systems. Repeals law barring common ownership of TV stations and cable systems in a market, but keeps in place parallel FCC rule. Relaxes rule barring ownership of two broadcast networks. (A network could start a new network, but couldn't acquire another existing one.)

Radio Ownership

Eliminates national ownership limits. Relaxes local ownership caps. The larger the market, the more stations one company may own within it. In markets with 45 or more commercial radio stations, a broadcaster may own eight stations, but no more than five of a kind (AM or FM). In markets with 30-44 stations, seven total, four of a kind. With 15-29 stations, six total, four of a kind. With 14 or fewer stations, five total, three of a kind (but no more than half the stations in the market).

Broadcast Licensing

Extends license terms for television and radio stations to eight years from the current five and seven, respectively. Streamlines renewal process. Barring a "serious" violation or "pattern of abuse" of FCC rules, broadcasters may assume their license will be renewed. FCC may not even consider a competing application unless it first decides against renewal.

Must Carry

Requires FCC to act on a must-carry complaint within 120 days after it is filed. Also clarifies that for the purpose of must carry, markets are defined by Nielsen's Designated Market Area map.

V-Chip

Requires every TV set sold in the U.S. to come with the ability to block programming based on an electronically encoded rating. In addition, the industry must develop a ratings system for "violence, sex and other indecent materials and to agree voluntarily to broadcast signals containing such ratings."

If the industry fails to comply within one year, directs FCC

to develop a ratings system based on the recommendations of an advisory board "that is fairly balanced politically." Does not require the industry to implement the ratings system. However: "Once a program is rated, the broadcasters must transmit the signal of the rating."

Cable Rate Deregulation

Deregulates extended basic tier (MTV, Lifetime, ESPN, etc.) rates of large systems in three years. Deregulates rates of small systems—those with fewer than 50,000 subscribers and unaffiliated with companies with annual revenue of more than \$250 million—upon enactment.

Also deregulates rates of any system that becomes subject to effective competition from a telephone company providing comparable service "by any means" except direct broadcast satellite.

Telephone and Cable Buyouts

Bars telephone companies from buying cable systems, or vice versa, except in non-urban areas with fewer than 35,000 people and under other limited circumstances. Prohibition does not apply if ownership stake is less than 10%.

Telephone Entry into Cable

Repeals statutory ban against telcos' providing video programming in their own service areas. Telcos may choose to be regulated as cable system, common carrier or newly created "open video system." As an operator of open video system, a telco must make channel capacity available to unaffiliated programmers without discrimination. If demand exceeds capacity, it may not select programmers for more than a third of capacity. Open video systems must comply with same network non-duplication, syndicated exclusivity, must-carry and retransmission consent rules that cable systems do. However, they are not subject to other federal cable regulations and need not obtain local franchise.

Cable Entry into Telephony

Preempts state and local regulations barring cable operators and others from providing local telephone services. Requires local telcos to negotiate with new telephone entrants for interconnection, number portability, dialing parity, access to rights-of-way and reciprocal compensation.

Obscenity and Indecency

Increases fine for broadcast or cable obscenity from \$10,000 to \$100,000. Requires cable to scramble any program a subscriber deems unsuitable for children. Gives cable operators right to refuse public and leased-access programs that they consider obscene or indecent.

CLEAR SAIL

TRIBUNE STATIONS SET SAIL WITH SINBAD!

NEW YORK

WPIX

BOSTON

WLVI

LOS ANGELES

KTLA

WASH, D.C.

WBDC

CHICAGO

WGN

HOUSTON

KHTV

PHILADELPHIA

WPHL

SAN DIEGO

KTTY

**CLEARED
IN OVER
70%
OF THE
U.S.!**

Sinbad

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ING AHEAD!



bad

Starring
**ZEN
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U.S. Distribution by



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TELEVISION, INC.

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ALL AMERICAN COMMUNICATIONS, INC.

European Distribution by



ALL AMERICAN
FREMANTLE
INTERNATIONAL
INC.

A Subsidiary of All American Communications, Inc.
(except Scandinavia)

NEW LAW

Continued from page 8

exerted too much influence during the last several months as the House and the Senate reconciled their versions of the bill.

Fields also promised to use his seat in Congress to push the FCC toward the most deregulatory approach to implementation of the bill. Once President Clinton signs the bill, the action moves to the FCC, which has more than 80 separate rulemakings to resolve.

Although support for the bill was widespread, it was not unanimous. Among those who objected to the legislation were civil liberties groups that claim provisions limiting indecent speech on the Internet are unconstitutional.

"The censorship provisions in the telecommunications bill are clearly unconstitutional and will not stand up to court challenge," said Tom Andrews, president, People for the American Way, a Washington-based civil liberties group. Like the V-chip, the Internet indecency provision is headed for expedited judicial review. ■

Industry gives thumbs-up to bill

Telecommunications executives poised to enter new markets, increase portfolios

By Rich Brown and
Donna Petrozzello

Broadcasters, cable operators and telephone companies have finally found something they all can agree on—the sweeping telcom bill passed by Congress last week by and large will be good for business.

"It's the best overall blueprint for opening up the markets that one could expect the political process to produce," says Joe Waz, vice president, external affairs, Comcast Corp., the nation's third largest cable multiple system operator. "It's likely to cut loose a lot of business plans that have been frozen

because we haven't had the certainty."

Executives at Comcast and several other top cable companies say they are particularly eager to expand into the local telephone market. Preparations are well under way at companies such as Cox Communications, which already has a pioneer preference license granting the MSO permission to offer digital personal communications services to 20 million people in Southern California.

Cox welcomes the new opportunities that come with the legislation, but is concerned about the power being given to the regional Bell operating companies, according to Alex Netchvolodoff,



Dole gets assurance the FCC will not award digital TV channels before congressional review.

Spectrum auction still looms

While the rest of the industries affected by the Telecommunications Act of 1996 celebrated its passage last week, broadcasters' enthusiasm was checked by vows from the Republican majority to revisit Congress's decision to set aside spectrum for the transition to digital TV.

Everything is on the table, from auctions to decreasing the amount of spectrum the government plans to give each station for the digital conversion, said House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) last week.

Senate Majority Leader Bob Dole (R-Kan.) was livid that Republican leaders decided to move forward with the bill without making the changes he wanted regarding provisions covering digital spectrum, sources say. Dole was out of town when that decision was made.

But rather than block the legislation, Dole allowed it to move forward after demanding and receiving a letter signed by all five FCC commissioners promising not to award any digital TV licenses until Congress resolves its questions over the plan for broadcasters to make the jump to digital service.

Senate Commerce Committee Chairman Larry Pressler (R-Tex.) and Fields say they plan to tackle the

spectrum issue shortly after Congress returns from recess in March. Pressler says he will introduce a "grand spectrum bill" this spring.

Fields supports a plan that would give broadcasters a second channel, but would require the industry to make an accelerated transition to digital transmission. Under Fields's plan, the current analog spectrum would be sold beginning in 2001 so that auction revenue could be used in Congress's effort to balance the budget in seven years. After the auction, broadcasters could use the spectrum for up to three more years.

Broadcasters oppose the Fields plan, saying there is no way to know if the industry or its audience will adapt to the new digital technology within 10 years.

"These broadcasters who stick their head[s] in the sand and say, 'We don't need a date certain,' are making a dramatic mistake that could lead to real problems," said Fields. In addition to auctions, Fields said, some in Congress are considering a reduction in the 6 mhz now allocated for the digital transition channel.

Dole is not alone in his opposition to the current spectrum policy. "I am completely dismayed about the giveaway aspect of this legislation," said Senator John McCain (R-Ariz.) last week, adding, "One thing I want to make perfectly clear to the American public is that Congress, at the behest of special interest groups, has turned its back on \$30 billion of potential revenue [that] could have been used to fund important programs."

—CSS



"Short term, we don't have to divest as much as we might have had to, and longer term it gives just about everything we wanted."

—Michael Jordan, chairman, Westinghouse Electric

vice president for public policy.

"The regional Bell operating companies, which are still the largest monopolies in the world and which are still in control of bottleneck facilities, have been given an enormous amount of economic freedom in this legislation," says Netchvolodoff. "They have the freedom to raise and lower prices, and they have the economic power to do that in predatory and anticompetitive ways.

"With anything that's as large as this bill, there are things in it that everybody likes and everybody wishes [weren't] there, but I think that the bill, on balance, creates opportunities for virtually every part of the media and communications sector," says Netchvolodoff.

One opportunity for cable—the deregulation of cable rates—will not necessarily prove to be a windfall for cable system operators, says analyst Melissa Cook of Prudential Securities.

"The market will hold down rates even if the bill doesn't," says Cook. She says consumers will turn to direct broadcast satellite and other alternative video delivery systems if cable operators try to hike rates.

For the broadcasting business, TV station ownership is expected to consolidate under new rules that allow an owner to expand its reach from 25% to 35% of all TV households. Anticipating the legislation, Westinghouse and CBS already have gotten the ball rolling by creating a merged station group covering 33% of the country.

TV station sales activity is expected to be active in midsize markets (30-75), says broker Elliot B. Evers of Media Venture Partners. Many of those markets already have been busy in anticipation of the bill's passage.

"The bill doesn't do as much for TV

as I would like," says Evers. Particularly disappointing, he says, is its failure to address TV-newspaper crossownership and duopoly rules. The duopoly rules—which restrict multiple ownership in a market—are under review by the FCC.

"We're happy that it has been passed and look forward to the FCC's consideration of some of the provisions that were originally

in the bill," says Dennis FitzSimons, executive vice president, Tribune Broadcasting.

Radio industry leaders overwhelmingly have heralded the telecom bill and its more liberal radio ownership rules for some time. In anticipation of its passage, companies including Evergreen Media and SFX Broadcasting began buying stations (and exceeding existing ownership rules) last year.

Most group owners say national and local ownership caps have stifled radio's growth and its ability to claim the same share of ad revenue as TV and print. Many see ownership deregulation as key to consolidating ownership and fortifying the industry.

"For SFX, the passage of the telecom bill, which we anticipated and planned for, will be immensely positive," says executive chairman Robert F.X. Sillerman. "It means there will no longer be artificial and unrealistic barriers to our growth." With its November acquisi-



"For SFX [the bill is] immensely positive. It means there will no longer be artificial and unrealistic barriers to our growth."

—Robert F.X. Sillerman

tion of Liberty Broadcasting, SFX pushed past the 20 FM stations national limit, according to Sillerman.

Likewise, Evergreen's acquisition of Broadcasting Partners Inc. and Pyramid Communications last year gave it 24 FMs and forced group CEO Scott Gins-

burg to apply for multiple waivers. With the bill's passage, Ginsburg says, those waivers "will be of no consequence."

Ginsburg says Evergreen will push on with its strategy of acquiring stations in the nation's top 10 markets with greater freedom as a result of the bill. Industry leaders say passage will usher in a frenzy of station buying and increasing consolidation.

"This industry has reached an important crossroads," says American Radio Systems co-COO David Pearlman. "All companies will have to make the decision whether to get big or get out."

Meanwhile, radio executives opposed to the telecom bill argue that it will make it almost impossible for one-



"We're happy that it has been passed and look forward to the FCC's consideration of some of the provisions that were originally in the bill."

—Dennis FitzSimons

station owners to survive among burgeoning groups.

"There used to be a time when anybody who walked into a radio station could realistically have hoped to own the station," says Tom Milewski, COO of Greater Media and vice president of its radio division. "That hope has been greatly diminished by this bill."

Sillerman's only "disappointment" with the bill is the revised local market ownership rules, he says. Although much less strict, those rules still limit the number of stations a group may own, based on the number of signals in a particular market. In the largest markets, groups will be limited to eight stations with a maximum of five FMs, instead of the two-FM maximum under existing rules.

"I have a certain level of disappointment that the bill didn't do what it originally intended, because there are still restrictions to local market ownership rules," Sillerman says, adding that limits in local market radio ownership could be adequately regulated based on federal antitrust laws without additional limits being added to the telecom bill. ■

Elizabeth Rathbun also contributed to this story.

Metromedia buys Goldwyn for \$115 million

Tribune to take over sales of 'Flipper,' 'Gladiators 2000'

By Cynthia Littleton

The Samuel Goldwyn Co. handed distribution rights to two of its TV series to Tribune Entertainment last week as the financially strapped Goldwyn accepted a \$115 million buyout bid from John Kluge's Metromedia International Group.

The stock-swap merger agreement gives Goldwyn shareholders \$5 worth of Metromedia stock for each Goldwyn share, although the terms may vary, depending on the price of Metromedia stock when the transaction closes. Metromedia will assume nearly \$73 million in Goldwyn debt as part of the deal.

Goldwyn has a library of 850 films and 700 episodes of such TV classics as *Flipper* and *Gentle Ben*. In addition to its production and distribution operations, Goldwyn owns the 143-screen Landmark Theatres chain.

Late last year, Goldwyn said it would sell its movie and TV library to PolyGram Filmed Entertainment for \$62

million, but that deal was scuttled by Metromedia's last-minute bid for the entire company. Goldwyn, which has posted heavy losses over the past 18 months, also held buyout talks last summer with Turner Broadcasting System.

Metromedia was formed last year by the merger of Orion Pictures with several other entertainment and telecommunications companies. Goldwyn's TV operations may be consolidated into one new Metromedia TV division, although Goldwyn and Metromedia officials said no decision has been made.

In the meantime, Tribune has taken over distribution of Goldwyn's weekly first-run hour *Flipper* and its FCC-friendly children's show, *Gladiators 2000*, which runs on many of the Tribune stations.

The deal between Goldwyn and Tribune, which just last month turned over distribution of its long-running talker *Geraldo* to King World Productions, was spearheaded by Dick Askin, who in January left his post as head of Gold-



'Flipper' is one of Goldwyn's properties.

wyn's TV division to become president of Tribune Entertainment.

Separately, Askin said last week that Tribune will mount a national rollout of its new dating game show, *Bzzt!*, in the fall. The strip garnered a 7.3 household rating and 11 share, according to Nielsen's metered-market overnights, in its debut last week at 7 p.m. on Tribune's KTLA(TV) Los Angeles. ■

Networks consider Nielsen alternative

By Steve McClellan

If the four major broadcast networks have their way, Nielsen Media Research soon may have competition in the television ratings business.

The would-be competitor is Statistical Research Inc., a Westfield, N.J.-based TV research company that has been testing an alternative ratings service in Philadelphia for more than a year.

If SRI does launch its so-called SMART (Systems for Measuring and Reporting Television) service, it will be the first time Nielsen has had competition in the national TV ratings game in a decade.

Nielsen long has been accustomed to complaints from clients. But lately the intensity of those complaints—and their public airing—have increased dramatically. At its recent affiliate meeting in Las Vegas, Fox Television Chairman Chase Carey threatened

legal action against Nielsen if the ratings agency doesn't get its act together.

ABC, CBS and NBC say they each independently have asked SRI to show them business plans for expanding SMART from a ratings laboratory to a full-fledged ratings service.

SRI President Gale Metzger confirms that the Big Three networks have talked to him, adding that NBC has been the most aggressive in seeking a detailed business plan.

NBC Television Network President Neil Braun says he asked SRI to draft a business plan because its Philadelphia prototype has yielded positive results and because of a "ubiquitous" sense of dissatisfaction in the industry toward Nielsen. Sources at the other networks say they also think that a Nielsen competitor would force the ratings company to be more responsive to complaints and to improve service.

Fox has not asked SRI for a business

plan because the network doesn't think the research company is at a point to move quickly and aggressively into the market, says network senior vice president Giles Lundberg. "But if they are, we'd love to hear about it," he says.

Nielsen executives say they welcome competition. Although they acknowledge that they haven't always been as responsive to complaints as they could have been, they have addressed some major complaints; for example, by increasing cooperation rates for the "peoplemeter" sample from around 50% to 70%. These improved cooperation rates also have seen a parallel decline in network ratings in some dayparts.

In a letter to clients, Nielsen Media Research President John Dimling says that in smaller markets with smaller samples, the chances for ratings anomalies are higher. But he also says broadcasters reject solutions such as larger samples or meters because of the cost. ■

Early start for kids upfront

Majority of activity comes from cable; broadcast expected to break this week

By Steve McClellan and
Jim McConville

With less inventory and ratings points to sell and new advertisers entering the marketplace, the kids upfront market broke last week—earlier than in any recent year. The market activity came as two networks unveiled their kids lineups early—ABC, with three new shows from Disney (see page 32) and Kids' WB, which over the next two years will expand to 19 hours weekly to go head-to-head with Fox on weekends and weekday afternoons.

The major market activity came on

Newcomer The WB is expected to post gains, given its competitive performance against CBS and ABC. Despite some ratings slippage, Fox is still the dominant children's network in ratings and revenue, with about \$200 million for the current season.

Sources say a hot category this year is fast foods, where KFC, Taco Bell and Pizza Hut are planning assaults against established kids' advertisers McDonald's and Burger King.

Stronger competition from cable networks and the new WB has put more pressure on the kids syndication market. Genesis, for example, has bowed out this year. But others, such as Bohbot, remain optimistic. "We're in very good shape," says George Baratta, senior vice president in charge of Bohbot's barter sales arm, Madison Green. "Our numbers are way up, and we expect advertisers will put more money on us." ■

FCC may deny Disney crossownership waiver

By Chris McConnell

Disney may have to place more than KCAL-TV Los Angeles on the block to seal its \$18.5 billion acquisition of CapCities/ABC.

Sources expect the FCC to deny Disney's request to permanently keep newspaper/radio combinations held by CapCities/ABC in Detroit and Fort Worth. Although commissioners were still reviewing the waiver requests at week's end, a majority appeared to favor forcing Disney to divest media holdings in Detroit and Fort Worth to comply with rules barring common ownership of daily newspapers and broadcast licenses within a market. The commission is expected to approve the Disney-CapCities/ABC merger at its Feb. 8 open meeting.

CapCities/ABC owns WJR(AM)-WHYT(FM) Detroit and the Pontiac, Mich.-based *Oakland Press & Reminder*. In Fort Worth, it owns WBAP(AM)-KSCS(FM) and the *Fort Worth Star-Telegram*. The commission previously has allowed CapCities/ABC to hold broadcast/newspaper combinations in both markets, but those waivers expire when a new owner acquires the broadcast licenses.

Last summer, Disney applied for permanent crossownership waivers in its application to acquire the CapCities/ABC broadcast licenses. The company argued that the radios and newspapers in Fort Worth and Detroit have

been under common ownership since 1974 and 1969, respectively. Disney also cited language in the 1993 Appropriations Act authorizing the FCC to grant newspaper/radio crossownership waivers in the top 25 markets where at least 30 individual broadcast voices remain after the transfer.

But the FCC grants such waivers only upon the showing of "unique public benefits," a conclusion the commissioners are not expected to reach. Those said to be opposing permanent waivers are FCC Chairman Reed Hundt and commissioners Susan Ness and Andrew Barrett.

Commissioner James Quello last week was pushing for a compromise plan in which the commission would grant Disney a permanent waiver in Detroit, sources said. But the plan reportedly was not winning support from the other commissioners.

Industry sources expect the commission to grant Disney some time—possibly six months—to comply with the ownership restrictions. Last May the commission granted Morris Communications Corp. an 18-month waiver of the newspaper/broadcast crossownership restriction to divest itself of WIBW-TV Topeka, Kansas.

A Disney spokesperson had no comment on the company's plans for its holdings in the two markets. The spokesperson said Disney will await final word from the FCC. ■

Kids' WB for fall 1996

Saturdays, 8 a.m.-noon

The Sylvester & Tweety Mysteries

The Damon Wayans Series*
(working title)

Steven Spielberg Presents Animaniacs

Steven Spielberg Presents

Pinky & The Brain

Superman*

Road Rovers*

Steven Spielberg Presents Freakazoid!

Earthworm Jim

*New shows

the cable side, with Nickelodeon reporting sales of nearly 50% of its inventory. Some syndicators also reported sales, but the floodgates on the broadcast side aren't expected to open until this week, when Fox and The WB will make formal upfront presentations to advertisers.

"We didn't think that we would be this active, but a lot of people approached us wanting to extend their [two-year] base deals from last year through the third quarter of 1998," says John Popkowski, senior vice president, ad sales, for Nickelodeon's parent MTV Networks.

Sellers were predicting gains for the overall market this year compared with last, when it totaled some \$700 million, and agency executives did not dispute the optimism. But the pie is also expected to shift this year, with some cable networks and The WB making gains, perhaps at the expense of Disney, ABC and CBS, which all were down sharply in the ratings this year.

New York challenges FCC's social contract

City asks appeals court to throw out agency's contract with Time Warner

By Chris McConnell

New York City and other towns do not like the deal FCC officials cut in their "social contract" with Time Warner and are asking the U.S. Court of Appeals in Washington to throw it out.

In a petition for review filed last week, the New York City Department of Information Technology and Telecommunications says the FCC exceeded its authority in striking its contract with Time Warner and also that it negotiated a deal that will lead to higher cable rates for most of the company's subscribers.

"Moreover, while the social contract purports to provide certain benefits to subscribers, most of those benefits would have been provided pursuant to local franchise requirements," says the petition. Joining the petition are the City of Austin, Tex., and Cincinnati's Intercommunity Cable Regulatory Commission. Their petition asks the court to set aside the social contract and order the FCC to process the rate complaints.

FCC Cable Services Bureau Chief Meredith Jones counters that the FCC was well within its statutory authority to negotiate the contract and that the deal does not relieve Time Warner of any previous obligations to the local franchising authorities.

The Nov. 30 contract settled more than 900 rate complaints and called for Time Warner to pay \$4.7 million in subscriber refunds. It also calls for the cable company to invest \$4 billion in system upgrades from 1995 through 2000, but allows Time Warner to increase by \$1 during each year of the contract its monthly rates on the cable programming service tier carrying the most subscribers.

Such clauses have allowed cable programming service tier rates in New York to jump almost 27% since the contract took effect, says Stephanie Philipps, a lawyer representing the contract's challengers.

"They think they're giving the public something," says Philipps. "That's just a myth."

James Baldwin, a lawyer representing the Intercommunity Cable Regulatory Commission, says the Cincinnati franchising authority already had negotiated system upgrades with Time Warner in which subscribers would bear none of the upgrade costs.

TIME WARNER

Baldwin estimates that the \$1-per-year increase allowance on the monthly cable programming tier bills will allow Time Warner to reap \$36 million from subscribers in the Cincinnati area.



The FCC's Jones says the Time Warner contract covers only the cable programming service tier, an area over which the local franchising entities have no authority. And Time Warner spokesman Michael Luftman says his company's rates would be the same or higher if the company had adjusted its rates under the FCC's cost-of-service rules. Luftman also says that most local franchising authorities supported the FCC's contract with Time Warner.

Luftman says his company has been discussing the issue with the City of New York. "We expect to continue to talk with them."

What is spectrum worth?

Worth of digital channels fluctuates depending on who's doing the calculations

By Christopher Stern

How much money can the government make by selling spectrum now set aside for broadcasters? Depending on who you ask, between \$6 billion and \$500 billion.

The Office of Management and Budget, the Congressional Budget Office, the FCC and even conservative columnist William Safire agree on only one basic point: Broadcast spectrum is valuable.

Safire is by far the most optimistic, suggesting that the spectrum now set aside for broadcasters to make the transition to digital television is worth "a half-trillion dollars."

However, the FCC has estimated that a sale of the same chunk of airwaves would generate "\$11 billion to \$70 billion."

The commission refined its estimate further, to \$37.5 billion, using as a baseline the \$208 million sale of WNYC-TV New York. The Congressional Budget Office is not as optimistic, saying that an auction of the digital spectrum would raise some \$12 billion.

And House Telecommunications Subcommittee Chairman Jack Fields

(R-Tex.) says they are all wrong, especially the CBO, which has estimated the analog spectrum will be worth only \$6 billion if it is not sold for several years. "The CBO has dramatically underestimated the value in 2002," said Fields last week.

Fields anticipates holding hearings on spectrum auctions later this year, and one of his goals is to find "truthful" numbers on spectrum values.

Another option under consideration is an accelerated auction of the broadcasters' current analog channels. Under this scenario, the FCC would auction the current allotments in seven years. The winning bidders then would wait an additional three years before taking control of the spectrum.

The White House, along with Fields, supports this plan, which in effect requires broadcasters, and their viewers, to make the jump to digital television in 10 years.

Based on the revenue generated by last year's broadband PCS auction, the FCC estimates that an auction of the analog spectrum would add \$20 billion-\$120 billion to the federal coffers.

Again, the CBO is more pessimistic, predicting that such an auction would

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raise no more than \$6 billion. The CBO bases its projections on a sale of the analog spectrum in seven years. Because the FCC is expected to put a constant stream of spectrum on the market during the next five years, the CBO predicts that values will steadily decline as more licenses reach the open market.

The White House originally predicted that the analog spectrum would be sold for at least \$26 billion, but later revised that figure down to \$13 billion. As part of the ongoing budget negotiations with congressional Republicans, the White House now has agreed to abide by the CBO estimate of \$6 billion.

There is not even agreement on how much it will cost broadcasters to convert to the digital format. The National Association of Broadcasters says the transition will cost each station \$10 million. But one source familiar with the industry puts the cost at \$500,000–\$2 million per station.

As an argument against spectrum auctions for broadcasters, NAB President Eddie Fritts claims that the industry already is making a sizable contribution to the budget deficit: "Broadcasters have already been tagged for \$16 billion in [electronic newsgathering] spectrum."

Fritts was referring to a plan approved by Congress last fall that requires the FCC to find an additional 100 mhz to put on the auction block. The same plan, which was included in the budget proposal vetoed by President Clinton, also asks the National Telecommunications and Information Administration to find an additional 20 mhz of government spectrum to auction.

But contrary to Fritts's claims, the ENG spectrum makes up less than half of the spectrum targeted by the congressional plan. The value of the ENG spectrum vacated by the broadcasters ranges from \$3 billion to \$7.2 billion, according to one source.

There is nothing in the plan that would require broadcasters to spend a single dollar on spectrum. In return for giving up valuable spectrum in the 3 ghz band, the government will give broadcasters another chunk of spectrum in the 4 ghz band.

Broadcasters will incur costs estimated at \$1 billion to replace their old ENG equipment, according to one source. However, the source adds that much of that equipment would have been replaced as part of a normal maintenance schedule. ■

FCC sets up suggestion box

Commission asks for ideas on streamlining procedures, increasing efficiency of agency's bureaus

By Chris McConnell

The FCC this week will be inviting industry advice on how to speed its operations.

The commission Thursday plans to launch a notice of inquiry on streamlining its procedures. Sources say the notice will propose a few specific ideas, but is aimed at inviting any thoughts that people have on boosting the commission's efficiency in such areas as processing applications and collecting data.

"We want people to be creative," says one official. "What else do you think?" is a very big part of this."

The notice follows a series of internal procedural changes that the FCC implemented last year to increase efficiency. Those guidelines set goals of releasing the text of items voted on at open meetings within two business days of the meeting. The guidelines also called on commissioners to act within 30 days of receiving items slated for private "circulation" votes.

Additionally, the FCC's Mass Media Bureau last year set a goal of processing "routine" license transfer

applications within 60 days of receiving them.

Communications lawyers hope the commission will adopt similar goals for processing other items, such as license renewals and applications to modify broadcast facilities. Communications lawyer David Oxenford voices hope that the FCC will adopt such "speed of service" guidelines for all the mass media activities.

"We have a lot of suggestions," says communications lawyer David Tillotson. He hopes the commission will implement a plan to cut back on pending facility modification applications so that new applications can be assigned to an FCC official for review as soon as the applications arrive at the FCC.

Tillotson and Oxenford also say they hope to discuss their streamlining ideas with FCC officials at a roundtable discussion at the commission or at a meeting of the Federal Communications Bar Association.

"I think these guys are serious about taking a new look at how they do things," Tillotson says. ■

FCC moves closer to new EEO rules

The FCC is taking another crack at Equal Employment Opportunity guidelines.

Commissioners last week were getting ready to review a new proposal for EEO rules. Commission sources say the proposal seeks to promote minority recruitment at stations while providing some relief from the guidelines for smaller stations. Broadcasters have contended that previous EEO rules burdened the smaller stations with too much paperwork. The proposal also will retain fines for stations not complying with the guidelines, sources say.

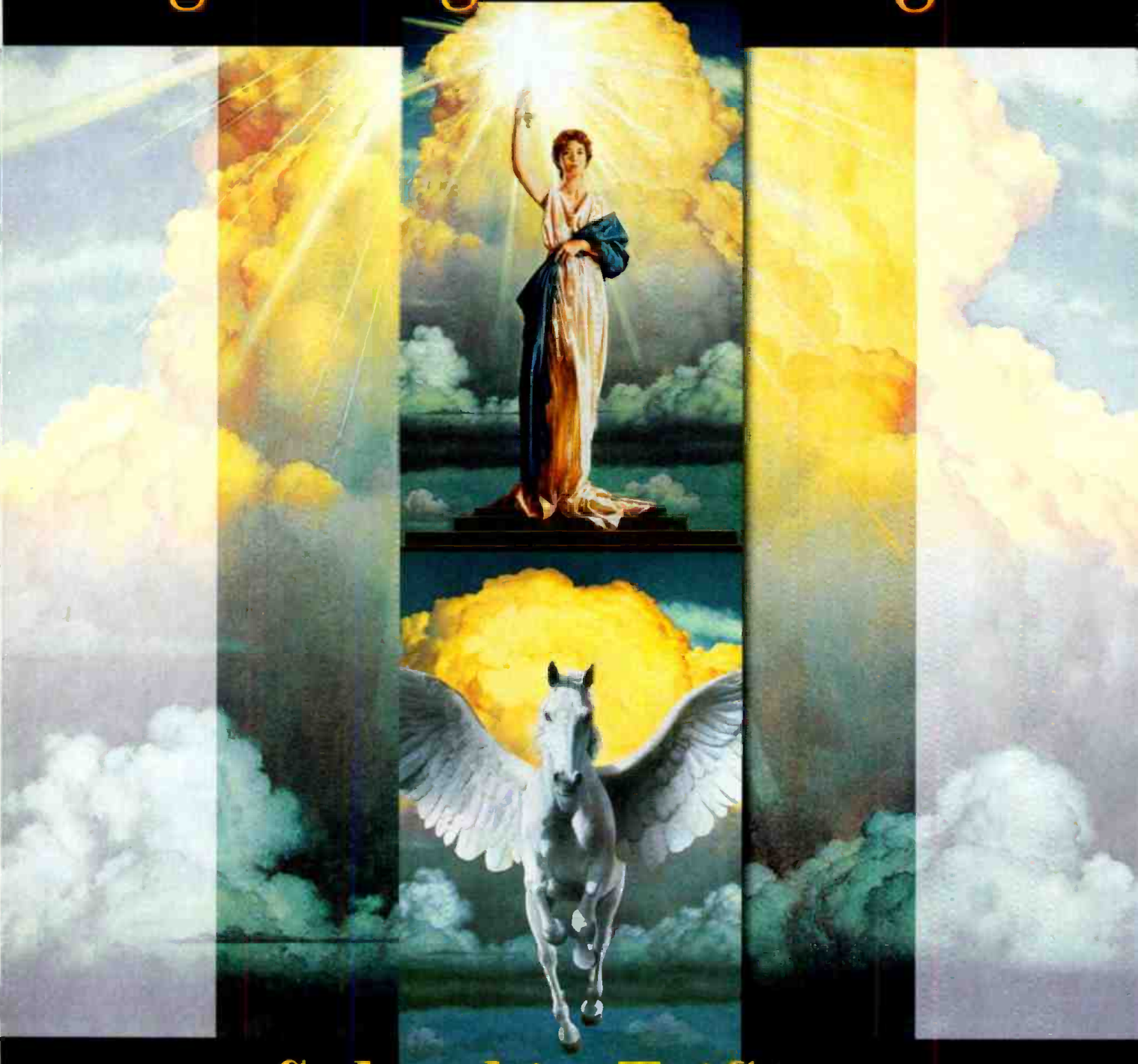
The EEO proposal was expected to be on the Feb. 8 open-meeting agenda, although sources last week said the item might slip from the agenda.

The commission has been working to implement a new EEO policy since the U.S. Court of Appeals in Washington threw out its previous plan in a July 1994 ruling.

But the court action has not kept the FCC from enforcing an EEO policy. Last week, it fined WNGM-TV Athens, Ga., \$20,000 for an EEO violation. The commission said the station had not recorded the number, sex, race or national origin of its applicants, rendering the station unable to verify its minority-recruitment efforts.

The commission issued the fine while granting the station's license renewal application. —CM

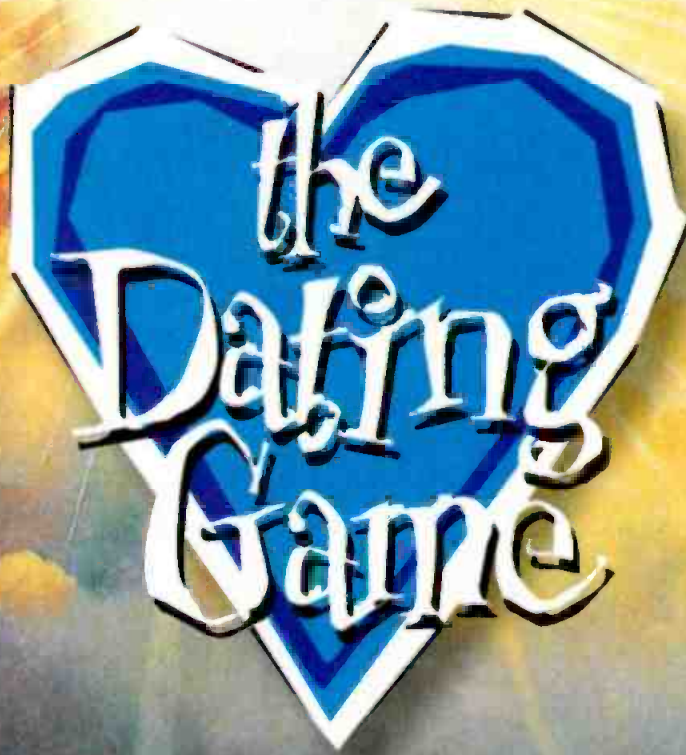
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#1 IN WOMEN 18-34!

Households		Women 18-34		Women 18-49		Women 25-54	
PROGRAM	RATING	PROGRAM	RATING	PROGRAM	RATING	PROGRAM	RATING
Oprah Winfrey	7.6	Ricki Lake	5.0	Oprah Winfrey	5.0	Oprah Winfrey	5.1
Ricki Lake	5.7	Oprah Winfrey	4.9	Ricki Lake	4.1	Ricki Lake	3.5
Live-Regis & Kathie Lee	5.1	Jenny Jones	3.6	Jenny Jones	3.2	Live-Regis & Kathie Lee	3.2
Jenny Jones	4.9	Montel Williams	3.4	Montel Williams	3.1	Montel Williams	3.1
Montel Williams	4.7	Sally Jessy Raphael	2.3	Live-Regis & Kathie Lee	2.7	Jenny Jones	3.1
Maury Povich	4.0	Jerry Springer	2.1	Sally Jessy Raphael	2.5	Sally Jessy Raphael	2.6
Sally Jessy Raphael	3.9	Live-Regis & Kathie Lee	2.1	Maury Povich	2.3	Maury Povich	2.5
Jerry Springer	3.0	Maury Povich	2.1	Jerry Springer	1.9	Jerry Springer	1.9
Geraldo	2.7	Geraldo	1.8	Geraldo	1.7	Geraldo	1.7
Rush Limbaugh	2.2	Gabrielle	1.5	Gordon Elliott	1.4	Gordon Elliott	1.4
Tempestt	2.1	Gordon Elliott	1.5	Tempestt	1.2	Donahue	1.3
Gordon Elliott	2.1	Tempestt	1.4	Gabrielle	1.2	Carnie	1.2
Donahue	2.1	Charles Perez	1.3	Charles Perez	1.2	Tempestt	1.1
Carnie	1.9	Richard Bey	1.3	Carnie	1.1	Rolonda	1.1
Gabrielle	1.8	Carnie	1.2	Donahue	1.1	Charles Perez	1.1
Charles Perez	1.7	Danny!	1.1	Richard Bey	1.0	Gabrielle	1.0
Richard Bey	1.6	Mark Walberg	1.0	Rolonda	1.0	Richard Bey	0.9
Rolonda	1.5	Rush Limbaugh	1.0	Danny!	0.9	Rush Limbaugh	0.9
Danny!	1.4	Donahue	0.9	Mark Walberg	0.9	George And Alana	0.8
George And Alana	1.4	Rolonda	0.9	Rush Limbaugh	0.9	Danny!	0.7
Mark Walberg	1.4	Lauren Hutton	0.5	George And Alana	0.7	Mark Walberg	0.7
Lauren Hutton	0.8	George And Alana	0.4	Lauren Hutton	0.5	Lauren Hutton	0.5

LT TALK SHOW.

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Senate Majority Leader Robert Dole (R-Kan.) isn't picking on only broadcasters. In a commercial that began airing in Iowa last week, Dole targets rival presidential candidate Steve Forbes, who, in addition to inheriting an estimated \$400 million, once was chairman of the Board for International Broadcasting. "Steve Forbes tells us he has the experience to cut government waste. But in his one government job, he allowed 276,000 tax dollars to be wasted [by an aide] redecorating the residence of a friend who was his top aide," states the ad. Forbes was appointed chairman of the BIB in 1988. The BIB oversees the administration of Radio Free Europe/Radio Liberty and Radio Marti.

Some National Association of Broadcasters board members think spectrum should be treated as private property and should not carry any public interest obligations, said NAB lobbyist Jim May last week during a debate in Washington. Broadcasters that support the private-property approach to spectrum, however, don't want to buy their licenses at an auction, May said. Purchasing spectrum from the FCC, much the way companies buy mineral rights from the Interior Department, is the only way broadcasters will free themselves of regulation, said American Enterprise Institute economist Thomas Hazlett. But May countered that it is politically unrealistic to expect the government to give up regulation of broadcasting, even if spectrum were purchased at auction. Hazlett and May made the statements during a debate sponsored by Citizens for a Sound Economy, a Washington public interest group. Also participating in the debate, "Digital Television: Should Broadcasters Pay?," was Representative Barney Frank (D-Mass.), who said he favored spectrum auctions. Meanwhile, Television Board Chairman Ralph Gabbard said last week that he knows of no board members who support spectrum auctions, even if it means an end to public interest obligations.

Representative Michael Oxley (R-Ohio), who has called the telecommunications bill as "dead as Elvis," told a United States Telephone Association conference last Monday that he saw the former king of rock 'n' roll on his way to work. Oxley made the statement as rumors began to circulate in Washington that the long-pending telecommunications bill would come to a vote last week. "I said dead as Elvis, not dead as a doornail," said Oxley.

The USTA is not picking favorites when it comes to the competition between Oxley and Representative Billy Tauzin (R-La.) for the chairmanship of the House Telecommunications Subcommittee. Oxley addressed the group last Tuesday; Tauzin, on Wednesday. Retiring chairman Jack Fields (R-Tex.) had been scheduled to speak to the group Wednesday but canceled at the last minute because of talks on the telcom bill. While Oxley warmed up the crowd with tales of Elvis sightings (see above), Tauzin drew guffaws at the expense of Senate Majority Leader and presidential candidate Robert Dole (R-Kan.). Tauzin told the crowd that 72-year-old Dole was asked during a recent MTV appearance a question that has become customary for politicians interviewed on the music video channel: "Senator Dole, do you wear boxers or briefs?" the interviewer asked, according to Tauzin. "Depends," Dole answered, Tauzin joked. During Oxley's appearance at USTA, he mentioned that he had recently cam-

paigned for Dole in New Hampshire.

Trinity Broadcasting Network is asking an FCC Review Board to reverse an administrative law judge's decision last fall to deny its renewal application for WHFT(TV) Miami and grant a competing application to Glendale Broadcasting Co. ALJ Joseph Chachkin denied the license renewal after determining that Trinity had used another licenseholder, National Minority TV Inc. (NMTV), to evade FCC national ownership limits. Trinity maintains that TBN President Paul Crouch did not mean to do so. "Crouch in good faith believed that NMTV was legitimate," the company told the review board. Trinity also has asked the board to hold an oral argument on its objections to the judge's decision.

Allowing cable operators to bar indecent programming on access channels does not amount to a government ban on programming, the NCTA told the Supreme Court

last week. The cable group made its case in a response brief to challenges to the FCC rule by the Alliance for Community

Media and other groups. The court is scheduled to hear arguments in the case on Feb. 21.

Also making a case to the Supreme Court were the NAB and the Association of Local

Television Stations, which asked the court to affirm a decision by a three-judge panel to uphold the must-carry provisions of the Cable Act.

Oregon Democrat Ron Wyden graduated from the U.S. House of Representatives to the U.S. Senate last week. Wyden, who served eight terms in the House, was a member of the House Telecommunications Subcommittee. He joins other subcommittee alumni, including Vice President Al Gore and Assistant Secretary of State Tim Wirth, who also moved from the telcomsubcom to the Senate. Wyden won a special election for the seat vacated by former senator Bob Packwood.

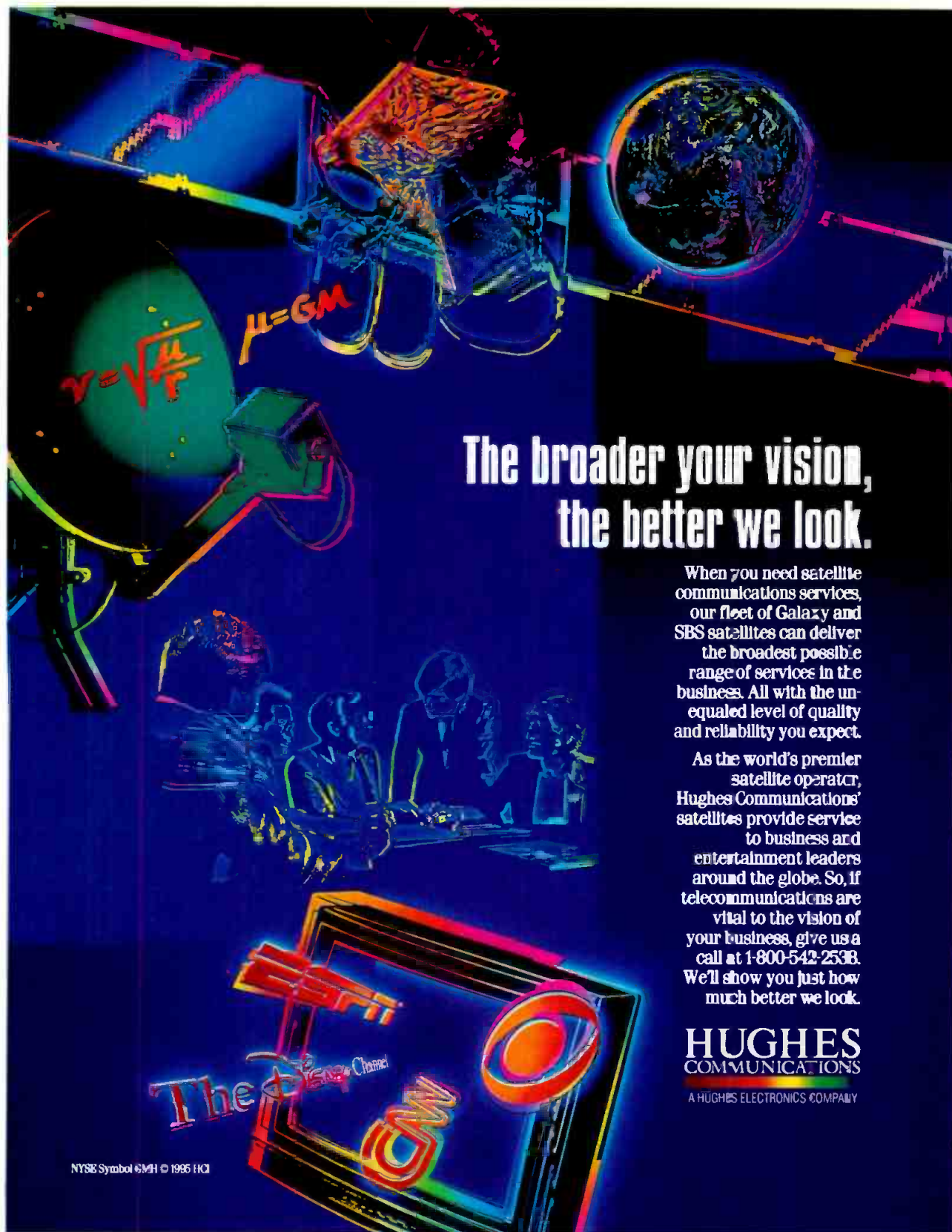
Cable's best pipeline into the White House these days may be Black Entertainment Television's Bob Johnson. In January, the BET chief executive flew on Air Force One with President Clinton to Atlanta for a Martin Luther King birthday ceremony. Last week, President Clinton showed up at a Washington fundraiser that Johnson hosted for Senator Carol Moseley-Braun (D-Ill.). "We're friends.... The President is a big supporter of BET's Jazz Channel," says Johnson. Indeed, Johnson gave the President a Jazz Channel jacket, which Clinton wore on the flight. Johnson says he did make one policy pitch during the trip. "I talked about the tax certificate issue and the need to come up with legislation that will encourage minority ownership in communications." Last year, Congress abolished the FCC's tax certificate policy, which supporters argued was essential for helping minorities break into the cable and broadcasting businesses. As for Johnson's fundraiser for Moseley-Braun, it included others in the Washington cable scene such as Decker Anstrom, president of the National Cable Television Association, NCTA lobbyists Valerie Pinson and Wanda Townsend and communications lawyer Len Kennedy of Dow, Lohnes & Albertson.



Edited By Chris Stern

Broadcasting

February 5, 1996



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It's 'Disney Morning' on ABC

Three series from new parent are among five added to overhauled Saturday for fall

By Steve Coe

With Fox extending its lead over its Saturday morning competitors and The WB making significant inroads in that arena, ABC has overhauled its kids schedule for fall, with the most new shows coming from parent Disney. The new lineup premieres Saturday, Sept. 7.

The network is adding five new half-hours while returning only two veteran series, *The Bugs Bunny & Tweety Show* and the *ABC Weekend Special*. The company's merger with Disney also is reflected in the lineup, with Disney supplying three of the new series. The heavy Disney influence comes as no surprise, given that the merger deal included a provision that Disney would supply Saturday morning programming even if the deal was not consummated.

Of the eight series not returning to the ABC schedule, one, *The New Adventures of Winnie the Pooh*, is a Disney-produced show. The others are *The New Adventures of Madeline* and *What-a-Mess* from DIC Entertainment, *Free Willy* from Nelvana Limited and Warner Bros. Television, *Dumb & Dumber* from Hanna-Barbera and New Line Televi-



'Hypernauts' will debut early, on March 2.

sion, *Bump in the Night* from Danger Productions and Greengrass Productions. *Fudge* from Kevin C. Slattery Productions and Amblin Entertainment and *Reboot* from Alliance Communications and BLT Limited.

"We believe ABC's new Saturday morning lineup will have tremendous appeal to both young and older chil-

dren and to their families," says Linda Steiner, vice president, ABC Children's Entertainment. "We are especially pleased to add a program as successful as *All New Doug* to ABC's lineup. Overall, it is a strong and substantive schedule that should significantly improve our performance in this daypart," she said.

The network also is touting the fact that the new schedule boasts two hours of educational or pro-social programming, the same amount as in the current schedule. The programs that qualify according to ABC are *The Jungle Book's Jungle Cubs*, *All New Doug* and the newly expanded *ABC Weekend Special*.

Following is the ABC fall Saturday morning schedule: *The Jungle Book's Jungle Cubs* (8-8:30 a.m.) produced by Disney. *All New Doug* (8:30-9) from Jumbo Pictures. *The Mighty Ducks* (9-9:30) from Disney. *Gargoyles: The Goliath Chronicles* (9:30-10) from Disney. *Hypernauts* (10-10:30) from Hypernauts Productions. *Bone Chillers* (10:30-11) produced by Hyperion Studio and Fred Silverman Co., *The Bugs Bunny & Tweety Show* (11 a.m.-noon) from Warner Bros. and *The ABC Weekend Special* (noon-1 p.m.). ■



NBC's Super Bowl broadcast booth team: Paul Maguire, Dick Enberg and Phil Simms

NBC Super Bowl sets record

NBC's coverage of Super Bowl XXX on Sunday, Jan. 28, proved super for the network in ratings. The annual game powered the network to a convincing win over the other networks. With a 46.1 rating and 72 share in Nielsen national numbers for the game, NBC nearly doubled second-place ABC for the week.

Also attracting big numbers for NBC was the postgame time period, which usually is reserved for a series debut. NBC, however, scheduled a special one-hour episode of *Friends* and pulled in a 29.6/46 in the hour following the game.

NBC research estimates that nearly 138.5 million viewers watched the Super Bowl, making it the most-watched program in history. Its 46.1/72 made it the highest-rated game since Super Bowl XX in 1986 between the Chicago Bears and the New England Patriots. Of all Super Bowls, this year's ranks as the ninth-highest-rated of all time and the 16th-highest-rated program in television history.

For Sunday, Jan. 28, NBC averaged a 42.0/62, blowing away the other networks; ABC finished second, with a 7.0/10; CBS averaged a 6.5/10, and Fox scored a 3.2/5. For the week, NBC averaged an 18.2/29, followed by ABC's 9.5/15, CBS's 8.7/14 and Fox's 6.1/9.

—SC

Bohbot to go public

Bohbot Entertainment and Media, the New York-based children's programming syndicator, media buyer and barter sales company, is going public, according to documents filed with the Securities and Exchange Commission.

The company hopes to sell 3,350,000 shares and raise \$57 million through a stock offering being underwritten by Lehman Bros. The shares would trade on the Nasdaq exchange.

In its registration filing, Bohbot said its long-term strategy was to "expand its children-oriented program distribution, licensing and merchandising and media activities on a worldwide basis." The company expects to use most of the proceeds from the stock offering to finance new program production and to acquire rights for programs produced by third parties.

For the first nine months of 1995, Bohbot reported a net loss of almost \$3.3 million on revenue of \$14.6 million. The full-year 1994 results: a net loss of \$2.8 million on revenue of \$20.2 million.

After the offering, 55% of the company's stock will be held by existing shareholders (company executives and directors) and 45% will be held by new investors.

Shows now distributed by Bohbot include *Highlander*, *Double Dragon*, *Skysurfer Strikeforce*, *Adventures of Sonic the Hedgehog*, *Princess Gwenevere*, *Mighty Max*, *Toys R Us Family Theater* and *Ultraforce*.

For next season, the company has cleared a block of shows including two strips, *Amazin' Adventures—The Series* and *The Mask*, and the two-hour weekend block *Amazin' Adventures Sunday* on stations covering 71% of the country.

Separately, the company said Rick Levy, executive vice president, worldwide sales, of Bohbot's barter sales unit, Madison Green, is leaving the company to focus on his own company, Levy TV Marketing. Levy will consult Bohbot on barter sales and program acquisitions. He joined Bohbot two years ago to establish and run the company's barter unit. Last year plans were in the works to expand Madison Green into live-action program development and distribution, but those plans have been put on hold.

George Baratta, senior vice president, advertiser sales and administration at Madison Green, who had been the number-two executive under Levy, will now run the division.

—SM

ABC shuffles prime time deck

Makes schedule changes to four nights, beginning in March

By Steve Coe

ABC will debut six series in March. The nights that will see some turnover are Monday, Tuesday, Wednesday and Friday.

High Incident, starring David Keith, will debut on Monday, March 4, at 9-10 p.m. The police drama is produced by DreamWorks.

Since the end of the *Monday Night Football* season, the network has been scheduling movies and specials in that time period leading into *Murder One*, at 10-11 p.m. Charles Haid, former co-star of Steven Bochco's *Hill Street Blues*, serves as co-executive producer of *High Incident*.

On Tuesday, March 5, the network will give *Buddies* a special preview in the 9:30-10 p.m. slot before it takes over its regular time slot of Wednesday, 9:30-10 p.m., on March 13. The series is produced by Wind Dancer Productions and Disney Television and stars Dave Chappelle and Christopher Gartin as best friends, one black and single and the other white and married.

The Naked Truth, which now airs in the Wednesday time period, will have completed its full season of original episodes.

The network's TGIF lineup will get two new entries beginning Friday, March 8, when *Muppets Tonight!* and *Aliens in the Family* debut at 8:30-9 and 9-9:30 p.m., respectively. Both series are from Jim Henson Productions. *Boy Meets World* and *Hangin' with Mr. Cooper*, which air in the time periods, will return to those slots in time for the May sweeps.

Champs, the first series from DreamWorks and currently on the ABC schedule, will go on hiatus from its Tuesday, 9:30-10, time slot after its Feb. 6 telecast. ABC will use episodes of *Grace Under Fire*, *Ellen* and *The Drew Carey Show* to fill the slot before debuting *The Dana Carvey Show* on Tuesday, March 12, in the time period. The sketch comedy is produced by



'Muppets Tonight' joins ABC's TGIF lineup.

Brillstein-Grey.

Finally, *The Faculty* premieres on Wednesday, March 13, in the 8:30-9 p.m. slot, replacing *The Drew Carey Show*, which will have completed its regular season of original episodes.

ABC has ordered two additional episodes of *Carey* and will air those episodes later this season. *The Faculty*, starring Meredith Baxter, is produced by ABC Productions.

Kids shows sell despite crunch

Syndicators find takers at NATPE in face of lower ratings, fewer available time periods

By Cynthia Littleton

Syndicators found ready takers for most of the new children's shows pitched at the NATPE convention two weeks ago, despite declining ratings, increased competition from cable and a time period crunch brought on by the growth of start-up networks.

Most new shows left the three-day market with at least 60% of the country cleared, partly because broadcasters had a smaller selection of kids strips and weeklies from which to choose than in years past.

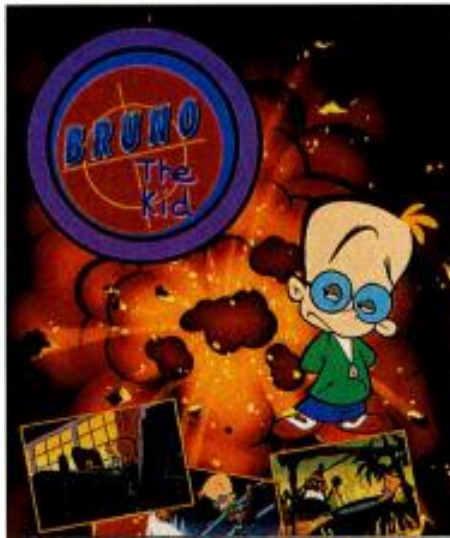
On the eve of NATPE '96, some syndicators were disheartened to learn of Fox's plans to add an hour morning show, *Breakfast Time*, to the network's lineup. And with Fox executives calling for affiliates to beef up their news operations, many fear prime morning time slots for first-run kids fare will be taken over by news blocks.

Adding to syndicators' woes is the promise of expanded kids blocks from UPN and the WB Network, not to mention the double-digit ratings growth that Nickelodeon enjoyed last year.

"There's no doubt it's getting harder and harder to clear new shows, particularly in areas where there's only one independent station in the market," says Peter Schmid, senior vice president of domestic distribution for Saban Entertainment.

In an effort to maintain a strong presence in a shrinking marketplace, Saban has sealed two-year deals, starting this fall, for its new and returning shows in more than 70% of the country. New shows on Saban's first-run slate, which will air under the new Saban Network, For Kids! banner, include the strip *Samurai Pizza Cats* and the weeklies *The WhyWhy Family* and *Saban's Adventures of Oliver Twist*.

Saban rival Bohbot Entertainment is moving in the same direction with plans to market its programming as the Bohbot Kids Network. Bohbot has cleared two-year deals in 71% of the country for its new strips *The Mask*, already a Saturday morning hit for CBS, and *Amazin' Adventures—The Series*, which will feature a rotating lineup of animated shows.



'B.R.U.N.O. the Kid' from Active features Bruce Willis's voice.

Buena Vista Television has cleared the new fall additions to the Disney Afternoon block—*Mighty Ducks* and *Duck Daze*—in 90% of the country. Although most stations run the two-hour block in its entirety, some Disney Afternoon shows are cleared on a stand-alone basis in select markets.

Buena Vista went on the offensive for Disney Afternoon last fall, teaming with cereal giant Kellogg Co. and advertising agency Leo Burnett to

maintain solid clearances over the next three years on the strength of a multi-million-dollar advertising commitment from Kellogg. Disney Afternoon, which will be scaled back to 90 minutes next year, has been cleared in 70% of the country for the 1997-98 and '98-'99 seasons.

Cluster Television, the programming arm of toy giant Hasbro, also scored clearances of 70%-75% at NATPE for its three new fall offerings: the strip *ATV* and weeklies *Richie Rich* and *All Dogs Go to Heaven*.

Other new shows that picked up steam at NATPE:

- Active Entertainment's strip *B.R.U.N.O. the Kid*, featuring the voice and creative talents of Bruce Willis, cleared in 62% of the country; the weeklies *Sky Dancers* and *Dragonflyz* cleared in 64%.

- Hearst Entertainment's *Flash Gordon* cleared in 50% of the country.

- Tradewinds Television's off-PBS offering of *Ghostwriter* cleared in 52% of the country.

- Summit Media's *Mega Man* cleared in 78% of the country, and the weekly *Pillow People* cleared in 80%.

- Litton Syndications' *Dream Big* has been cleared in more than 50% of

Stations will play games in daytime

Game shows and reality will be counterprogramming ammunition for some broadcasters this fall

By Cynthia Littleton

Diversity will be the watchword of daytime TV this fall as broadcasters turn to game shows and reality strips to break out of the talk bottleneck in many markets.

"We see game shows as excellent counterprogramming to talk," says Jerry Marcus, vice president and general manager of Fox O&O KRIV(TV) Houston.

The 12 Fox-owned stations spear-

headed the push behind game shows at last month's NATPE convention by endorsing Columbia TriStar Television Distribution's revival of the 1970s hits *The Dating Game* and *The Newlywed Game* as an hour strip this fall.

"Talk shows in general are not doing great numbers in this market, and those that are doing well are advertiser unfriendly," Marcus says, referring to the backlash against the sensational tone of many talk shows. *The Dating Game* and *Newlywed Game* were very suc-

cessful years ago, and they still look like a good way to reach the Fox demographic."

KRIV probably will run CTTD's Dating/Newlywed Hour between 9 a.m. and noon to fill the scheduling hole left by the cancellation of Twentieth Television's freshman talker *Gabrielle*.

The dismal performance of this season's new talk shows created openings for other genres and convinced a few syndicators to abandon plans to launch talk strips this year.

Syndicators have contributed to the changing climate by targeting a wider spectrum of the daytime audience, particularly with such reality-based strips as MCA Television's *Justice*, Worldvision Enterprises' *Hot Bench with Judge Judy Sheindlin* and Paramount Domestic Television's *Real TV*.

As the networks become more active in syndication, Big Three O&Os are buying less programming from outside suppliers. Still, the daytime picture is taking on a rosy hue for many O&Os and affiliates, which led the stampede for Warner Bros.' upcoming talk/variety strip with comedian Rosie O'Donnell.

Errata

In Jan. 29 story on structure of CBS/Maxam/Group W, head of Westinghouse International should have been identified as Ray Donahue.

In Jan. 29 issue, "NATPE '96: A three-day rush," *The Cape* should have been identified as being from MTM Television, and Paramount's *Viper* was inadvertently omitted. *Viper* has been cleared in 72% of country for fall 1996.

Most industry veterans agree that talk is likely to remain the dominant force in daytime and early fringe for many years to come. And some predict the new push to counterprogram talk will only benefit the genre in the long run.

"Although there has been a clear resurgence of game shows and a certain retrenchment in talk, talk shows are not going away," says Marc Schacher, vice president of programming

for Tribune Broadcasting Stations. "We're always looking for the best programming, whether it's a talk show or any other genre."

Tribune's flagship station, WGN(TV) Chicago, was an early pioneer of daytime talk blocks. In the fall, WGN will add Multimedia Entertainment's new talker *Pat Bullard* to a lineup that includes *Jenny Jones*, *Geraldo*, *Maurice Povich* and *Live with Regis and Kathie Lee*.

By contrast, the daytime offerings on Tribune's WPIX(TV) New York will soon range from talkers *Rolonda* and *Pat Bullard* to the magazine *American Journal* to an hour block consisting of Tribune Entertainment-produced dating game shows *Swaps* and *Bzzz!*, both aimed at *Ricki Lake*'s young adult audience.

"We're probably in for fewer talk shows in the New York market [this fall]," says Michael Eigner, general manager of WPIX. "With the access market [among Big Three O&Os] tightening up, we're getting more opportunities to experiment with magazines."

King World Productions' *Inside Edition* will move from an access berth

SYNDICATION MARKETPLACE

'Cops' tops

After four years in syndication, Twentieth Television's *Cops* is still tops on the reality beat. *Cops* booked a 4.9 average national Nielsen household rating for the week of Jan. 15, marking a 17% increase over the off-Fox strip's season-to-date household average of 4.2.

Guest host

Talk show host Jerry Springer is getting ready to make a housecall. Springer is calling on his loyal fans to send in videotapes this month explaining why an upcoming episode of the show should be taped from their home or workplace. Springer will select a winner in early March, with the taping to take place in April or May. Snippets from some of the entries will air on his show throughout the month.

'Crook & Chase' on a roll

Multimedia Entertainment's new talk/variety strip *Crook & Chase* began its slow national rollout last week, bowing on 32 stations includ-

ing Nashville's ABC affiliate, WKRN (TV), where it replaced an off-net sitcom block in the 3 p.m. slot. Multimedia officials say broadcaster interest in the midseason replacement offering, hosted by longtime TV partners Lorianne Crook and Charlie Chase, has been greater than expected.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 21. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.6/227/99
2. Jeopardy!	11.7/220/99
3. Home Improvement	10.4/219/97
4. Wheel of Fortune-wknd	8.0/178/81
5. Oprah Winfrey Show	7.8/235/99
5. Seinfeld	7.8/216/98
7. Entertainment Tonight	7.6/174/95
8. Star Trek: Deep Space Nine	6.8/235/99
9. Inside Edition	6.5/166/93
10. Simpsons	6.3/184/96
11. Hercules, Journeys of	6.0/227/98
11. Home Improvement-wknd	6.0/200/88
13. Roseanne	5.9/175/92
14. Xena: Warrior Princess	5.8/196/95
15. Hard Copy	5.7/175/92

Dynamic duo

Universal Television has signed a long-term development deal with producers Sam Raimi and Rob Tapert, creators of MCA Television's first-run hits *Hercules: The Legendary Journeys* and *Xena: Warrior Princess*. The duo's Renaissance Pictures, which also produces MCA's *American Gothic* for CBS, is working on the pilot of a drama, *Lorne & Max*, for ABC.

Two more years

Walt Disney Television & Telecommunications and PBS have renewed the award-winning children's series *Disney Presents Bill Nye the Science Guy* for two more seasons. The show, which airs on PBS and in syndication, debuted on Seattle's public television station KCTS-TV in 1991. Washington-based aircraft giant Boeing has signed on as the series' new PBS sponsor for 1996. Disney, with partners LIN Television and the National Science Foundation, will produce an additional 20 episodes of the FCC-friendly series. —CL

on the NBC O&O to WPIX in the fall to make room for WNBC(TV)'s new magazine strip *Access Hollywood*.

Chris Craft's outlets in New York and Los Angeles, meanwhile, have *Justice* and *Hot Bench* on tap for fall to break up a talk show menu that

includes *Ricki Lake*, *Jenny Jones*, *Richard Bey* and Maxam Entertainment's new *J&I*. Both WWOR(TV) New York and KCOP(TV) Los Angeles were left with holes to fill from the quick cancellation of Buena Vista Television's *Danny!* and the stations' deci-

sion not to bring another freshman talker, *Tempestt*, back for a second year.

"The court shows have traditionally worked well in daytime," says Leslie Glenn, program director for WWOR. "They may deliver more men than the talk shows did."

PEOPLE'S CHOICE: Ratings according to Nielsen, Jan. 22-28

Week 19	abc	CBS	NBC	FOX	U/P/N
	11.0/17	12.2/19	11.8/18	7.6/12	4.2/6
MONDAY	8:00 20. ABC Monday Night Movie—Innocent Victims, Part 2 12.2/18	17. The Nanny 12.7/19 31. Can't Hurry Lv 10.8/16 22. Murphy Brown 11.9/18 37. High Society 10.1/15	41. Fresh Prince 9.6/15 41. In the House 9.6/14 16. NBC Monday Night Movie—The Babysitter's Seduction 12.9/20	46. Melrose Place 9.1/14 67. Ned and Stacey 6.6/10 76. Partners 5.7/9	80. Star Trek: Voyager 5.4/8 94. Nowhere Man 3.1/5
	48. Murder One 8.6/14	14. Chicago Hope 13.9/23			
TUESDAY	11.4/18	6.5/10	11.7/19	4.2/6	4.0/7
8:00	13. Home Imprvmt 14.7/23	62. John Grisham's The Client 6.9/11	25. Frasier 11.3/18	87. Encounters: Hidden Truth 4.2/7	85. Moesha* 4.3/7
8:30	30. Hudson Street 11.1/17		11. 3rd Rock fr/Sun 15.0/23		93. Min Adj* 3.3/5
9:00	President's State of the Union Address	President's State of the Union Address	President's State of the Union Address	President's State of the Union Address	89. Savannah 3.8/6
9:30					85. Real Ghosts 2 4.3/7
10:00					
10:30	57. Roseanne 7.5/13	74. President, Cong 5.9/10	50. Dateline NBC 8.4/15		
WEDNESDAY	13.4/22	6.6/11	9.3/15	7.4/12	2.6/4
8:00	25. Ellen 11.3/18	54. Dave's World 7.9/13	43. Dateline NBC 9.4/15	50. Top Moments from 90210 8.4/13	95. Sister, Sister 2.9/5
8:30	33. Drew Carey 10.4/16	50. The Nanny 8.4/13			96. The Parent 'Hood 2.6/4
9:00	12. Grace Under Fire 14.8/23	69. Matt Waters 6.3/10	45. NBC Movie of the Week—The Innocent 9.2/15	68. Party of Five 6.5/10	97. The Wayans Bros. 2.5/4
9:30	15. Jeff Foxworthy 13.6/21				98. Unhap Ever After 2.2/3
10:00	10. PrimeTime Live 15.3/26	81. American Gothic 5.3/9			
10:30					
THURSDAY	7.8/12	10.2/16	20.5/32	6.0/9	
8:00	37. America's Funniest Videos Special 10.1/16	44. Smithsonian Fantastic Journey 9.3/14	8. Friends 18.2/29	71. Living Single 6.2/10	
8:30			9. Mad About You 16.8/26	74. The Crew 5.9/9	
9:00	65. ABC Thursday Night Movie—Mad Dog and Glory 6.7/10	28. Wld's Most Dangerous Animals 11.2/17	6. Seinfeld 22.0/33	73. New York Undercover 6.0/9	
9:30		37. 48 Hours 10.1/16	7. Caroline in/City 18.5/29		
10:00			5. ER 23.7/38		
10:30					
FRIDAY	11.7/19	7.8/13	10.9/18	7.7/13	
8:00	21. Family Matters 12.1/21	59. Due South 7.1/12	28. World Professional Figure-skating Championship 11.2/18	84. Space: Above and Beyond 4.7/8	
8:30	23. Boy Meets Wld 11.6/19	48. Diagnosis Murder 8.6/14		31. The X-Files 10.8/17	
9:00	25. Step by Step 11.3/18				
9:30	36. Maybe This Tm 10.2/16	55. Picket Fences 7.7/13	33. Dateline NBC 10.4/18		
10:00	18. 20/20 12.6/22				
10:30					
SATURDAY	5.7/10	10.9/18	10.1/17	6.8/11	
8:00	81. Jeff Foxworthy 5.3/9	35. Dr. Quinn, Medicine Woman 10.3/18	24. World Professional Figure-skating Championship 11.4/19	72. Cops 6.1/10	
8:30		40. Touched by an Angel 10.0/16		60. Cops 7.0/12	
9:00	65. Saturday Night at the Movies 6.7/11			60. America's Most Wanted 7.0/11	
9:30		19. Walker, Texas Ranger 12.4/21	56. Sisters 7.6/13		
10:00	99. Larouche Explor 2.1/4				
10:30					
SUNDAY	7.0/10	6.5/10	42.0/62	3.2/5	1.3/2
7:00	78. Am Fun Hm Vid 5.9/8	58. 60 Minutes 7.2/11	1. Super Bowl XXX—Dallas Cowboys vs. Pittsburgh Steelers 46.1/68	99. Space: Above and Beyond 2.1/3	105. Pinky & the Brain 1.1/2
7:30	62. Am Fun Hm Vid 6.9/10			90. The Simpsons 3.7/5	106. Simon 1.0/1
8:00	76. Lois & Clark 5.7/8	78. Cybill 5.5/8		91. Martin 3.6/5	101. Sister, Sister 1.6/2
8:30		83. Almost Perfect 4.8/7		88. Married w/Chld 4.1/6	101. Kirk 1.6/2
9:00	53. ABC Sunday Night Movie—Deceived 8.1/12	62. CBS Sunday Movie—To Dance with the White Dog 6.9/10	3. Post Game Sh 35.0/52	92. Martin 3.4/5	103. The Parent 'Hood 1.4/2
9:30			4. Friends 29.6/46		104. Cleghorne! 1.2/2
10:00					
10:30					
WEEK AVG	9.5/15	8.7/14	18.2/29	6.1/9	UPN: 4.1/6; WB: 2.4/4
STD AVG	11.2/18	9.5/16	12.0/20	7.4/12	UPN: 3.1/5; WB: 2.4/4

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

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 $\square$ \$170,748,000 $\square$ 4
Combos $\square$ \$57,820,261 $\square$ 13
FMs $\square$ \$35,493,500 $\square$ 12
AMs $\square$ \$4,219,000 $\square$ 9
Total $\square$ \$268,280,761 $\square$ 38

So far in 1996:

TVs $\square$ \$268,933,010 $\square$ 11
Combos $\square$ \$144,783,486 $\square$ 25
FMs $\square$ \$96,899,510 $\square$ 23
AMs $\square$ \$4,856,999 $\square$ 15
Total $\square$ \$516,131,006 $\square$ 74

TV

WCTV(TV) Thomasville, Ga./Tallahassee, Fla., and **WKXT-TV** Knoxville, Tenn.

Price: \$165 million for stock (deal includes PortaPhone and satellite/production business)

Buyer: Gray Communications Systems Inc., Albany, Ga. (Ralph W. Gabbard, president); owns KTVE(TV) Monroe, La./El Dorado, Ark.; WJHG-TV Panama City, Fla.; WALB-TV Albany and WRDW-TV Augusta, Ga., and WKYT-TV Lexington and WYMT-TV Hazard, Ky.; and daily newspapers *Albany* (Ga.) *Herald*, *Rockdale Citizen* (Conyers, Ga.) and *Gwinnett Daily Post* (Lawrenceville, Ga.)

Seller: John H. Phipps Inc., Tallahassee (John E. Phipps, chairman); no other broadcast interests

Facilities: WCTV: ch. 6, 97.5 kw visual, 19.5 kw aural, ant. 2,031 ft.; WKXT-TV: ch. 8, 316 kw visual, 31.6 kw aural, ant. 1,290 ft.

Affiliations: Both CBS

KIEM-TV Eureka, Calif.

Price: \$3.05 million

Buyer: Pollack/Belz Broadcasting Co., Alexandria, La. (William Pollack, president); owns KLAX(TV) Alexandria

Seller: Precht Television Associates Inc., Eureka (Robert H. Precht, president); no other broadcast interests

Facilities: Ch. 3, 100 kw visual, 10 kw aural, ant. 1,650 ft.

Affiliation: NBC

WOCD(TV) Amsterdam/Albany, N.Y.

Price: \$2.5 million

Buyer: Christian Network, Clearwater, Fla. (Dan Steucher, president; Lowell "Bud" Paxson, founder); owns

KUBD(TV) Denver; WCTD(TV) Miami and WIRB(TV) Melbourne, Fla.; WCEE(TV) Mount Vernon, Ill./St. Louis and WTJC(TV) Springfield, Ohio; is buying KWB(TV) Flagstaff/Phoenix, Ariz., KLD(TV) Lake Dallas/Dallas, and WHKE(TV) Kenosha/Milwaukee, Wis.

Seller: Cornerstone TeleVision Inc., Wall, Pa. (Oleen Eagle, president); no other broadcast interests

Facilities: Ch. 55, 5,000 kw visual, 500 kw aural, ant. 731 ft.

Affiliation: Independent

WVGV-TV Lewisburg/Bluefield, W.Va.

Price: \$198,000

Buyer: High Mountain Broadcasting Corp., Ridgefield, Conn. (John Tupper, president/53% owner). Tupper owns 40% of WXXV-TV Gulfport, Miss.

Seller: WVGV Television Corp., Charlottesville, Va. (Sidney E. Shumate, president); no other broadcast interests

Facilities: Ch. 59, 70.9 kw visual, 7.9 kw aural, ant. 1,302 ft.

Affiliation: Not on air

COMBOS

KNUZ(AM)-KQUE(FM) Houston

Price: \$39.5 million

Buyer: Multi-Market Radio Inc., Springfield, Mass. (Michael G. Ferrell, president/2.28% owner; Robert F.X. Sillerman, 15.18% nonvoting owner); owns KOLL(FM) Maumelle, Ark.; WPKX(FM) Enfield and WPLR(FM) New Haven, Conn.; WGNE-FM Titusville, Fla.; WKBG(FM) Martinez, Ga.; WHMP-AM-FM Northampton, Mass.; WMJY(FM) Biloxi and WKNN-FM Pascagoula, Miss.; WRXR-FM Aiken and WYAK-FM Surfside Beach, S.C.; is selling WRSF(FM) Columbia, N.C.; has LMA with WYBC-FM New Haven. Sillerman is executive chairman/53.2% owner of SFX Broadcasting Inc., which owns KODA(FM) Houston.

Seller: Texas Coast Broadcasters Inc., Houston (David H. Morris, president); no other broadcast interests

Facilities: AM: 1230 khz, 1 kw; FM:

102.9 mhz, 100 kw, ant. 1,049 ft.

Formats: AM: News/opinion; FM: MOR, oldies, big band

KBRG(FM) Fremont, **KLOK(AM)** San Jose-**KLOK-FM** Greenfield and **KVRG(AM)** Soledad-**KVRG-FM** Seaside, all Calif.

Price: \$5,113,261 cash and stock
Buyer: Latin Communications Group Inc., N.Y. (Peter Davidson, president/CEO); owns WMDO(AM) Wheaton, Md., and N.Y. daily newspaper *El Diario/La Prensa*

Seller: Estelle Gonzales-Walgreen, San Jose

Facilities: KBRG: 104.9 mhz, 3 kw, ant. 300 ft.; KLOK: 1170 khz, 50 kw day, 5 kw night; KLOK-FM: 99.5 mhz, 30 kw, ant. 640 ft.; KVRG: 700 khz, 2.5 kw day, 700 w night; KVRG-FM: 107.1 mhz, 1.85 kw, ant. 587 ft.

Formats: KBRG: adult contemporary, Spanish; KLOK: Spanish, news, talk; KLOK-FM: Spanish; KVRG: Spanish; KVRG-FM: Spanish

WTAI(AM)-WAOA(FM) Melbourne, Fla.

Price: \$5 million

Buyer: GEM Broadcasting Inc., West Palm Beach, Fla. (Joseph D. Farish Jr., president/owner); no other broadcast interests

Seller: Silicon East Communications Partnership, Miami (Sylvan Taplinger, president); no other broadcast interests

Facilities: AM: 1560 khz, 5 kw; FM: 107.1 mhz, 100 kw, ant. 500 ft.

Format: AM: news/talk; FM: CHR

Broker: Robert A. Chaisson Inc.

KXEW(AM) South Tucson/Tucson and **KOHT(FM)** Marana, Ariz.

Price: \$2.725 million

Buyer: Big Broadcast of Arizona LLC, L.A. (Arthur Egnioian [on-air name Art Laboe], president/owner); no other broadcast interests

Seller: Cactus Broadcasting LP, Tucson (Frank Lazarus, general partner); no other broadcast interests

Facilities: AM: 1600 khz, 1 kw; FM: 98.3 mhz, 3 kw, ant. 200 ft.

Format: Both Spanish

Local TV advertising tops \$6 billion

The Television Bureau of Advertising reports that preliminary local television advertising sales were up 5% in 1995, to \$6.615 billion, based on a survey of 315 stations across the country. The same stations were up 0.9% in national spot sales, to \$6.66 billion. The results were dragged down by a poor fourth quarter, when spot was down 11% and local was down 2.3%. TVB stresses that the figures hold only for those participating in the survey and are not final industry results for the year. Those figures will be released in several weeks, says TVB.

—SM

Stock offering from Paxson

Paxson Communications has filed a registration statement for a proposed offering of 10 million shares of common stock that could raise up to \$125.7 million. The proceeds would fund station acquisitions, several of which are pending at the FCC, and expand the company's inTV (Infomall TV Network). Some of the proceeds also might be used for debt repayment and general corporate purposes, said Paxson, which trades on the American Stock Exchange.

The registration statement indicates that roughly 25% of the company will be traded publicly when the current offering is complete. It is being underwritten by Smith Barney, PaineWebber, CIBC Woody Gundy and BT Securities Corp. In addition to its television station holdings, which primarily air infomercial and home shopping programming (with the exception of WPBF-TV, the ABC affiliate in West Palm Beach, Fla.), the company owns 18 radio stations. Home Shopping Network co-founder Lowell "Bud" Paxson is chairman/CEO.

—SM

man/26% owner of Knight Communications Corp.

Facilities: AM: 1380 khz, 1 kw; FM: 100.3 mhz, 31 kw, ant. 161 ft.; wqcl-FM: 95.3 mhz, 1.4 kw, ant. 682 ft.

Format: AM: sports/talk; FM: rock 'n' roll; wqcl-FM: oldies

WFYC-AM-FM Alma, Mich.

Price: \$393,000

Buyer: JACOM Inc., Alma (James P. Sommerville, president/50% owner); no other broadcast interests

Seller: Sommerville Broadcasting Inc., Alma (David Sommerville, president); no other broadcast interests

Facilities: AM: 1280 khz, 1 kw day, 45 w night; FM: 104.9 mhz, 3 kw, ant. 299 ft.

Formats: Both country

KVAC-AM-KLLM-FM Forks, Wash.

Price: \$300,000

Buyer: Alco Services Inc., Marysville, Wash. (Al Nearholt, president/owner); no other broadcast interests

Seller: ICES' Inc., Forks (Donald E. Ice, president); no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 103.9 mhz, 3 kw, ant. -75 ft.

Format: Both country

KPAG-AM-KRQS-AM Pagosa Springs, Colo.

Price: \$250,000

Buyer: Lamar Food Stores Inc., Lamar, Colo. (F.B. Becquet, president/owner); owns KLMR-AM-KSEC (FM) Lamar and is selling KULY-AM) Ulysses and KFXX-FM Hugoton, Kan.

Seller: Rod-Mar Inc., Navarre, Fla. (Robert B. Roddy, principal). Roddy has interest in WKAG-AM-FM Albany, Ga.

Facilities: AM: 1400 khz, 1 kw; FM: 106.3 mhz, 160 w, ant. 1,280 ft.

Formats: Both country

WLIV-AM-WCSD-AM Livingston, Tenn.

Price: \$100,000

Buyer: Sunny Broadcasting LLC, Livingston (Millard V. Oakley, 80% owner); no other broadcast interests

Seller: Larry E. Nunn and Millard V. Oakley (80% owner), Livingston; no other broadcast interests

Facilities: AM: 920 khz, 1 kw day; FM: 95.9 mhz, 2.85 kw, ant. 472 ft.

Formats: AM: modern country; FM: beautiful music

RADIO: FM

KIFM-FM San Diego

Price: \$28.75 million

Buyer: Jefferson Pilot Communications Co., Greensboro, N.C. (William E. Blackwell, president); owns KSON-AM-FM San Diego; KKFN-AM-KYGO-FM Denver and KYGO-AM-KWMX-FM Lake-

KXZZ-AM-KBIU-FM Lake Charles, La.

Price: \$1.5 million

Buyer: Louisiana Media Interests Inc., Dallas (John M. Borders, Don L. Turner, Jerry Goos, principals); owns KYKZ-FM Lake Charles. Borders also

owns KGMV-AM-KGBX-FM Springfield and KGMV-FM Aurora/Springfield, Mo.

Seller: Dixie Broadcasters Inc., Lake Charles (Al and Dixie Johnson, son Danny Johnson, owners); no other broadcast interests

Facilities: AM: 1580 khz, 1 kw; FM: 103.7 mhz, 100,000 w, 425 ft.

Formats: AM: urban; FM: CHR

Broker: Sunbelt Media Inc.

WSPO-AM-WSPT-AM Stevens Point, Wis.

Price: \$1.2 million

Buyer: Americus Communications Inc., Stevens Point (Richard L. Muzzy, president/owner); owns WKQH-AM) Marathon, Wis.

Seller: Americus Communications #1 LP, Stevens Point (general partners: Continental Broadcasting Inc. [William C. Davis, president] and Richard L. Muzzy); owns WBIZ-AM-FM Eau Claire, Wis.

Facilities: AM: 1010 khz, 1 kw day; FM: 97.9 mhz, 51 kw, ant. 340 ft.

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

KOBE-AM Las Cruces-KMVR-AM Mesilla Park, N.M.

Price: \$700,000

Buyer: Edwards Media Ltd. Co., Las Cruces (George E. Riordan, manager/14.28% owner); no other broadcast interests

Seller: Rainbow Communications Corp., Colorado Springs (James M. Larkin, president); no other broadcast interests

Facilities: AM: 1450 khz, 1 kw; FM: 104.9 mhz, 3 kw, ant. -32 ft.

Format: AM: religion, Spanish, news/talk; FM: top 40

Broker: Whitley Broadcast Media Inc.

WDXR-AM Paducah, Ky., and

WDXR-FM Golconda, Ill.

Price: \$625,000

Buyer: Hilltopper Broadcasting Inc., Bowling Green, Ky. (Wes Strader, president/12.4% owner); owns WBGN-AM) Bowling Green-WBLG-AM) Smiths Grove, Ky.

Seller: Mason-Dixon Broadcasting Co., Carbondale, Ill. (David J. Emerson, principal); no other broadcast interests

Facilities: AM: 1450 khz, 1 kw; FM: 94.3 mhz, 3.1 kw, ant. 449 ft.

Formats: AM: news/local, regional, national sports; FM: traditional country

WTMN-AM (formerly WCQL)-WHEB-AM Portsmouth, N.H., and WCQL-FM York Center, Me.

Price: \$414,000 for stock

Buyer: Brothers Randolph H. Knight, St. Thomas, V.I.; Robert A. Knight, Weston, Mass., and N. Scott Knight, Wellesley, Mass. (sons of seller; each will be 9.6% owner after sale). Randolph H. Knight is vice chairman/16% owner, Robert A. Knight is senior VP/16% owner and N. Scott Knight is president/16% owner of Knight Communications Corp., which owns WTMN-AM-WHEB-AM) Portsmouth, N.H., and wqcl-FM York Center, Maine. Knights also each own 33.3% of company buying wvml-AM) Charlotte Amalie, V.I.; also are buying wgir-AM-FM Manchester, N.H., and wezf-AM) Burlington, Vt., and wtag-AM-WSRS-AM) Worcester, Mass., from seller Norman Knight, their father.

Seller: Norman Knight, Boston (54.8% owner before sale/26% owner after sale). Knight is chair-

wood, Colo.; WLYF(FM) Miami, WMXJ(FM) Pompono Beach and WAXY(AM) S. Miami, all Fla.; WQXI(AM) Atlanta and WSTR(FM) Smyrna, Ga.; WBT-AM-FM and WBT(TV) Charlotte, N.C.; WCSC-TV Charleston, S.C., and WWBT(TV) Richmond, Va.

Seller: KIFM Broadcasting LP, San Diego (Bruce Walton, president); no other broadcast interests

Facilities: 98.1 mhz, 28 kw, ant. 640 ft.
Format: Jazz, new age, new adult contemporary

Broker: Star Media Group Inc.

WZPK(FM) Berlin, N.H.

Price: \$1.825 million

Buyer: Fuller-Jeffrey Broadcasting Cos. Inc., Granite Bay, Calif. (Robert F. Fuller, president/50.003% owner); owns KVVV(FM) and KLCQ(FM) Healdsburg/Santa Rosa, KSRO(AM) Santa Rosa and KSTE(AM) Rancho Cordova/Sacramento, all Calif.; KKSD(AM)-KJJY(FM) Des Moines; WCYY(FM) and WCYI(FM) Biddeford/Portland, WBLM(FM) Portland and WXBB(FM) Kittery, all Maine, and WOKQ(FM) Dover, N.H.
Seller: New England Broadcasting Inc., North Conway, N.H. (debtor-in-possession; Stephen E. Powell, president/45% owner); owns WMOU(AM) Berlin, is buying WZJN(FM) Jackson, N.H. Powell has applied to build FM in Farmington, N.H.

Facilities: 103.7 mhz, 22.5 kw, ant. 3,870 ft.

Format: Hot adult contemporary

Broker: Media Services Group Inc.

WOFM-FM Mosinee/Wausau, Wis.

Price: \$1.45 million

Buyer: Midwest Radio Inc., Wausau (Orville N. Heinz, president/51% owner). Heinz owns 8% of WGEE(AM)-WIXX(FM) Green Bay, Wis.

Sellers: Mosinee Communications Inc., Wausau (Peggie P. Mallery, president); no other broadcast interests

Facilities: 94.7 mhz, 50 kw, ant. 492 ft.

Format: Oldies

WWBE(FM) Mifflinburg, Pa.

Price: \$800,000

Buyer: Bernstein-98 Inc., Selinsgrove, Pa. (David Bernstein, president/100% joint owner with his wife, VP Susan A. Bernstein). David Bernstein is 79.38% owner of WYGL-AM-FM Selinsgrove/Elizabethville, Pa.; 50% owner of WLGL(FM) Riverside and WHGL-AM-FM Troy/Canton, Pa. Bernsteins are applying to build FM at South Waverly, Pa.

Seller: Marnu Inc., Mifflinburg (Pryor E. Neuber Jr., president); owns WWBV(FM) Beaver Springs, Pa.

Facilities: 98.3 mhz, 3 kw, ant. 403 ft.

Format: Country

WGCT(FM) Ellettsville, Ind.

Price: \$675,000

Buyer: Broadcasting Management Inc., Indianapolis (Arthur A. Angotti, president/60.52% owner); owns KCOL(AM)-KPAW(FM) Fort Collins, Colo., and WGBD(FM) Attica, WBWB(FM) Bloomington and WAZY(FM) Lafayette, all Ind.

Seller: KATIECO Inc., Spencer, Ind. (Katharine Williams, president); no other broadcast interests

Facilities: 105.1 mhz, 6 kw, ant. 328 ft.

Format: Not on air

WNDB-FM Ormond-by-the-Sea, Fla.

Price: \$530,000

Buyer: Root Communications Inc., Daytona Beach, Fla. (James L. Davis, president); owns WNDB(AM) Daytona Beach and WLKF(AM) Lakeland, Fla., and KMVT(TV) Twin Falls, Idaho

Seller: Gloria Bell Byrd, Daytona Beach; no other broadcast interests

Facilities: 95.7 mhz

Format: '70s and more

KMOU(FM) Roswell, N.M.

Price: \$350,000

Buyer: Blaze Broadcasting Corp., Roswell (C. Warren Scott, president/

owner). Scott owns 42% of KSFX(FM) Roswell.

Seller: Dewey Matthew Runnels, Roswell; owns KRSY(AM) Roswell and has applied to build FM at Carlsbad, N.M.

Facilities: 104.7 mhz, 50 kw, ant. 409 ft.

Format: Modern country

WSTD(FM) Standish, Mich.

Price: \$311,000

Buyer: Amber Broadcasting Co. Inc., Beachwood, Ohio (Jay D. Wachs, president/owner); no other broadcast interests

Seller: Agri-Valley Communications Inc., Pigeon, Mich. (Edwin H. Eichler, president); no other broadcast interests

Facilities: 96.9 mhz, 3 kw, ant. 328 ft.

Format: Adult contemporary

KEMB(FM) Emmetsburg, Iowa

Price: \$300,000

Buyer: John and Sara Eisert (spouses), Algona, Iowa; no other broadcast interests

Seller: Jacobson Broadcasting Corp., Estherville, Iowa (Roger Jacobson, president). Jacobson is president/owner of KILR-AM-FM Estherville.

Facilities: 100.1 mhz, 5 kw, ant. 82 meters

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Format: Adult contemporary

WTWL(FM) McKinnon, Tenn.

Price: \$200,000

Buyer: WENK Broadcast Group Inc., Union City, Tenn. (Terry L. Hailey, president/20% owner); also owns WWKF-FM Fulton, Ky., and WENK-AM Union City and WTPR-AM-WAQO-FM Paris, Tenn.

Seller: Cumberland Radio Partners Inc., Clarksville, Tenn. (Hank Bonecutter, president); owns WJZM(AM) Clarksville

Facilities: 101.5 mhz, 790 w, ant. 607 ft.

Format: Country

KOYN(FM) Paris, Tex.

Price: \$160,000

Buyer: Bobby J. and Jan L. Floyd, Paris (joint owners); no other broadcast interests

Seller: Glada M. Chase, Paris; no other broadcast interests

Facilities: 93.9 mhz, 50 kw, ant. 492 ft.

Format: Country

WVSZ(FM) Chesterfield, S.C.

Price: \$142,500

Buyer: Our Three Sons Broadcasting, Rock Hill, S.C. (Manning Kimmel IV and Allen M. Miller, general partners); has interests in WRHI(AM) Rock Hill and WRHM(FM) Lancaster, S.C.; has applied to build AMs in Chesterfield and Lancaster

Seller: D, D and D Broadcasters of Chesterfield (Albert William DeHope III, president); owns WCRE(AM) Cheraw, S.C.

Facilities: 107.3 mhz, 3 kw, ant. 328 ft.

Format: Not on air

RADIO: AM

KEYH(AM) Houston

Price: \$1.2 million

Buyer: El Dorado Communications Inc., Los Angeles (Thomas H. Castro, president/45% owner); owns KMQA(FM) West Covina, Calif., and KXTJ(FM) Beaumont and KQQK(FM) Galveston, Tex.

Seller: Arlite Broadcasting Co. Inc., Houston (David M. Best, principal); no other broadcast interests

Facilities: 850 khz, 10 kw day

Format: Spanish

KGGR(AM) Dallas

Price: \$1.15 million

Buyer: Mortenson Broadcasting Co. of Texas Inc., Lexington, Ky. (Jack Mortenson, president/owner); owns WGBR(AM) Baltimore and 98% of WCGW(AM) Nicholasville-WJMM-FM Versailles, Ky.; WHLO(AM) Akron and WTOF-FM Canton, Ohio, and WEMM(FM), Huntington, W.Va. Jack Mortenson owns 51% of WLOU(AM) Louisville, Ky.

Seller: Faith Broadcasting LP, Houston (Anthony R. Chase, principal); owns KLBG(AM) Alexandria, La.; KYOK(AM) Houston and KALO(AM)-KHYS(FM) Port Arthur, Tex.

Facilities: 1040 khz, 1 kw day

Format: Religion, talk, black

KZSJ(AM) (formerly KSJI) San Martin, Calif.

Price: \$450,000

Buyer: Amador S. Bustos, El Dorado Hills, Calif.; 72.15% joint owner with wife Rosalie L. of Z Spanish Radio Network Inc. Z operates La Zeta radio network, owns KZLZ(FM) Kearny and KZNO(FM) Nogales, Ariz.; KZSF(FM) Alameda, KHOT(AM)-KZFO(FM) Madera, KZSA(FM) Placerville and KZWC(FM) Walnut Creek, Calif.; is buying KZBA(FM) Shafter and KSUV-FM McFarland, Calif.; and has LMA with KZMS(FM) Patterson, Calif. Amador Bustos has applied to build FM at Longmont, Colo., and owns 20% of company that has applied to build FM at Sacramento, Calif.

Seller: Jeffrey N. Eustis, Stanford, Calif.; selling construction permit for WTOR(AM) Youngstown, N.Y. (see next item)

Facilities: 1120 khz, 5 kw d, 150 w n

Format: Spanish

CP for WTOR(AM) Youngstown, N.Y.

Price: \$409,000 (less land cost)

Buyer: Birach Broadcasting Corp., Southfield, Mich. (Sima Birach, president/owner); owns WNWJ(AM) Pocomoke City/Brinklow and WWTL(AM) Walkersville, Md.; WNZK(AM) Dearborn Heights, Mich., and WWCS(AM) Canonsburg, Pa.

Seller: Multinat Inc., Stanford, Calif. (Jeffrey N. Eustis, owner). Eustis is selling KZSJ(AM) San Martin, Calif. (see preceding item)

Facilities: 770 khz, 5 kw day

KAFY(AM) Bakersfield, Calif.

Price: \$250,000

Buyer: Hispanic Media Group Inc., Miami (Amancio V. Suarez, president/75% owner); no other broadcast interests

Seller: Randell Parker, Arvin, Calif. (trustee)

Facilities: 970 khz, 1 kw day, 5 kw night

Format: Spanish

WXTL(AM) Jacksonville Beach, Fla. and CP for AM at Baldwin, Fla.

Price: \$240,000

Buyer: McEntee Broadcasting of Florida Inc., West Palm Beach, Fla. (William J. McEntee Jr., president/60% owner/president of seller). William McEntee owns KCUV(AM)

Englewood, Colo., and WCEE(TV) Mount Vernon, Ill.

Seller: Sudbrink Broadcasting Co. of Jacksonville, West Palm Beach (William J. McEntee Jr., president)

Facilities: 1010 khz, 10 kw day

Format: Religious

WKGA(AM) Zion, Ill.

Price: \$215,000

Buyer: Lotus Communications Corp., Los Angeles (Howard A. Kalmenson, president); owns KEKO(FM) Green Valley and KTKT(AM)-KLPX(FM) Tucson, Ariz.; KGST(AM) Fresno, KGST(FM) Auberry, KWKW(AM) Los Angeles, KOXR(AM) Oxnard and KFSD-FM San Diego, all Calif.; WTAQ(AM) La Grange, Ill.; KENO(AM)-KOMP(FM) and KORK(AM)-KXPT(FM) Las Vegas, KHIT-FM, KOZZ-AM-FM and KHIT-FM Reno/Las Vegas and KHIT(AM) Sun Valley, all Nev., and KZEP(FM)-KZDC(AM) San Antonio; is buying KRCV(AM) Reno/Las Vegas

Seller: North Shore Broadcasting Group Inc., Gurnee, Ill. (Robert C. Jeffers, president); no other broadcast interests

Facilities: 1500 khz, 250 kw day

Format: Spanish

WHIM-AM (formerly WKRI)

West Warwick, R.I.

Price: \$200,000

Buyer: Providence Broadcasting Inc., Providence, R.I. (Richard Muserlian, president/33.3% owner); no other broadcast interests

Seller: D.B.H. Broadcasting Inc., W. Warwick (Roger E. Bouchard, president); no other broadcast interests

Facilities: 1450 khz, 1 kw

Format: Adult contemporary; big bands of '40s, '50s, '60s; Spanish

KCPX(AM) Centerville, Utah

Price: \$105,000

Buyer: Utah Spanish Radio Corp., Salt Lake City (Filipe Edelmira Rivera, president/55% owner)

Seller: US Radio Group Inc., Philadelphia (Ragan A. Henry, chairman/CEO/50.9% owner); owns KMJX(FM) Conway and KDDK(FM) Jacksonville, Ark.; WRAW(AM)-WRFY-FM Reading, Pa.; WDIA(AM) and WHRK-FM Memphis; KHEY-AM-FM and KPRR(FM) El Paso and KJOJ-FM Freeport/Houston, Tex.; WOWI-FM and WJCD(FM) Norfolk, wsvy (AM) Portsmouth and WQOK(FM) South Boston, all Va.; 40% of WDZR(FM) Mount Clemens, Mich., and WKKV(FM) Racine, Wis.

Facilities: 1600 khz, 5 kw day, 1 kw night

Format: Not on air

Broker: Spectra Real Estate

Country still king, but slipping

Analysis of fall '95 books in top 25 markets also shows news/talk, urban, Spanish gaining

Radio

By Donna Petrozzello

Although country music has locked in the nation's largest radio audience, news/talk formats claimed the most listeners in the top 25 markets, according to research based on the latest Arbitron survey (fall 1995).

In a report released last week, Gerry Boehme, Katz Radio Group senior vice president/research director, says that country garnered 8.8% of the total radio audience of listeners 12-plus.

But while country dominated radio listening on average, it slipped from the 9.2% total audience share reported in Arbitron's fall 1994 survey, Boehme says.

Veteran country programmer Ted Stecker, now program director of recent country convert WLS-FM Chicago, explained the drop by saying that some listeners may have strayed from country to emerging "alternative" formats during the past year: "Some of the peripheral listeners who were listening to country primarily because of a lack of excitement in pop music are probably spending more time with pop and alternative music now. Alternative music formats tend to be building steam and making progress. But country has not lost its core audience."

In separate research released last week, Marla Pirner, Interep Radio Store executive vice president, analyzed audience shares in Arbitron's top 25 markets. Pirner noted that news/talk formats claimed a 17.2% total audience share among listeners 12+ in the fall '95 survey. That share was consistent with research compiled on news/talk for the same markets in fall 1994, Pirner noted. Yet Boehme's research found a slight decrease in audience share for news/talk stations, from 5.9% to 5.6% of total audience across markets nationwide.

In comparing Arbitron data for urban formats in the top 25 markets, Pirner noted that urban claimed 11.1% of the total audience in fall '95 compared with 10% in fall '94. Boehme noted an uptick in audience share for urban adult contemporary and urban

Format Favorites

Top 25 markets

Comparison of audience share for specific formats on average in Arbitron's top 25 metro markets based on listener surveys of people ages 12 and older in fall 1994 and fall 1995.

FORMAT	% TOTAL AUDIENCE SHARE	
	FALL '94	FALL '95
News/talk	17.2	17.2
Urban	10.0	11.1
Adult contemporary	9.7	9.4
Country	7.9	7.6
Spanish	5.3	6.4
Oldies	6.2	4.8
Album-oriented rock	5.5	4.4
Modern rock	3.9	4.4
Contemporary hits	4.4	3.7
Hot adult contemporary	3.4	3.2
Adult standards	3.0	3.2
Classic rock	3.8	3.0
Jazz	2.7	2.9
Classical	2.2	2.2
Adult alternative	1.2	1.4

Source: The Interep Radio Store

90+ market average

Comparison of audience share for specific formats on average across more than 90 markets surveyed by Arbitron, based on listener surveys in fall 1994 and fall 1995 of people ages 12 and older.

FORMAT	% TOTAL AUDIENCE SHARE	
	FALL '94	FALL '95
Country	9.2	8.8
Adult contemporary	6.1	5.9
News/talk	5.9	5.6
Album-oriented rock	5.1	4.6
Contemporary hits	4.5	4.5
Oldies-gold	4.3	4.3
Spanish	3.7	4.3
Urban	4.4	4.2
Alternative rock	3.4	3.2
Hot adult contemporary	2.6	2.6
Soft adult contemporary	2.7	2.5
Classic rock	2.4	2.3
Urban adult contemporary	1.8	2.0
1970s oldies	1.7	1.6
Urban contemporary hits	1.7	1.9

Source: Katz Radio Group

contemporary hits formats, but recorded an overall 0.2% dip for urban formats across all markets between fall '94 and fall '95.

Urban contemporary WGCI-FM Chicago President Marv Dyson expects that upward trend to continue for urban formats: "Urban radio is as good now as it has ever been, and I think it is going to get better."

Pirner's research also found Spanish formats gaining significant audience share, according to Arbitron's latest survey. She noted that Spanish claimed 5.3% of the audience in the top 25 metros in fall '94, but grew to 6.4% in the fall '95 book.

Both Boehme's and Pirner's research found a decline in audience share for classic rock and album-oriented rock formats. According to Pirner, classic rock dropped from 3.8% to 3% of the total audience between fall '94 and fall '95 in the top 25 metros. Boehme reported a .1% drop in audience share for classic rock in the same period, from 2.4% to 2.3%, but a .5% drop for album rock, from 5.1% to 4.6% across all measured markets.

Program director John McCrae of

modern rock KRQR(FM) San Francisco says the "revitalization" of rock by new artists has encouraged an increasing number of rock stations to drop classic formats based on rock legends. KRQR revamped its format from classic to modern rock gradually last fall, McCrae says.

"The attraction to rock as a genre of music is due to a compelling sense of discovery in listeners," McCrae says. "The product of classic rock was fine in the late 1980s when the new music coming out was terrible. Now the new music is better and classic rock can be a piece of the complexion of a rock station, but it can't be the sole driver of the image of that station."

David Kantor, ABC Radio Networks executive vice president, says modern and alternative rock formats have flourished because there is "a real desire [among] listeners of all ages to hear new music." That desire has caused audience share to decline for rock formats that feature "classic rock and heritage" artists, he says. Kantor notes that the trend has increased audience share for hot AC and adult alternative formats, which also rely on new music. ■

WKQX(FM) Chicago may be considering Stern

Station executives at alternative rock WKQX(FM) Chicago say they have had "exploratory talks" with Howard Stern's management and may consider airing Stern's morning show.

Jeff Smulyan, chairman/CEO of WKQX parent company Emmis Broadcasting, says that WKQX managers have discussed programing changes that may include "a high-profile morning show," but the station may decide to retain the music-intensive morning show now hosted by Brooke Hunter. However, Smulyan says, "We've talked to a lot of people, and we're in the stage where everybody is talking to everybody."

Stern's history in Chicago has been rocky. His show has aired on three stations in the market, including WLUP-FM and WCKG(FM). Since October it has aired on WJJD(AM), a station owned by Infinity Broadcasting, which also syndicates Stern's show. The show flipped from an FM outlet to an AM last October after WCKG General Manager Michael Disney dropped it, citing "philosophical differences" with its content.



Westwood One's Mutual-NBC Radio Correspondent Peter Maer interviews the President aboard an Air Force transport during Clinton's trip to Bosnia, Italy, Hungary and Croatia in mid-January.

Industry insiders have questioned how well Stern's show could do in Chicago on an AM station. It airs mainly on rock-oriented FM stations with appeal to men ages 18-34, a target audience for Stern.

Evergreen revamps WYNY(FM) New York

Evergreen Media Corp. executives announced they will drop the long-standing country format of WYNY(FM) on Feb. 5, but were tight-lipped about

what New York listeners should expect next.

Evergreen President and Chief Operating Officer Jim DeCastro would divulge only that WYNY will simulcast programing from Evergreen's rock WRCX(FM) Chicago today (Feb. 5), but said little about future programing plans. WRCX's simulcast will include the station's morning show hosted by Matthew "Mancow" Muller, DeCastro said. Evergreen executives may consider launching Mancow nationally later this year.

Mayo to consult ABC

Barry Mayo, veteran urban radio programmer and former president of Broadcasting Partners Inc., has signed an exclusive agreement with ABC Radio Networks to serve as consultant for programing and marketing its urban format shows.

Through BPI, Mayo worked with the group's former urban stations WVAZ(AM) Oak Park, Ill.; WEJM-AM-FM Chicago, and WBAV-FM Gastonia (Charlotte), N.C. He has served as consultant to ABC on its 24-hour urban AC format program, "The Touch," for several years, network officials say.

Now president of MaYOMedia, Mayo is expected to work with the network on its expanded urban programing services, including syndicated shows by Tom Joyner and Doug Banks, its two long-form urban format services, prep services, urban-format news shows and specials.

Survey response rate by young males increases

Arbitron says the response rate of males ages 18-24 to its surveys has improved 20% in two years. The company says that 42.7% of the young men contacted to participate in its fall 1995 survey returned completed diaries. That rate beats both the 40.2% response to Arbitron's fall 1994 survey and the 35.7% response to the fall 1993 survey by men 18-24, according to Arbitron data.

—DP



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Cable

February 5, 1996



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Turner pays \$1.2 million for 'ER'

Most recent in series of big-ticket off-net hour sales to cable

By Rich Brown

Cable networks are opening their wallets wider than ever in hot pursuit of off-network series.

With the industry still catching its breath over the \$600,000-per-episode sale of *The X-Files* to Fox's fX cable network, now comes word that Turner Entertainment Group plans to shell out a record \$1.2 million per episode for rights to the hit medical drama *ER*.

Meanwhile, Lifetime is preparing to pay NBC Productions \$400,000-\$450,000 an episode for off-network rights to *Homicide: Life on the Streets*.

The network also reportedly is closing in on a deal with NBC Productions for off-net rights to a package of movies penned by romance novelist Danielle Steel. *Homicide* is expected to debut on the women's network in fall 1997.

Turner is paying Warner Bros. an estimated \$105.6 million for rights to a minimum 88 episodes of *ER* for an initial term of four years. It is expected that Turner will run *ER* on its TBS network when the hospital drama becomes available in September 1998.

In an unusual twist, the deal also gives Turner the option of bartering *ER* for weekend airings on broadcast TV stations—Warner Bros. would handle distribution and clearances, while Turner would handle sales. Whether broadcasters will go for a weekends-only window remains to be seen. Twentieth Television currently is trying the same approach with *The X-Files* and *NYPD Blue*, both of which are scheduled to make their off-net debuts on fX in 1997.

The *ER* deal marks the latest high-profile off-net acquisition for Turner, which last year agreed to pay Warner \$300,000 an episode for the right to air *Friends* on TBS and will pay the studio \$275,000 per episode for the right to air *Lois & Clark* on TNT.

Many of the cable networks and studios that are cutting the big off-net deals these days require little in the way of introduction to one another. Turner and Time Warner are closing in on their celebrated mega-merger, while Twentieth Television and fX are part of the News Corp. empire.

ER, now in its second season, is the



The cast of 'ER' will be operating on a Turner network beginning in 1998.

number-one-rated network series, with a 22.4 average rating/37 share, according to A.C. Nielsen data supplied by

Turner. Executives at Turner last week declined to speak with reporters about their big-ticket off-net purchase. ■

Ailes heads Fox cable news channel

Will oversee domestic news efforts for network

By Steve McClellan

News Corp. hired Roger Ailes last week to oversee all of Fox's domestic news efforts, including the launch of a 24-hour news channel later this year.

Fox News in effect has been restructured, with that division's president, Joe Peyronnin, reporting to Ailes, whose appointment as chairman and chief executive officer is effective today (Feb. 5). Ailes will be based in New York.

Details about the all-news channel were scant last week. At a hastily convened press conference on Tuesday to announce the new project and the hire, News Corp. Chairman Rupert Murdoch said the channel will seek distribution wherever it can secure it, including satel-



Roger Ailes

lite, cable and over-the-air outlets. An online component is also planned.

"We have a lot of work ahead of us," Murdoch said, acknowledging that NBC has a leg up in distribution over competitors starting news channels because it is converting its America's Talking basic cable network into planned news service MSNBC.

Indeed, News Corp.'s news channel may have better distribution prospects internationally, at least initially, given the company's satellite services in Latin America (Latin America Strategic Alliance), Europe (BSkyB) and Asia (Star TV). Murdoch said the news service will launch in all available worldwide markets when it does debut.

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with MCI for a U.S. direct broadcast satellite service slated to launch in late 1997. The Latin American DBS partnership with TCI, Grupo Televisa and others is expected to be up and running by the middle of this year. When all of the planned satellite initiatives are operational, they will cover two-thirds of the world, Murdoch said.

Murdoch said that there are no plans to bring in partners on the 24-hour news channel, although he expects that Reuters will continue supplying international news to Fox News.

Murdoch said the planned news channel likely will be leveraged onto some cable systems in the course of retransmission consent negotiations as those agreements come up for renewal on a staggered basis.

News Corp. does not have an existing service to convert to an all-news format. FX has been committed to an alliance with TCI on the sports front that will keep that service a sports and entertainment hybrid.

Murdoch downplayed the notion that the Fox news channel will be at a competitive disadvantage to news services announced by NBC and ABC, which have huge news organizations already in place. "Dollars don't equate to quality," he said. "That's not our model. Look at CNN."

The Big Three now spend many times more on news than Fox does, and that will continue to be the case, according to Murdoch's estimated expenditures for the new channel—around \$50 million annually. That will be on top of the \$30 million or so Fox News now spends.

Murdoch declined to specify a subscriber-count target at the new service's launch, saying "it would only be a guess." So far, there are no commitments from cable operators to take the service, but that effort is just beginning.

As to Fox broadcast affiliate participation, Murdoch said, "we hope they take it and pay for it." But many of the details on how Fox stations would participate in the channel remain to be worked out, said Preston Padden, president, network distribution.

Padden did say that CNN will be the model, broadly speaking, for broadcast affiliate participation, where the stations get the rights to the service and in return contribute news coverage from their markets, with a form of payment that could include cash, barter or some combination.

Among the unanswered questions,

"We've told [the affiliates] that if you don't get in the news business, we will have to establish a relationship with someone else in your community."

—Fox President of Network Distribution Preston Padden

said Padden, is whether the news service, or a broadcast syndicated form of it, will be offered exclusively to Fox affiliates or on a nonexclusive basis, like CNN. Also not determined is whether affiliates will be offered an equity stake or some other form of profit participation.

The planned news service puts more pressure on Fox affiliates to get into the news business, said Padden. If they

don't, Fox will do business with local competitors. "We've been very candid with them on that point," he said. "We've told them that if you don't get in the news business, we will have to establish a relationship with someone else in your community. And that's not a threat, it's just a reality" if the planned service is to be competitive.

Bob Leider, vice president and general manager, Fox affiliate WSVN-TV Miami, and chairman of the affiliate news committee, said it is still early in the process and that the network probably will not have a formal plan for affiliate participation for at least a month.

But generally speaking, Leider said he was pleased with last week's announcement. "It's good for Fox affiliates to have a news network," he said. "There are going to be some growing pains with this, but it's a positive move. We've got the sports; the programming looks good. The piece that was missing was news, so this is an obvious move." ■

HBO divides to conquer

Pay cable programmer is multiplexing from 8 to 12 channels

By Rich Brown

Cable system and direct broadcast satellite operators by next year will be able to offer subscribers four different channels of HBO—plus West Coast feeds—for the price of one.

Encouraged by the fast rollout of its existing HBO/Cinemax multiplex package, the pay-TV programmer is expanding its lineup from eight to 12 channels. A West Coast feed for Cinemax2 will be available in mid-1996; a new channel of HBO (HBO4) and two new channels of Cinemax (MAX3 and MAX4) will be launched in spring 1997.

HBO launched its original multichannel package in 1991, offering five feeds of HBO (HBO, HBO2, HBO3, HBO4 and HBO2W) and three of Cinemax (MAX, MAX2 and MAXW). The company's plan was to strengthen its core HBO and Cinemax services by providing subscribers with additional channels at no extra cost. At any given time, each service offers a distinct schedule culled

from the programmer's library of hit movies and original productions.

The strategy appears to be paying off. The multichannel HBO package now reaches 37.5% of the network's 21 million cable subscribers, according to Dan



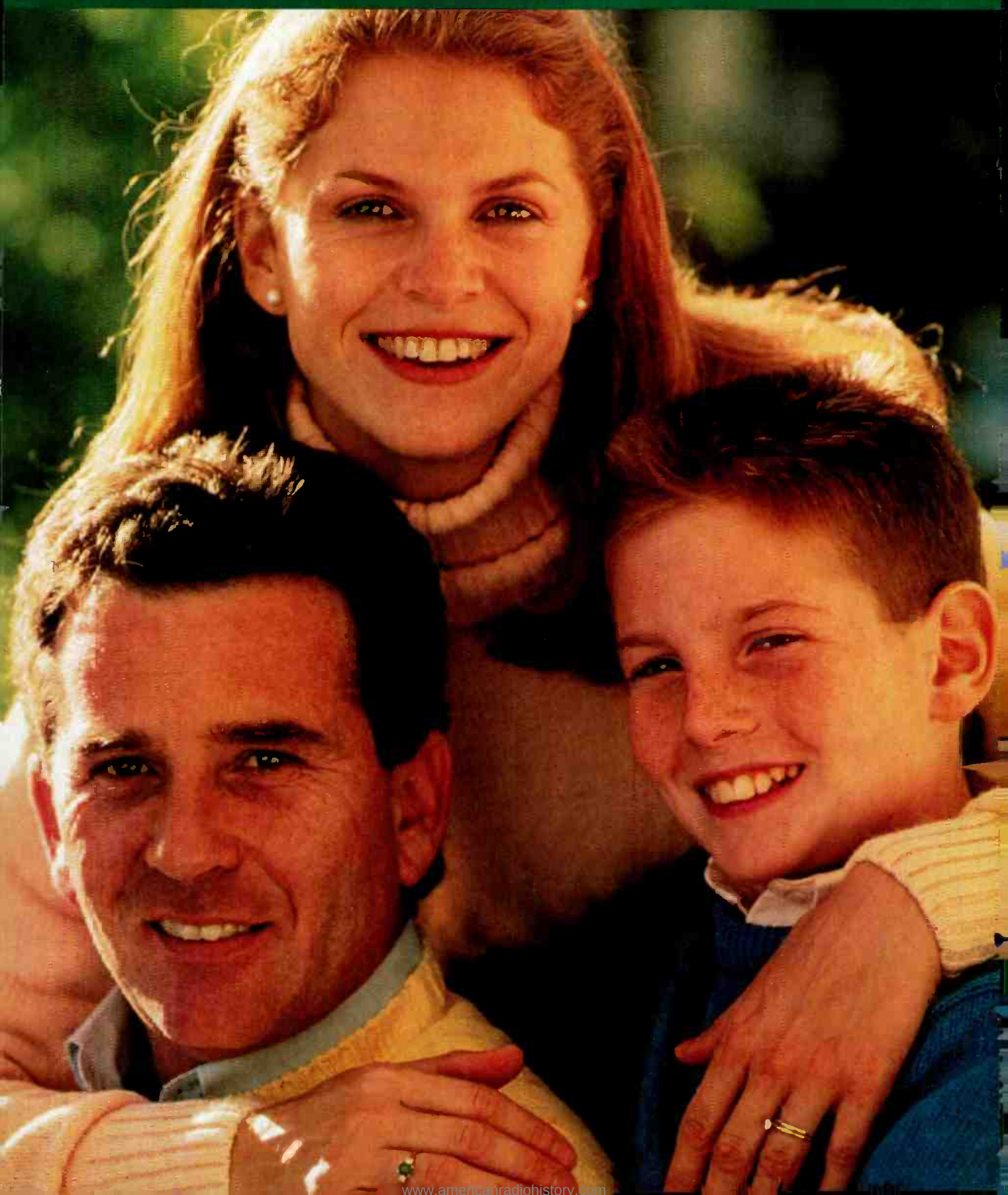
Levinson, vice president, product development and marketing. He says cable systems that have carried multichannel HBO for 30 months showed growth three times greater than non-multiplexed systems—13.5% to 4.1%, respectively. Cable systems carrying all three HBO channels report 23% higher growth than those that carry only two, he says. Multiplexed pay channels also rate high among high-power direct broadcast satellite subscribers.

HBO executives have long thought that full-scale deployment of the multiplex would not happen until the long-anticipated arrival of digital compression technology at cable systems around the country. Digital compression has yet to become a widespread reality, but operators are managing to find room for additional channels by

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* "Viewer Attitudes and Impressions Toward America's Health Network," Frank N. Magid Associates, Inc., July 1995

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using 750 mhz upgrades. As a result, Levinson says, distribution of the HBO multiplex service has grown by 23.5% in the past year alone.

Most of the cable operators that have launched the multiplex so far have done so on rebuilt systems, says Levinson. Rebuilt systems with expanded channel

capacity, however, do not necessarily guarantee carriage for the pay-TV multiplex. Competition includes pay-per-view movies, which, like HBO, provide cable system operators a revenue stream unregulated by the FCC.

HBO also is fighting for channel position with new basic networks,

many of which are guaranteed slots as a result of FCC-ordered retransmission consent negotiations with broadcasters.

Levinson says HBO is announcing its plans to expand to 12 channels now so that affiliates can prepare their strategies for the digitally compressed systems of the future. ■

Cable solos on V-chip

Broadcasters decline to appear at New York seminar

By Jim McConville

Cable networks have taken a different approach from broadcast networks to the issue of TV program ratings and the V-chip, both contained in telco-reform legislation expected to pass Congress perhaps as early as late last week.

Although cable networks have gone on record supporting a ratings system, broadcast networks have balked, citing infringement of their First Amendment freedoms and their expectation that the issue will wind up in court.

That division was highlighted last week at a panel in New York that included Viacom's Tony Cox and representatives of several interested citizen groups.

The four major TV networks and the National Association of Broadcasters

declined an invitation to attend Children Now's "Children and the Media" conference, held at Columbia University. Oakland, Calif.-based Children Now bills itself as a "nonprofit, non-partisan organization promoting children's policy."

"It's fair to say that broadcasters are strongly opposed to the V-chip and the notion of TV ratings, and they plan to fight it," says Victoria Rideout, director of Children Now's Children and the Media program and conference moderator.

National Association of Broadcasters spokeswoman Patty O'Neil says the NAB declined to attend the conference because of the NAB's opposition to any government-sponsored TV ratings system, which it says violates broadcasters' First Amendment rights. A prepared NAB statement says the group has "very serious concerns about

government-imposed restrictions on [TV] program content...and is deeply disappointed that the V-chip provision included in the pending telecommunications bill in essence requires a government-imposed ratings system."

In contrast, those participating in the Children Now conference's "The V-Chip: Where Do We Go from Here?" discussion said they generally support a TV ratings system, but they differ on how to implement it.

David Moulton, chief of staff for Representative Ed Markey (D-Mass.), who has been the driving force behind the V-chip, says that if the TV industry doesn't develop its own ratings system in the next 12 months, then the FCC will. The FCC's first step if the industry balks, says Moulton, will be to create an advisory committee to draw up an outside, but still voluntary, ratings system. The second step will be to require TV set manufacturers to install V-chips, Moulton says.

If the panelists were any gauge, an industry ratings system appears a long way off.

WORLDWIRE

The **International Olympic Committee** (IOC) nipped Rupert Murdoch's latest sports acquisition ambitions in the bud last week, awarding exclusive European broadcast rights to the Olympic games from 2000 to 2008 to the **European Broadcasting Union** (EBU), the body that represents Europe's public broadcasters. Although the IOC received higher offers than EBU's—a consortium including Rupert Murdoch reportedly bid \$2 billion—the EBU, which has been broadcasting the Olympics since 1960, offered \$1.4 billion plus a 50-50 profit share arrangement, the details of which are not yet final. Richard Bunn, sports controller for the EBU, said the IOC's decision was based on "other issues besides money."

The UK's **Channel 5 Broadcasting** (C5B) consortium breathed a sigh of relief last week after a judge upheld the Independent Television Commission's (ITC) decision to award C5B a fifth terrestrial television broadcast license. Virgin, a consortium comprising Richard Branson's Virgin, Paramount, Associated Newspapers, Philips and Elektra, had demanded judicial review,

arguing that the ITC had broken its own rules by advising C5B to increase its cash commitment by an additional £100 million (\$150 million) some 15 weeks after the closing dates for bids last May.

The UK's **ITV** acquired Aaron Spelling's one-hour drama *Savannah* from Worldvision at NATPE and is close to signing a deal with MCA for action series *Heracles*.

Sony Entertainment will launch a Portuguese version of its Latin American service in February, according to Michael Grindon, president, Columbia TriStar International Television. The Brazilian edition had been scheduled to bow in November 1995. The Latin service is available to 800,000 homes via the PAS-1 satellite.

Bell Canada wants to begin trials of cable television, telephony and video on demand in Canada. The telco has applied to the Canadian Radio, Television and Telecommunications Commission for permission to conduct two trials in Repentigny, Quebec, and London, Ontario.

—MA

Jack Myers, president of Meyers Communications and chairman of the National Media Advisory Board, also has his doubts. "The reality is that industry dialogue on developing a ratings system, as witnessed here today by the networks' not being present, has bogged down," Myers says that developing a voluntary ratings system means "taking it out of presidential politics, out of the legislative system and out of the courts. And the courts [are] precisely where it's headed."

Kathryn C. Montgomery, co-founder and president of the Center for Media Education (CME), says the TV industry so far has "really refused to acknowledge for the most part that kids' TV programs have any real violence and refuse to put on their own warnings about kids programming."

Tony Cox, executive vice president of Viacom International, says broadcast network opposition to ratings is grounded more in money than in free-speech ideology. "It's fundamentally economics. There's a legitimate concern that TV shows that get rated will lose advertising. Then you jeopardize the whole system of broadcasting."

Cox says the point of a ratings system is to let TV viewers make informed decisions. "It's to give parents sufficient information about the content of the show [so] that they can make a decision to watch it or not," he says. "A parent has a legitimate beef if their eight-year-old child happens to catch a show that has content that they wish their kid didn't see."

But Jeffrey Cole, director of the Center for Communication Policy at UCLA, says TV can suffer with advertisers because of the stigma of a rating. "ABC's *NYPD Blue* still doesn't get the kind of advertiser support or revenue that its ratings [justify]. I think that there's a chilling effect from that."

Cole says that of the 121 regular TV series aired last season, only two—*Cops* and *NYPD Blue*—had content advisories.

Cole says that if the TV networks were to apply the same ratings system now used by the Motion Picture Artists Association (MPAA), most shows likely would be assigned only a PG or PG-13 rating.

Cox says it's up to the TV industry to change advertiser attitudes about ratings. "If you can get rid of the stigma of an advisory that suggests this is adult content and, ergo, for some reason does

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Jan. 22-28, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>Clash of the Champions</i>	TBS	Tue 8:05p	3,063	4.5 3.2
2. <i>O.J. Simpson Interview</i>	BET	Wed 10:00p	3,050	6.9 3.2
3. <i>Movie: 'Problem Child II'</i>	USA	Sat 7:00p	2,733	4.1 2.8
4. <i>Andy Griffith Marathon</i>	TBS	Sun 3:06p	2,687	4.0 2.8
5. <i>Andy Griffith Marathon</i>	TBS	Sun 3:35p	2,668	4.0 2.8
6. <i>Andy Griffith Marathon</i>	TBS	Sun 4:08p	2,637	3.9 2.7
7. <i>Rugrats</i>	NICK	Thu 6:30p	2,620	4.0 2.7
8. <i>Movie: 'The Road to Galveston'</i>	USA	Wed 9:00p	2,583	3.9 2.7
9. <i>Movie: 'Jaws'</i>	TBS	Sun 10:35a	2,521	3.7 2.6
10. <i>Andy Griffith Marathon</i>	TBS	Sun 2:36p	2,473	3.7 2.6
11. <i>Movie: 'Problem Child'</i>	USA	Sat 5:00p	2,429	3.6 2.5
12. <i>Rugrats</i>	NICK	Wed 6:30p	2,403	3.7 2.5
13. <i>NFL Gameday</i>	ESPN	Sun 12:00n	2,401	3.5 2.5
14. <i>Rugrats</i>	NICK	Mon 6:30p	2,399	3.7 2.5
15. <i>Andy Griffith Marathon</i>	TBS	Sun 4:40p	2,381	3.5 2.5

Following are the top five pay cable programs for the week of Jan. 22-28, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Nell'</i>	HBO	Sat 8:00p	2,825	11.7 2.9
2. <i>Movie: 'Speed'</i>	HBO	Sat 10:00p	2,352	9.8 2.5
3. <i>Movie: 'Soldier Boyz'</i>	HBO	Fri 10:00p	2,220	9.2 2.3
4. <i>Movie: 'Widow's Kiss'</i>	HBO	Tue 10:00p	2,045	8.5 2.1
5. <i>Movie: 'Speed'</i>	HBO	Wed 8:00p	2,014	3.0 2.1

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not deserve advertiser support, then I think broadcasters' objections will go away. The alternative is that you have members of Congress who seem quite willing to have the FCC publish a ratings system."

Cox suggests that terminology may be a stumbling block. "We probably ought to rename 'ratings system' because that terrifies everybody," he says. "[Cable networks] came up with 'viewer discretion technology' to take

away the political nature of the terms V-chip and ratings."

More than one panelist said the TV industry should consider an "open" ratings policy that would allow for using more than one ratings system. ■

HEADLINES

FX: waterproof

The fX Network scrambled to stay on the air last Tuesday as a break in a water main caused flooding in its New York headquarters. Staffers rushed to the basement to salvage the network's master control rooms, edit suites and tape libraries. With the help of a rented mobile unit and satellite equipment, the cable network maintained its feed to more than 25 million homes nationally.

Virtually PPV

Reel Street, a virtual independent film festival of cutting-edge shorts, makes its pay-per-view debut Feb. 10 and Feb. 25 via PPV distributors Viewer's Choice and Request Television, respectively. The one-hour event will be hosted by Melvin Van Peebles and will carry a \$9.95 suggested retail price. Producing the event are Semaphore Entertainment Group, Solomon International Enterprises and Liberty Productions.

Moving at USA

USA Networks has promoted Dan Martinsen to vice president of media relations. Other appointments at the network: Loree McBride to the new position of director, media relations, West Coast, and Karen Reynolds to manager, media relations, East Coast, USA Network.

Staffing up at MSNBC

New hires at the upcoming MSNBC channel include Bob Epstein, who has been weekend senior producer with the *CBS Evening News*, and Kathleen Sciere, a producer for *60 Minutes*. Both will report to Mark Harrington, who recently left CBS to become VP/GM of the planned network.

Primestar offers Bruno-Tyson fight

DBS service Primestar will offer *The Championship Part I: Bruno vs. Tyson* for the World Boxing Council Heavyweight Championship. The

live bout, scheduled for March 16 at 9 p.m. at the MGM Grand Hotel/Casino in Las Vegas, will be available on Primestar's PrimeCinema pay-per-view service for \$39.95. This will be the second Tyson fight carried on PrimeCinema; it aired the Tyson-McNeeley fight last August.

Columnist goes cable

Veteran *New York Daily News* television columnist Kay Gardella has signed to host her own weekly talk show, *Private Conversations with Kay Gardella*, on the Prime Life Network. The New York-based network debuts in spring 1996.

New Jersey goes gavel-to-gavel

The New Jersey Cable Telecommunications Association and the Cable Television Network of New Jersey have announced the creation of *Gavel-to-Gavel*, a live, unedited cable television program covering the New Jersey state senate.

Weather Channel first

The Weather Channel on Feb. 15 will unveil its first national cable and consumer print campaign. The new tag line: "No place on earth has better weather."

Novel acquisition

The Family Channel has acquired the television rights to the critically acclaimed novel "The Ditchdigger's Daughter: A Black Family's Astonishing Success Story" for an undisclosed sum. The Yvonne S. Thornton book, which sold some 40,000 copies in hardcover, will be developed by the Family Channel into an original movie for its *Family Sunday Night Movie Event*.

New CTAM council

The Cable Television Administration and Marketing Society's new executive committee assumed leadership this month. The committee, elected last July at the association's annual

national conference, comprises chairman Chuck Ellis, Time Warner Cable; vice chairman Josh Sapan, Rainbow Programming; secretary Denny Wilkerson, Primestar Partners; treasurer Jim O'Brien, Jones Intercable; immediate past chairman Chris Forgy, Chris Forgy Associates; CTAM President and COO Char Beales, and at-large member Doug Holloway, USA Networks.

CAB, BAC to hold Women in Cable conference

The Cable Advertising Bureau and the Broadcast Advertising Club of Chicago are sponsoring an all-star panel of women in the cable industry tomorrow (Feb. 6) at the Westin Hotel in Chicago.

CAB officials estimate that roughly 600 participants from the advertiser and ad agency communities will attend the luncheon. Panelists include Judy Girard, senior vice president, programing and production, Lifetime Television; Brooke Bailey Johnson, senior vice president, programing and production, A&E Television Networks; Sue Herera, anchor, *Business Tonight*, CNBC; Carol Randolph, anchor, Court TV, and Katie Sinnes, president and COO, Rainbow Advertising Sales Corp. The panel will be moderated by Kathleen Sullivan, co-anchor of *E! News Daily*, E! Entertainment Television.

NewsTalk Television signs MSO

NewsTalk Television, recently acquired by Gannett, has launched on several MSO systems, including TeleCommunications Inc., Time Warner and Continental Cablevision, giving the news/talk network an additional 700,000 subscribers. Last month, NewsTalk launched on TCI systems in Overland Park and Topeka, Kan., with 130,000 subscribers. The network also recently became available on Time Warner's San Diego system, with 170,000 subscribers. —JM,RB

Technology

February 5, 1996

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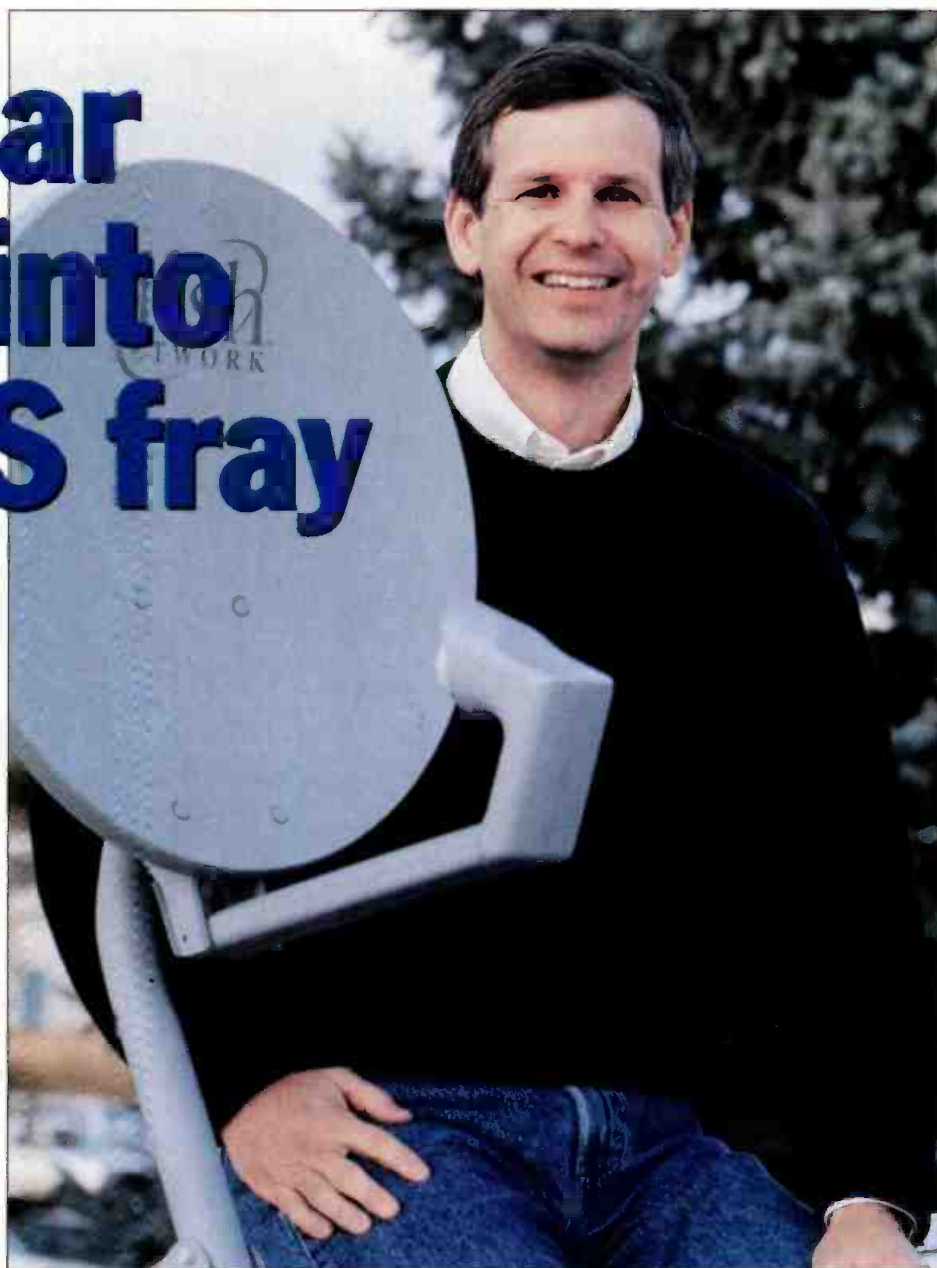
EchoStar jumps into the DBS fray

With one satellite in orbit and another on the way, EchoStar Communications Corp. jumps into the direct broadcast satellite (DBS) business next month and goes head-to-head with incumbents DIRECTV, United States Satellite Broadcasting and PrimeStar.

Led by 42-year-old Charlie Ergen, EchoStar means to compete on price—especially bad news for DIRECTV and USSB, which have had the high-power (18-inch dish) market to themselves for the past year and a half. EchoStar will offer 40 of the most popular cable networks—basic and pay—for only \$29.95.

Ergen, who made his fortune selling the large C-band dishes, underscored his commitment to DBS two weeks ago, battling in the FCC's high-stakes auction for the DBS channels capable of full U.S. coverage. The company finally conceded those channels to MCI, but not before pushing the bidding to \$682.5 million. And EchoStar walked away with the consolation prize, paying \$52.3 million for another block of channels, which don't provide coverage of the East Coast. But coupled with other channels it has agreed to buy, EchoStar will become the only player with the capacity for two national DBS systems.

In this interview with BROADCASTING & CABLE's Jim McConville, Ergen describes his DBS strategy, betraying no fear of competitors, past or future. Recognizing the high capital costs of DBS, he acknowledges the need for a partner. Not just any partner, he says, but one that can bring resources besides money and, perhaps more important, "has a strategic vision in line with our own."



In the FCC DBS auction two weeks ago MCI outbid EchoStar, paying \$682 million for the channels at the 110 degrees orbital slot, but you won those at 148 degrees for \$52.3 million. What kind of deal do you think each company got?

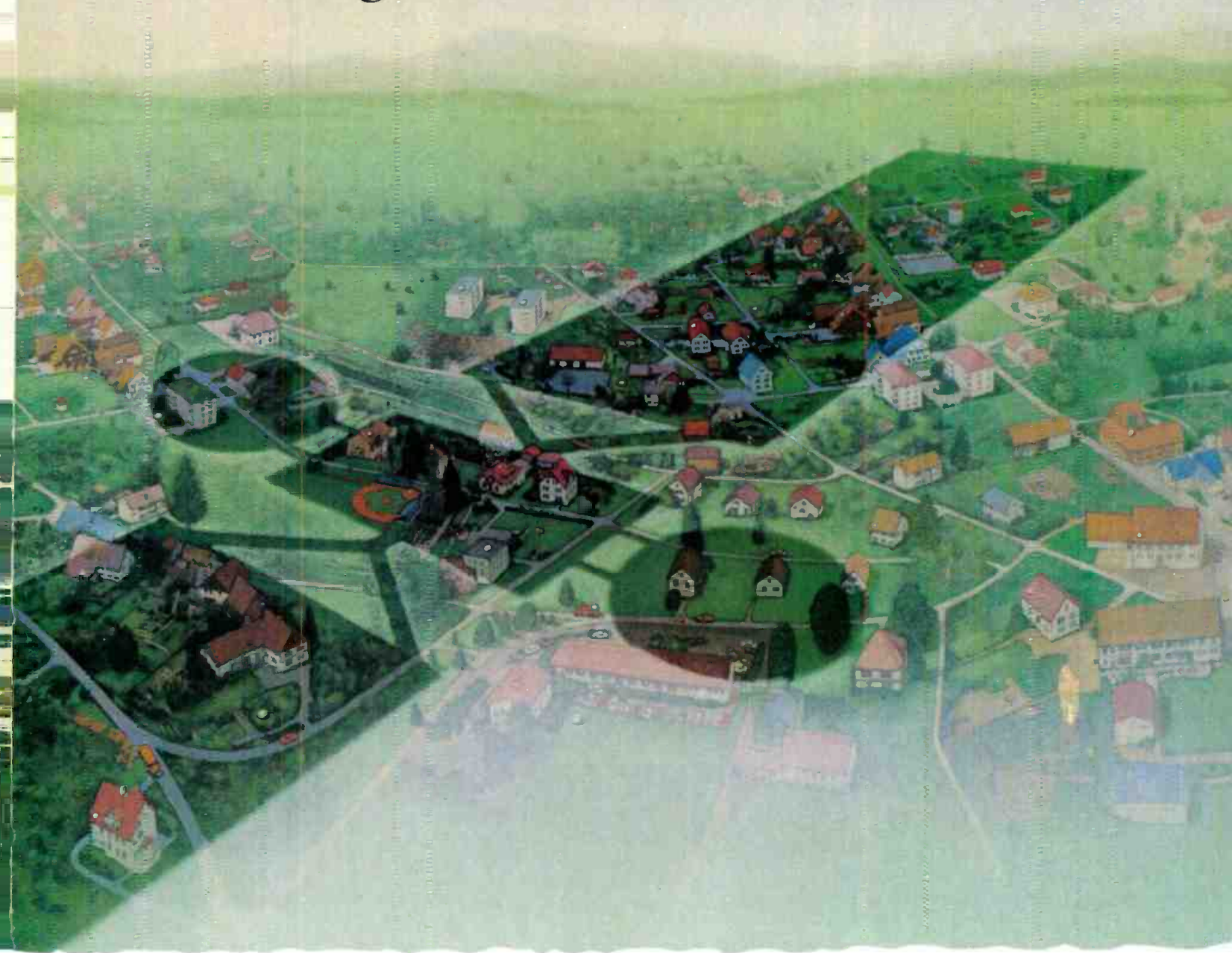
Both got good bargains. There's no question that the 110 degrees slot was very valuable, since it was the last one available [for national coverage]. By winning that slot, the 148 degrees slot wasn't as valuable to MCI as it was to EchoStar, which also has some capacity at the 61.5 degrees slot, pending FCC approval of our DBS/C-band merger. We can combine the 61.5 degrees eastern slot with the 148 degrees western slot and turn that into full coverage of the U.S. with different time zones. It

effectively gives us a full CONUS [Continental United States] slot.

What about the \$682 million that MCI paid for the 110 degrees full CONUS slot?

That slot is more valuable than what MCI paid for it. We dropped out of the bidding at \$650 million because we didn't think we could afford more than that. By no means was our bid gamesmanship. We were serious about the slot, so we bid the maximum we were confident we could pay—even though we thought the slot was more valuable to us. We would have gone higher in the bidding if we had been confident about raising additional capital. MCI, which has the financial capacity to pay that much, obviously got a good bar-

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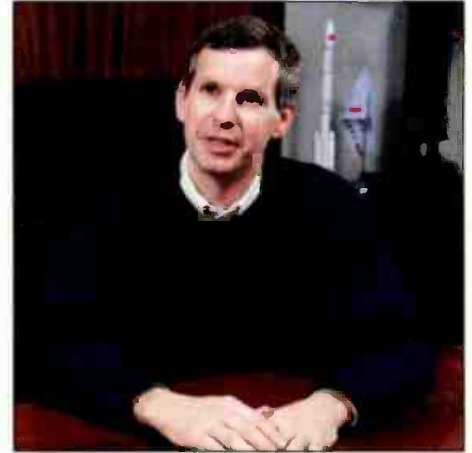
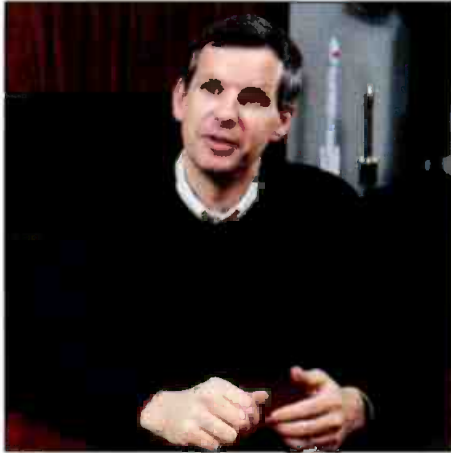
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gain. To our knowledge, nobody has ever lost money buying spectrum in the U.S.

What do you think of MCI's announced plans to team with News Corp. to launch a DBS system to deliver TV entertainment, business information and data by 1998?

MCI starts off with two problems. One, there are now several legal challenges to the slot*. It's very difficult to go out and construct satellites when there's a chance that the auction will be ruled null and void. And second, they're coming late to market. In their press conference, MCI said [the DBS service] will come to market in two years. We think it will be longer than that because with satellites something goes wrong most of the time. It's more realistic to assume that it will be three years before they can launch, which will be a full five years after DBS has become part of the satellite market. They run the risk of being too little too late. Theoretically, they could do a deal with TCI or EchoStar, which have satellites, but that's the only way they could get up there any sooner than three years.

What's the larger significance of the MCI/News Corp. deal for the DBS business?

MCI/News Corp. will bring more credibility and more emphasis to this indus-

*To our knowledge,
nobody has ever
lost money buying
spectrum in
the U.S.*

try. They'll bring innovative ideas. They talked about introducing data and Internet capability. They clearly understand that DBS is a great distribution path for multimedia. They'll make the whole market larger. We're looking forward to competing against them. But they're not the first ones to talk about offering such services. DIRECTV and EchoStar have talked about eventually offering the Internet, data, music and high-definition television over DBS. But MCI's a large voice in the woods; EchoStar is a small one.

As MCI was bidding for DBS spectrum, AT&T two weeks ago announced that it will invest in and market DIRECTV. Doesn't the arrival of two big communications heavyweights make it tough for smaller companies like EchoStar?

As the low-cost DBS provider, EchoStar will be well positioned to compete against the telco giants. Also, we're already up there. The launch risk is gone for us. It's still there for them.

What kind of customer will EchoStar try to attract?

We see EchoStar drawing customers from four groups of subscribers: the non-cable homes that cable can't reach; the underserved cable sub-

scribers who are served by weak cable operators and want better service and programming; the customer who likes his cable but wants to get more services, and the cable customer who likes his cable service but thinks he's paying too much for it.

Since there are three DBS companies—DIRECTV, USSB and Primestar—already out there, how do you plan to distinguish EchoStar from the pack?

Let's face it. Everybody is going to offer the same programming, so customers won't distinguish DBS on the basis of that. It has to be price. EchoStar plans to be the low-cost DBS provider. We will offer a quality popular basic package of 40 channels for \$19.95 per month. Packages will range from \$9.95 to \$39.95. We expect that our most popular package will be a top-40 basic cable package with multiplexed HBO or Showtime for \$29.95.

How much programming do you have at this point?

EchoStar will offer subscribers 65 to 75 channels of programming using the DISH—Digital Sky Highway—brand. We've signed agreements to offer A&E, The History Channel, The Family Channel, Lifetime Network, ESPN, VH1, Comedy Central, Court TV, Weather Channel, The Travel Channel, TV Food Network, Home and Garden TV, C-SPAN 1 and C-SPAN 2, Canal de Noticias, CNBC, America's Talking, E! Entertainment Television, USA Network, Sci-Fi Channel, TNT, CNN, Discovery Channel, The Learning Channel, Nickelodeon, MTV, multiplex Showtime, multiplex The Movie Channel, HBO, Cinemax and The Disney Channel as well as 55 channels of pay-per-view movies. Once the second

*The FCC auction faces several legal challenges. Advanced Communications Corp., Primestar and Tempo Satellite contend the FCC wrongly reclaimed the DBS channels at 110 degrees from Advanced for the auction. Advanced had agreed to sell the channels to Tempo for use by Primestar. EchoStar argues the FCC should not be allowed to auction any DBS channels, having allocated them earlier on a first-come, first-served basis. DIRECTV challenges rules prohibiting DBS licenses from controlling more than one set of DBS channels providing full coverage of the U.S.

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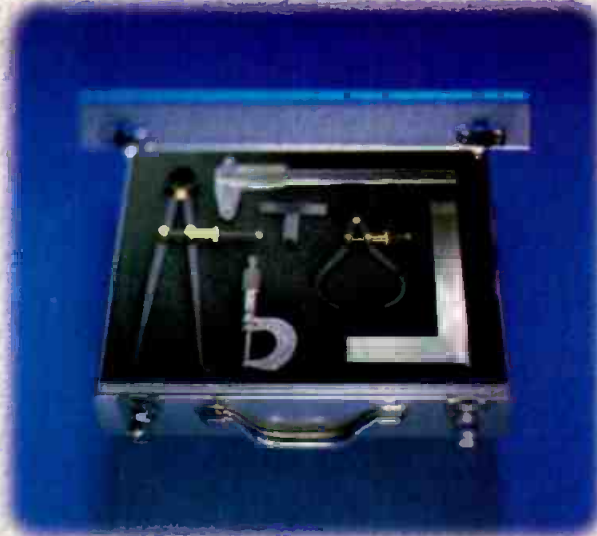
The MPEG-2 compression standard is being rapidly adopted worldwide. In the U.S., MPEG-2 is the basis for upcoming ATV digital transmission formats. Even the newly agreed-upon Digital Video Disk (DVD) distribution format complies with MPEG-2.

But MPEG-2 is more than a single standard. It's more like a tool kit: a set of compression tools that can be combined in different ways to serve different applications.

The transmission and distribution systems listed above are well served by one "profile" within the MPEG-2 matrix. The so-called Main Profile, Main Level. Exclusively confined to 4:2:0 component signals, it's designed to deliver subjectively high-quality pictures to the consumer. Today, compression technology is moving up the digital food-

chain – and bringing important new efficiencies to studio production and origination.

That's where higher standards will come in. The MPEG Committee is currently evaluating a new profile, linked to the firmly established 4:2:2 digital studio origination hierarchy –



utilizing full resolution of luminance and chrominance signals, and most vertical interval lines. Sony embraces this effort. Our approach is called the 4:2:2 Studio Profile. And it's designed to set a new high standard for demanding newsroom and acquisition applications.

In the near future, you'll be hearing much more about Sony's 4:2:2 Studio Profile. How great it is for digital acquisition. How efficient it is for transferring program material. How flexible it is for utilizing disk-based servers and non-linear editing systems.

And above all, how excellent it is in picture quality.

Excellence. That's a standard we can all agree on.

Sony explores digital issues in depth with a new series of technical papers. To receive them, call 1-800-635-SONY, ext. 22.

SONY

EchoStar satellite is launched this summer, we'll eventually be able to provide 150 channels of video, audio and data services.

Who will manufacture your 18-inch dish and satellite receiver? Do you have an agreement with a consumer electronics manufacturer similar to the arrangement DIRECTV and USSB have with Thomson and Sony?

We will have our own brand dish and those marketed by a consumer electronics company. Groupe Sagem, a French receiver manufacturer, and SCI Systems, an American company, will make receivers that will be distributed and marketed by EchoStar under the EchoStar and HTS [EchoStar subsidiary Houston Tracker Systems] brand names. Philips Consumer Electronics will market EchoStar DBS dishes under its Philips and Magnavox brand names. It will market EchoStar dishes and our programming packages through its consumer electronics retail partners. That deal, however, has not been finalized. We're still in negotiations, and I don't know whether it will be finalized.

What are EchoStar's distribution plans for equipment and programming?

We'll use the 5,000 dedicated TVRO [TV Receive Only] dealers, and we'll offer EchoStar through consumer electronics retailers. They will be basically the same retailers used by DIRECTV and USSB because few of the estimated 22,000 consumer electronics outlets aren't selling DBS dishes today.

What will be the price for EchoStar's satellite dish and set-top receiver?

It will be priced competitively with other DBS systems, in the \$500 to \$700 range. I don't think you are going to see EchoStar as the loss leader in the hardware game. We think EchoStar will be the clear choice from the programming end. There are two ways to play the game: You can be low cost on the hardware and charge more for the software, or you can be somewhat competitive on the hardware and be more competitive on the software—that's what we have chosen to do.

How many subscribers do you think you'll sign in the first year?

We think we can reach the one mil-

lion—subscriber mark faster than the 22 months it took DIRECTV. As far as subscribers in 1996, let's just say it will be substantially more than the 300,000 projected by some industry analysts.

Some say total DBS subscribership will reach 18 million by 2000. How large do you think the industry can become?

I'm a little more optimistic than that. I see DBS growing as large as 20 million subscribers, drawing from all those subscriber groups. Also, there are other

*I think there's room
for three DBS
companies, with
EchoStar one of
them and getting
about 20 to 25
percent of the
business.*

services—data, Internet, business—that will produce more users.
If and when it reaches that mark, how many DBS companies will still be left standing?

I think there's room for three DBS companies, with EchoStar one of them and getting about 20 to 25 percent of the business.

You mentioned that your second satellite—EchoStar II—is set for launch this summer. What happens if that launch is a flop?

We plan to launch EchoStar II this June and our third satellite sometime in 1997 under a contract [with the Chinese government]. We have a Lockheed-Khrunichev Energia International (LKE) Proton rocket contract [with the Russian government] for the launch of EchoStar IV in first quarter 1998. Our proposed third and fourth satellite launches will serve as backup to our second launch. We're well positioned with backups now.

How much money has EchoStar raised so far from its debt offering in 1994 and its equity offer last year? How much do you estimate you will have spent by the end of this year getting

your DBS system off the ground?

We've raised around \$335 million from our debt offering and approximately \$70 million from our initial public offering last year. In addition, EchoStar provided a little more than \$100 million in equity. We expect to spend about \$550 million to \$600 million getting our service launched. We will likely raise more equity capital next year.

Does EchoStar plan to bring in a big partner, as DIRECTV did with AT&T? If the right company were to come along, would you give up a big piece of your equity?

We have no immediate plans. But after the DIRECTV/AT&T announcement on Jan. 22, I was almost afraid to check my telephone messages. We're looking for a strategic partner. We would want a partner not simply as a financial partner, but for synergy—one that has a strategic vision in line with our own. If we wanted only money, we could go to Wall Street as we did with our debt offering.

What are EchoStar's plans for its C-band satellite business now that it has its DBS service ready to roll out? It has pending FCC applications for fixed satellite and Ku-band licenses. Does that mean you plan to do all three satellite services?

Obviously our long-term focus is on DBS, but we plan to stay in the C-band. We see it as a viable business that's compatible with DBS. We think the C-band business will deteriorate in the U.S. with competition from DBS, but as long as there's demand and it's still a half-billion-dollar-a-year business, we plan to stay in it. We've now moved EchoStar into becoming a satellite operator and, in doing so, continue to make applications at the FCC for additional satellites. One is an application for two high-power fixed satellites we intend to launch approximately three years after we receive approval. Those satellites will serve commercial and business customers and use the same signal as our DBS system but require a two- or three-foot dish. We also have an application in for a low-earth-orbiting satellite, E-SAT, which will serve as a store-and-forward satellite service for data. In addition, we have FCC applications for two Ka-band broadband satellites that we will use to complement our DBS service. ■

The growing world of satellite TV

It's getting crowded up there. Three companies—DIRECTV, PrimeStar and United States Satellite Broadcasting—now are offering satellite TV to subscribers in the U.S. with small dishes. And two more—EchoStar and MCI/News Corp.—are preparing to enter the fray. Following is a rundown of the players plus an overview of the home dish and overseas DBS markets.

Home satellite:

Still top in direct-to-home

Nearly 4.6 million homes receive TV via satellite without benefit of any of the DBS services. These households all bought large dishes—seven feet in diameter is now typical—to tap into the low-power satellites' cable and broadcast networks used to import programming or to distribute it to affiliates. About 2.4 million of the back-

yard-dish owners pay monthly fees to cable programmers to descramble their feeds, but another 2.2 million are content to watch only programming that is transmitted "in the clear." An unknown number have pirate decoders that allow them to tune in scrambled programming for free. That typical seven-foot-dish installation now costs about \$2,000, with the full array of basic and pay cable programming going for about \$25 per month.

The home satellite industry was born in the late 1970s, when hobbyists began downlinking the feeds of HBO and other cable programmers. Entrepreneurs such as EchoStar's Charlie Ergen turned the hobby into a business in the 1980s by selling dishes (see page 54).

Cable television programmers started cashing in in the mid-1980s by scrambling their feeds and charging dish owners monthly fees to unscramble them.

Satellite TV is global

Rupert Murdoch's News Corp. and Hughes Electronics are aggressively pursuing the DBS business not only in the U.S., but also overseas.

Murdoch operates two overseas services. BSkyB, a 28-channel service, just signed its 5-millionth subscriber in the UK and expects to make a profit of nearly \$400 million this year. Star TV, whose seven-channel footprint covers 53 Asian countries, is struggling.

Murdoch also is planning to launch a Latin America service this spring in partnership with PanAmSat, Televisa, Globo Organization and Tele-Communications Inc.

If the Murdoch Latin American service gets off the ground, it will soon find itself competing with Hughes Electronics, which is committed to a spring launch of its own Latin American service with partners in Mexico, Venezuela and Brazil. Hughes has formed DIRECTV International to start additional services in Japan, India, the Middle East, China and Europe.

—HAJ

Service/Location	Owner	Launch Date	Subs.
DIRECTV El Segundo, Calif.	Hughes Electronics Corp.	June 1994	1.2 million

Several program packages starting at \$5.95 per month. The top package goes for \$44.95 per month and includes most major basic cable networks, regional sports networks, STARZ!, Encore and the Independent Film Channel. PPV movies cost \$2.99 each. Does not offer Viacom basic cable services, HBO or Showtime. Subscribers must buy RCA or Sony dishes, available at consumer electronics stores for \$500.

United States Satellite Broadcasting St. Paul, Minn.	Hubbard Broadcasting (general partner)	June 1994	800,000
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Offers programming DIRECTV does not, including MTV, Nickelodeon and other Viacom basic cable services, HBO and Showtime. Full package sells for \$34.95 per month. Shares satellite with DIRECTV, so consumers can buy and install one dish to subscribe to both services.

EchoStar Englewood, Co.	EchoStar Communications Corp.	March 1996	N/A
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Several program packages starting at \$19.95 per month. Forty-channel package featuring popular basic cable networks, along with HBO and Showtime, will sell for \$29.95. Subscribers must buy dishes, which will be available at consumer electronics stores and home satellite retailers for around \$500.

MCI/News Corp. Washington	MCI and News Corp.	Fall 1997	NA
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Service will include entertainment for homes, information for businesses. No word on whether dishes will be sold or leased.

PrimeStar Bala Cynwyd, Pa.	TCI, Time Warner, Comcast, Continental, Cox, GE Americom	July 1994	1.1 million
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Various program packages, including 50 channels of basic cable plus the Disney Channel for \$30 per month and 95 channels of basic, pay and regional sports for \$60. Unlike DIRECTV, USSB and EchoStar, PrimeStar includes receive equipment (and its maintenance) in the monthly subscription price.

Satellite resellers see a tight '96

Olympics and elections put space at a premium; there's slight improvement for C-band, but Ku is packed with special events

By Glen Dickson

The Year from Hell." That was the theme for last week's meeting of the New York chapter of the Society of Satellite Professionals, and with good reason. After a capacity-starved 1995, the satellite industry is looking at only marginal improvement in domestic space segment for 1996, despite the successful launches of the AT&T Telstar 402R and Hughes Galaxy III-R satellites and the impending launches of Galaxy IX and GE Americom's GE-1 this summer.

"Domestically, C-band is still very tight," says Global Access President/CEO Jack Morse. "We've increased capacity in anticipation of this year, so we'd be in a position to still respond to our customers."

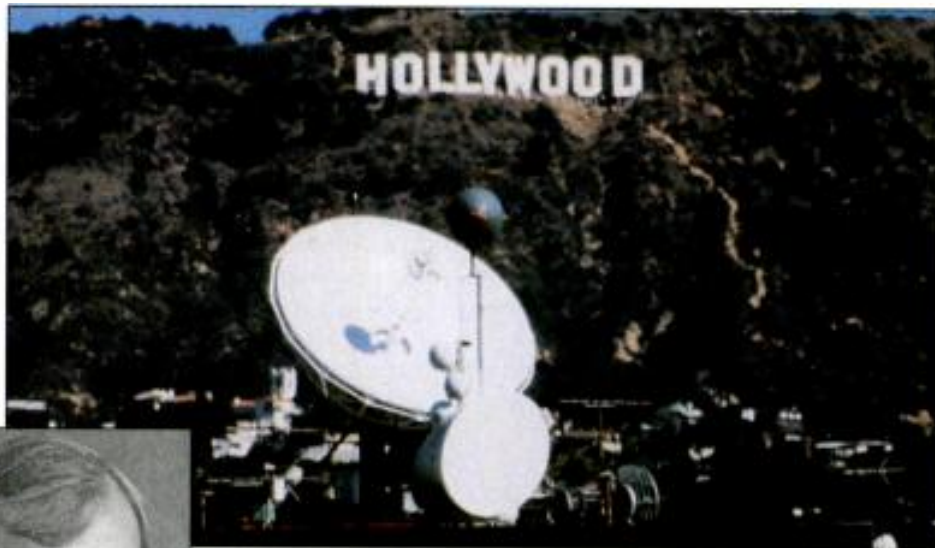
To prepare for the summer/fall crunch, Global Access has taken on six C-band transponders on Galaxy IX, scheduled to launch in June. "If that slips through the Olympic window, we will attempt to put the overflow on fiber as we have during the shortage," says Morse.

Between the Olympics and the election year, Morse says that Ku-band demand has increased dramatically. "We've been able to meet the demand, but we are considering half-transponder use—taking one transponder and splitting it in half, and allowing different uplinks on each half," he says.

Global's occasional-use business also looks robust for 1996, says Morse, and the reseller has increased its traffic staff as part of a larger move to expand facilities.

"We should be ready for the Olympics and the [political] conventions," says Morse. "It's almost like hunkering down for a war."

Morse predicts that inclined satellite usage, a trend in 1995, will go down this year. "We've stayed away from inclined wherever we can," he says. "We've used it mainly on the Intelsat system, and a little bit on the domestic system through AT&T when they lost the Telstar 402. I



Jack Morse (l) of Global Access and competitor Keystone Communications (above) have a busy 1996 ahead of them.

would say a very small percentage of our business is inclined, probably less than 5%, both domestic and international."

Harley Shuler, Keystone Communications senior vice president of sales and services, says that the C-band capacity crunch is inhibiting some '96 business but that supply is still much improved over 1995.

"The successful launches of Telstar 402R and Galaxy III-R have helped alleviate some of the capacity problems, although most of them are sold out," says Shuler. He adds that it will be important for GE-1, GE-2 and Galaxy IX to launch successfully. "There is a crunch, but I think a lot of people are starting to learn to live with it and maintain the flexibility that's so necessary in this business," he says. "The increased cost of the capacity has been absorbed pretty well in the budgets of users. It seems to be stabilizing."

On the Ku-band side, Shuler says that splitting transponders won't be enough to meet the capacity demand for political primary coverage. "Most of the capacity is spoken for," he says. "So the networks are using fiber and

satellite capacity almost interchangeably; for point-to-point service it can go either way."

Keystone's fiber business is increasing substantially in 1996, says Shuler. To handle Olympic traffic, Keystone will be running an AT&T fiber backhaul from Atlanta to its New York teleport.

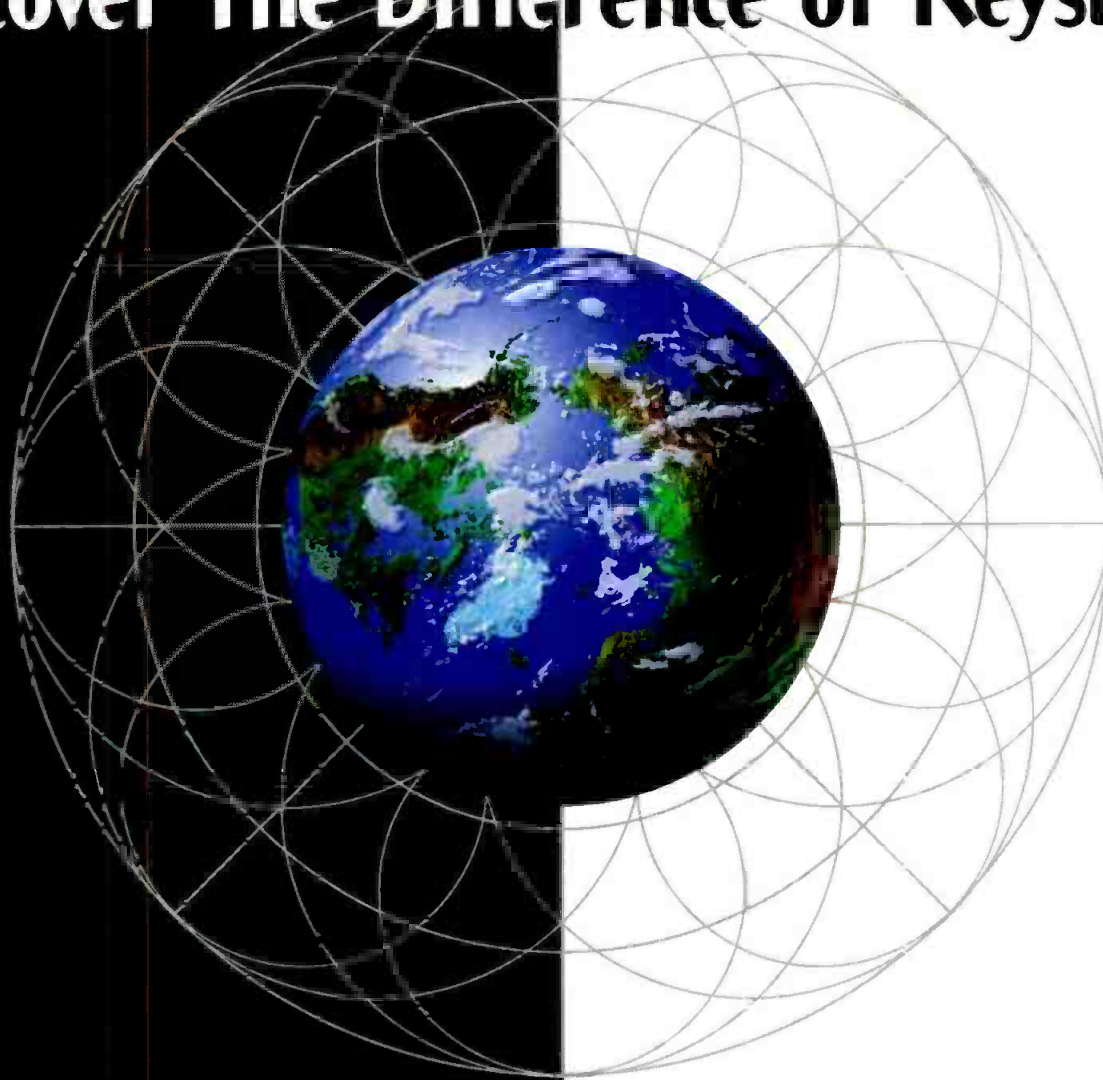
Rick Creel, Broadcast Satellite International vice president/GM, says that although his Ku-band business is strong, "C-band had diminished quite a bit because of low supply." While Creel hopes that his C-band business will rebound, it's not swinging back as quickly as he hoped. But he says there's "less of a panic" for capacity due to the new AT&T and Hughes birds, and he is interested in seeing what the new rates will be in July.

Satellite broker Grace Leone, president of EFC Startime, sees full-time space segment prices softening in 1996, with perhaps a 5%-10% drop. "But not for ad hoc use," Leone says. "They'll drop somewhat, but they won't return to pre-July '95 prices—that was a 300% jump in some cases." Leone says that with fewer hours to sell, the satellite companies have to keep prices up to cover their fixed costs. She adds that with capacity prices so high, "the small-time users and educational users are being crunched out of the market."

Leone sees a very tight Ku-band market for 1996: "The problem is that

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Compressed cable delivery expands abroad

Digitally compressed satellite transmission is having a big impact in the international distribution market, both as a way of dealing with limited capacity and as a source of geographically targeted channels.

Keystone will offer digitally compressed transmission over its Pacific Skylink occasional use service [Intelsat at 180 degrees east] in 1996, says Harley Shuler, senior vice president of sales and service: "There's so much growth in that marketplace."

"More and more of our customers are going digital," says Columbia Communications COO Ken Gross. "We're selling a considerable amount of video services in an 8 megabit format, which uses 9 mhz of the satellite's 36 mhz transponder, yielding four channels."

Associated Press Television is one of Columbia's compressed customers on the TDRSS bird.

"We see digital compression growing particularly internationally, more than domestically," says Shuler, citing the need for a both a compression standard and suitable receiving equipment in the U.S.

Discovery Communications is using General Instrument's DigiCipher II compression scheme to transmit multiple feeds in both the Latin American and Asia/Pacific markets (BROADCASTING & CABLE, Jan. 29). Liberty SportsCommunications also is using digital compression in Asia to deliver a "digital neighborhood" of programs from its their PanAmSat-4 transponder. The first channel is 24-hour Asia Business News, while a new music channel, The Music Zone, will launch in the spring.

Prime Deportiva, the Liberty service in Latin America, uses GI's DigiCipher I to transmit off the PAS-2 bird.

Domestically, compressed satellite delivery has been limited to multiplexing pay services such as HBO and Showtime. —GD

the most desirable satellites are not available. On Telstar 401 and 402R and Galaxy IV and VII, the supply is very tight—it's almost impossible to get full time on any of those."

The Ku market will be strengthened with the launch of GE-1 and GE-2, says Leone. "There have been lots of pre-sales on them, but there's always capacity before owners put them into full-time use."

All the Ku-band payload on GE-2 is dedicated to PrimeStar Partners' DBS service, while the Ku capacity on the Hughes Galaxy III-R will be used to launch the Galaxy Latin America DBS service to Mexico, the Caribbean and Central and South America.

GE-1, which will carry 24 C-band and 24 Ku-band transponders, should be arriving in orbit in the first week of August, says Andreas Georgiou, vice president of commercial business services at GE Americom. "On the Ku-band side, everything is sold," he says, with NBC the biggest customer. "On

the C-band side, we'll probably have at least one transponder for occasional use on GE-1, and we may have one or two on GE-2."

Georgiou says that when GE-2 goes up at the end of 1996, GE Americom "may be able to free up [C-band] capacity" since C-band customers on Spacenet II can wait until first quarter '97 to shift to the new hybrid bird.

Price Waterhouse managing director Mary Frost says that the consolidation of the industry into the Big Three—Hughes, AT&T and GE Americom—"will create additional pressure to erase the lines between international and domestic business."

Resellers such as Global Access and Keystone are embracing that move. "We are truly a global industry at this point," says Global Access's Morse, who estimates that Global's international revenue will probably account for 25% of the company's overall revenue, up from less than 5% a year ago, with no loss in domestic business. ■

SNG users take the long view

With Ku-band capacity at a premium, network news operations aren't taking any chances.

CBS has contracted for full-time transponder service on GE Americom's GSTAR 4 satellite to supplement the two Ku-band transponders it owns on the Hughes Galaxy IV bird. Under the five-year agreement, CBS will use the new space segment to transmit domestic and global news to more than 200 stations. The network also has picked up occasional-use SNG time on the GSTAR 1, 2 and 3 birds, as well as voice communications off GSTAR 4.

Brent Stranathan, CBS vice president of broadcast distribution, says that the network originally thought it could subsist with full-time use on Galaxy IV alone when it let its contract with GTE (then the bird's owner) expire in 1993.

"With the market tightening, we felt we needed to go back to GE, not only to reaffirm our commitment to our affiliates but also to give us some price stability," says Stranathan. "The decision was based on growth we're seeing from SNG and our affiliates. It makes sense to do it."

CNN, which made news in Novem-

ber (BROADCASTING & CABLE, Nov. 20, 1995) when it acquired two Ku transponders on the Hughes SBS 6 bird, is getting live feeds from Bosnia under a three-month contract with Orion Network Systems. CNN transportable ground stations throughout the war-torn region are sending signals back to the Orion 1 satellite for pool feeds.

Dick Tauber, CNN vice president, satellites and circuits, admits that the pace of news in Bosnia has led to little second-guessing about the long-term lease: "In hindsight we should have taken a shorter-term lease. The news value hasn't kept up. In planning, it seemed like a worthwhile expenditure based on traffic, which could essentially lead to a lot of potential coverage. [The story] hasn't really matured for us."

Meanwhile, the new SBS 6 transponders will see a lot of use for political coverage through 1996, says Frank Barnett, CNN Newsbeam managing editor. CNN will have two dual-path uplink trucks and one triple-path unit in Des Moines for coverage of the Iowa caucus and three triple-path trucks in place for the New Hampshire primary. —GD

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Radio networks moving to digital

ABC Radio and NPR offer compressed delivery of satellite feeds

By Glen Dickson

While broadcast television networks eye digitally compressed distribution for the future, satellite-delivered radio networks already are using it on a daily basis.

National Public Radio completed its conversion to MPEG layer II compressed delivery on Jan. 3 with the retirement of its outdated analog equipment. The network had been simulcasting 12 digital MUSICAM signals and 12 FCPC analog signals since April 1995.

The signals are transmitted from two transponders on the Hughes Galaxy IV satellite, which NPR bought with funds from a \$50 million congressional appropriation. Four hundred and eleven member stations have received the Comstream ABR-700 receivers necessary to decode the digital signals, which are generated at NPR's Washington headquarters and 22 uplink sites by Comstream encoder and modulator packages.

NPR isn't using the MUSICAM compression scheme to offer any additional channels of programming, says Peter Loewenstein, NPR's vice president for distribution. "What we have done is not to compress down to the lowest possible bit rate, but to assure our stations a very high quality signal," adds NPR's Burnham Morse, director of FISPO (Future Interconnection System Project Office). "Our stereo digital signals are at the 256 kilobit rate, and the monaural is at 128. That's a very robust signal."

On the other hand, ABC Radio Networks' move to MPEG layer II compression was spurred by capacity concerns, says Bob Donnelly, ABC Radio's vice president of engineering. The network will finish the conversion of five of its 24-hour music channel formats on the GE Spacenet III satellite to SpaceCom Systems' FM Squared digital transmission system by the end



SpaceCom's Chicago teleport houses 20 transmit and/or receive antennas.

of March. Those channels will operate at a data rate of 192 kilobits per second.

"We cut in half the space that we needed to provide the same service," says Donnelly. "Take two FM channels, a right and a left, at approximately 200 kHz. In the space of one of those, we can put the 192 kilobit, get better quality, and obviously halve the

expense of operating that particular format. If we add more formats, we don't necessarily need to add more bandwidth."

ABC Radio already uses SEDAT compression on the GE Satcom C-5 satellite, which allowed it to expand from 19 to 57 audio channels on that bird in 1991.

Donnelly says the newly open capacity on Spacenet III initially will be used to offer increased data services and remote control functions to affiliates, with digital spot delivery to audio servers planned for the future. ABC Radio also may resell some of the capacity on a full-time basis.

Wegener Communications has supplied more than 400 receiving packages (featuring RE America decoders) to ABC stations for the Spacenet III conversion. Donnelly estimates that the move has cost more than \$2 million, including both receiving and headend equipment. ■

Beware of auctions, warns satellite industry

By Chris McConnell

Satellite companies this week are planning to bolster their case against spectrum auctions with a study of potential auction impacts on their business.

The Satellite Industry Association (SIA), a collection of satellite entities financing the study, hopes its report will catch the attention of FCC officials and lawmakers on Capitol Hill. Members of the group include Hughes Communications, GE Americom, AT&T Skynet Satellite Services, PanAmSat Corp. and Orion Network Systems.

The association's study comes as the satellite industry is getting its first taste of auctions. MCI in January bid \$682.5 million to secure a DBS slot covering the continental U.S. (CONUS), while

EchoStar bid \$52.3 million to acquire another DBS slot that does not offer "full-CONUS" coverage. FCC Chairman Reed Hundt also has said that he favors an auction of spectrum designated for satellite-delivered digital audio radio service (DARS).

The satellite companies hope that their report will support the industry's contention that auctions will harm the U.S. satellite industry. "It creates so much uncertainty for the companies," says Clayton Mowry, SIA's associate director. The association made that case late last month at a Jan. 26 FCC roundtable discussion of satellite licensing policies.

"Satellites are inherently regional or global service providers," the group said in a statement to the commission. "The satellite industry is very concerned about the enormous uncertain-



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ty, the incalculable risk and the extraordinary potential for unfairness that may occur in foreign licensing processes that will follow U.S. auctions."

Other companies made similar arguments in comments submitted prior to the commission's roundtable discussion. HBO, for instance, said that auctions "will simply drive up the cost and thus the price to users."

Although opposing the auctions,

some in the satellite group still called for changes to FCC satellite licensing procedures. PanAmSat maintained that current commission policies are preventing new competition in the domestic satellite industry.

"An industry segment that once was marked by vibrant competition from a diverse group of service providers now is dominated by Hughes Communications and its affiliated manufacturing and services companies," PanAmSat

said in comments to the commission. "GE Americom's resources are almost equal to [those of] Hughes, making the domestic fixed satellite industry, at best, a duopoly."

PanAmSat urged the FCC to take measures similar to those used in the DBS rulemaking by capping the number of orbital slots that one company can control. The company said the commission should limit companies to five orbital locations. ■

Cutting Edge

By Glen Dickson

Microsoft and Silicon Graphics Inc. have introduced competing special effects systems aimed at the low end of the post-production market. Microsoft will offer a new version of its Softimage 3-D software for the Windows NT platform as part of a \$15,000 bundle that will include computer hardware and a monitor. DEC, Intergraph and NeTpower are the three approved hardware suppliers, using Alpha, Pentium Pro and MIPS chips, respectively. Microsoft claims that the new Windows NT package will offer similar performance to the SGI Indigo² Extreme at half the price. Meanwhile, SGI has announced IndyStudio, a \$13,500 graphics workstation with animation and 3-D capability that will use SGI's new 150 mhz MIPS processing chip. The unit comes bundled with Alias/Wavefront Animator software for \$15,995. (Prices for both the Microsoft and the SGI systems are limited promotional offers.)

CapCities/ABC Multimedia Group has signed an agreement with **Princeton Video Image** under which ABC Sports and ESPN will have exclusive national use of PVI's real-time system for inserting video advertising in live sports coverage. The PVI system, called Live Video Insertion System (L-VIS), made its network debut during ABC's telecast of the Nokia Sugar Bowl, electronically placing the ABC Sports logo behind the goal posts during extra-point and field-goal attempts. L-VIS also inserted the ESPN logo during coverage of the Holiday and Peach Bowl games. Although the logos appeared as a natural part of the scene to the television viewer, they were not visible to the stadium audience.

Producers Color Service, Detroit, has picked up its second Quantel Henry editing and compositing system. The new unit features the HIPPO image processing package, which includes subpixel, multipoint tracking and stabilization; lens and shadow effects, and



Quantel's Henry system

folding editor with storyline control. PCS says the Henry's ability to do real-time compositing with no one layer being committed until final output is a hit with his clients, which include the big-three automakers.

GEMS International Television, the Spanish-language cable network, is playing the commercial spots on its three satellite feeds from a digital server system. GEMS has configured three ASC Audio Video Virtual Recorder digital disk recorders with a large RAID-3 storage system to play targeted spots to three markets: the domestic U.S., Central and South America, and Argentina. The cable network spent \$300,000 on the three VR units and accompanying RAID drives, says Philip Dubs, GEMS director of operations and engineering.

Tape House

Digital, New York, handled the effects compositing and type animation for the new "TCBY Treats" commercials. The spots, titled "Celebration" (:30 and :15), open on a series of rainbow sprinkles and M&Ms composited

with live-action footage of ice cream cones and sundaes. The candies were filmed before a blue screen and then composited with a Discreet Logic Flame; for the spot's end-



ing sequence, the Flame was used to create a "fireworks" explosion of sprinkles and M&Ms and to animate imported Mac typography and integrate it with the live footage. For another sequence, Prism software was used to create and animate the TCBY Treats logo and wrap it around a spinning live-action product cup.

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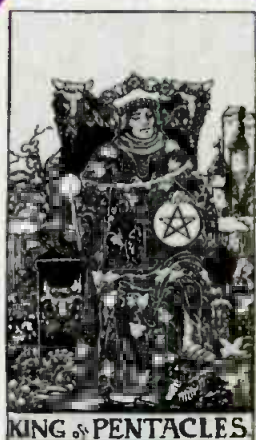
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Additional Panelists: TBA



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Week

The Internet

Microsoft boosts browser with MCI pact

Deal expected to result in battle with Netscape

By Richard Tedesco

Microsoft Corp. created a major conduit for its Explorer Internet browser last week in a broad pact that makes MCI Communications Corp. a booster for the browser.

That is the immediate impact industry analysts see in an alliance that will have the companies developing and marketing services for online, Internet and networking markets. MCI will market a customized version of the Microsoft Network and create an Internet hosting service, while Microsoft will push MCI's conferencing and ISDN (Integrated Services Digital Network) services.

The deal effectively drives MCI into the Microsoft online camp as MCI takes a reduced role in its prior deal to develop an online service with News Corp. "We are pushing our boat into the waters of going with the various Microsoft products in our network ventures," says Bert Roberts, MCI chairman/CEO, indicating that MCI will keep a minority interest in the News Corp. venture.

That includes making Explorer its "preferred Internet software," as Roberts puts it. And that's the most immediate impact analysts see in the strategic deal: giving Microsoft's Explorer a competitive stance in the marketplace.

"Now we're going to see the battle of the browsers," says Mary Doyle, senior analyst for New York-based Link Resources, who foresees a fight between Explorer and Netscape.

Emily Green, senior analyst with Forester Research in Cambridge, Mass., says Microsoft is "trying to insure that Explorer can have a chance." She says the deal means more for Explorer than for MSN.

Green theorizes that MCI tired of News Corp.'s slow development of its online venture and decided to take a different tack.

Bill Gates, Microsoft chairman/CEO, calls the deal a "big step" in building Microsoft's browser's market share.



MCI's Bert Roberts and Microsoft's Bill Gates join forces.

MCI won't stop customers from using other browsers to access its online services, according to Roberts. But he says MCI will begin a "full bore" effort to integrate Explorer into its software in the next two months.

Acknowledging probable "overlaps" in MCI's partnerships with Microsoft and News

Corp., Roberts says the assets of the News Corp. venture, and his company's stake in it, will be placed in a separate venture under new management to be announced shortly.

Scott Kurnit, CEO of the joint venture, says the service is "completely built" but will undergo changes before launch.

PCs

What's hot, what's next? The Internet PC

Companies working on affordable TV sets that can access The Internet

By Richard Tedesco

The Internet PC, a low-cost computer device with limited functions, may be the next technological wave to overtake consumers—when manufacturers want to make the wave happen.

Oracle Corp. originally floated the concept of a \$500 device that would enable basic Internet access via a simple monitor or TV set and

even accommodate cable signals. "We see a kind of a merging or a melding together between computing, communication and entertainment," says Jim Lynch, Oracle director of business development in network computing and telecommunications.

Oracle recently previewed prototypes in Japan, but it's not planning on building them itself. Oracle is promoting a "reference



Application developers can use Wink to simulate a remote control on settop boxes.

Wink eyes interactive applications

Wink Communications is building up steam with its own software engine to enable interactive TV functions with or without add-on hardware.

The Wink Engine software component provides cross-platform compatibility to analog or digital TVs, settops or PCs with applications encoded in its Interactive Communications Applications Protocol (ICAP). "What's really required are a set of protocols that are optimized for that kind of hardware," says Matthew Trifiro, Wink vice president of marketing.

The ICAP protocol is embedded in the vertical blanking interval (VBI), and basically enables interactive functions that overlay regular programming. The Wink Engine enables pay-per-view ordering capabilities and viewer interaction with advertising offers.

Wink already has its technology in Japanese TV sets receiving terrestrial signals, according to Trifiro, who expects that eventually to happen in the U.S.

Meanwhile, Wink has licensed ICAP rights to Scientific-Atlanta and General Instrument. The royalty cost is \$5 per settop for the 128K engine. GI will roll out its CFT-2200 settops equipped with Wink software in the third quarter. —RT

design" for a network computer that includes a hardware and software platform, according to Lynch. The company wants to handle the back-end software functions, as it's doing in ongoing interactive TV tests with Hewlett-Packard and Scientific-Atlanta.

Now the task, Lynch says, is for manufacturers to produce simple processors with browser and graphics capacities to support Internet functions.

Sun Microsystems conducted demos at computer trade shows on both coasts last week of a device with a 110 mhz chip housed in a 6-inch by 3-inch box that runs off its Java networking language. Sun conceives the device as a new model of network computing for business applications only, according to Sun spokesman George Paolini.

Sun has had exploratory talks with Toshiba of America about various applications. Toshiba, which licensed rights to Java last fall, is studying developing such simple PC devices, but has no business plans in place, according to Toshiba spokesman Ken Ishihara.

Zenith Electronics sees the I-Net PC as a viable product for the consumer market once TV sets are equipped to handle digital signals. "The horsepower eventually will be in the TV to do this," says Gregg Gronowski, Zenith vice president of consumer product management. "The processing capability to interact with the on-screen display systems will be much more compatible to make this experience a reality."

I-Net PCs could be produced in the next two or three years, Gronowski says, after standards are established and the levels of interactivity and memory capacity consumers want are determined.

"We have to look beyond just modems and set-tops," says Robert Luff, chief technical officer for the broadband group at Scientific-Atlanta. Luff emphasizes the importance of hardware interoperability and portability to develop new interactive devices: "It can't happen if cable companies launch three or four dif-

ferent platforms."

To Hoyet Andrews, director of advanced digital TV for Philips Consumer Electronics, the idea of low-cost PC devices is "really more of a social empowerment issue," to enable people access to technology they can't now afford.

Andrews sees the potential for a family of PC products, with varying levels of functionality, produced for \$300-\$800.

Glenn Altchek, General Instrument's new business development manager in interactivity, agrees that "it's feasible to have a settop terminal that's capable of this." It can't happen tomorrow at a \$500 price point, he says, adding that there are technical roadblocks, including the need to enlarge text for TV use and adjust VGA quality. But "as memory prices come down, it will absolutely happen." TMW

Video Dialtone Networks

BA launches Dover VDT network

Telco delivering 77 channels, plans to expand to 384

By Richard Tedesco

Bell Atlantic rang in the nation's first commercial video dialtone network in Dover Township, N.J., last week with an audience of approximately 200 customers.

They began receiving 77 channels of cable programming from FutureVision of America, one of several companies looking to compete with Adelphia Communications as video providers on the VDT network. FutureVision is pitching a package of basic cable for \$19.95 per month, as

well as \$10 premium channels and \$3 pay-per-view movies, all priced slightly less than prevailing rates from incumbent cable operator Adelphia. "Our research [says] it's all about price," says Marty Lafferty, FutureVision executive vice president.

For Bell Atlantic, it's all about demonstrating the signal quality delivered by the VDT net it constructed with fiber-to-the-curb architecture in the 38,000-household market. The VDT system will be extended to an

Fox chat

Fox World, the Fox Web site, now features Fox Palace, a real-time graphical chat room in which Web users can interact in shared virtual spaces. Customized areas of Fox Palace include a Children's Network room, where users can cruise through scenes from *The Tick*, and a sports room, where they can chat about their teams or play board games. The site, at <http://www.foxnetwork.com>, was designed by Time Warner's Palace Group.

Busy days in the SportsZone

ESPN's SportsZone Web site scored a record 15 million hits during Super Bowl weekend, including 4.6 million hits on the day after the game.

Between Jan. 26 and Jan. 29, 565,164 individuals visited the site. They looked at more than 3.8 million pages of text, graphics and multimedia.

In a separate development, SportsTicker, the sports news and info service of ESPN and Dow Jones & Co., now is being carried as part of the IBM info-Market NewsTicker (<http://www.infomkt.ibm.com>). IBM also carries a 24-hour news

additional 1,000-1,500 households per month, and the system ultimately will offer 384 channels of digital TV. Rainbow Programming Holdings, Playboy Entertainment Group, Graff Pay-Per-View and International TeleCommerce have dibs on the remaining channel space.

FutureVision converted almost all of the 200 households that participated in a beta test and will add more than 300 customers next month from a solicitation to 700 households, according to Lafferty.

Interactive offerings such as the TV Food Network indicated "a very healthy interest in at least sampling interactive services," Lafferty says.

There's no word from the other program providers on when they plan to begin offering service to Dover residents.

Boxes by DiviCom

DiviCom Inc. is providing the set-top decoders to Bell Atlantic for its video dialtone network in Dover Township, N.J., and MPEG-2 encoders to FutureVision of America.

The number of decoders being provided is in the "tens of thousands," according to a company spokesperson, who says the final dollar value of the deal remains undetermined. The boxes are equipped with a Motorola 68K CPU, 2 megabytes of DRAM, high-resolution graphics and a magnetic card reader for interactive applications.

Meanwhile, DiviCom reports that it is in final negotiations with Thomson Consumer Electronics on a contract to provide set-tops for the Tele-TV venture. The deal could be worth as much as \$1 billion. Thomson is handling the infrastructure for the venture, which is a partnership of Bell Atlantic, Nynex and Pacific Telesis.

Wishful thinking from Comedy Central

Comedy Central is getting a strong response to some cyberspace spoofing. The cable channel also is attempting to boost its Madison Avenue image with a tongue-in-cheek disk pitch.

The Comedy Central Web site's (<http://www.comcentral.com>) over-the-top "Web Pages We'd Like to See" is dramatically bumping up hits to the site. It drew 1.63 million hits in December, up from 997,000 in November.

A Hillary Clinton page is the latest—and most popular—addition, second only to Madonna's Desperately Seeking Semen page. Soon to appear: O.J., Barbie and Dr. Kevorkian. Comedy Central plans to add one lampoon per week, according to Chris Lucas, the channel's coordinator of online services, who says the trick is writing enough one-liners to make them work.

Another multimedia play may improve Comedy Central's profile among ad agency executives with a humorous floppy disk touting the network's upscale demographics. The disk, "For People Who Like to Watch," presents the Comedy Central logo and an image of two people apparently having sex behind it.

As multiple-choice questions about the network's reach are answered correctly (incorrect questions draw on-screen insults), the logo gradually disappears, revealing the couple watching a TV set tuned to—what else?—Comedy Central.—RT

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HELP WANTED MANAGEMENT

Station Manager/Morning Personality/News Director needed for small combo in southwestern New Mexico. Send resume, references and salary history to: Ernest Hurt, P.O. Box 2049, Deming, NM 88031. EOE.

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GM/GSM. Profitable AM/FM Combo in growing community with access to major Midwest metro area. Generous compensation and benefits package for dynamic person able to take charge. Please include salary history. Reply to Box 00691 EOE.

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Salesman-Announcer for progressive midsouth small market. Seeking experienced person with a proven track record. Must be energetic and community minded. Confidentiality assured. Send resume to General Manager, KAGH/KWLT, P.O. Box 697, Crossett, Arkansas 71635. EOE.

Sales Manager. Birmingham's WMJJ-WERC-WOWC is seeking a client-focused team leader. Successful track record necessary. Excellent performance-driven compensation plan, and benefits. Send resume and letter explaining your management style and goals to Human Resources, Ameron Broadcasting, Inc., 530 Beacon Parkway West, Suite 600, Birmingham, AL 35209 or fax to (205) 945-9013. EOE.

Sales Manager wanted for top rated NW combo. Overnight your resume and cover letter to Westcoast Broadcasting Co., attn: Kelly Hart, KPQ AM/FM, P.O. Box 159, Wenatchee, WA 98807-0159. We are looking for a veteran broadcast professional from the Pacific Northwest, West Coast or Rocky Mountain regions with a proven track record ready to lead our winning combo to higher sales levels and more success. Pay and benefits could reach 70k. Females and minorities encouraged to apply. This position is available immediately and applicants must be willing to start no later than February 28, 1996. Westcoast Broadcasting Company is an Equal Opportunity Employer.

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General Sales Manager needed for dominant Country Station in one of the South's fastest growing markets on the Mississippi Gulf Coast. You will lead the sales staff of a multi million dollar corporation. Must be creative with excellent people skills and a minimum of three years sales experience. Send resume to WKNN-FM, Attn: Reggie Bates, P.O. Box 4606, Biloxi, MS 39535-4606. EOE. Owned by Multi Market Radio.

Four decade broadcasting/marketing company seeks travel-salesman. Advance against commission. Resume, background/picture, first letter. John Gilmore, President, Community Club Awards (CCA), P.O. Box 151, Westport, CT 06881. Tel:203-226-3377

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HELP WANTED NEWS

US-101/WUSY FM, Chattanooga, is seeking News Reporters. Applicants should have 2 years experience in a radio newsroom and should understand the phrase "A Passion for Excellence." Applicants must have energy, creativity, curiosity, ingenuity, professionalism, vision, stamina, and a sense of humor. You must be willing to get your boots muddy in pursuit of a story. Send tapes and resumes to News Director Ed Buice, US-101 FM, PO 8799, Chattanooga, Tennessee 37414. WUSY FM is an Equal Opportunity Employer.

HELP WANTED MARKETING

Marketing Director. Radio Direct Response seeks confident, articulate, fire-breathing marketing pro to manage affiliate relations and schedule TV/Radio publicity bookings. Excellent opportunity with fast-growing, cutting-edge company. Send resume and requirements to RDR, 630 Parkway, Broomall, PA 19008.

HELP WANTED ANNOUNCER

Christian Radio KCBI, DFW has an opening for overnight Announcer. Experience a must. T&R: Wes Ward, PD, P.O. Box 619000, Dallas, TX 75261. EOE.

HELP WANTED PRODUCTION

Team oriented player for P.M. drive and Production Director; all digital editing. 4 years experience. Send resume, references, picture and tape for this central PA opportunity to Box 00681 EOE.

Spend Spring in Lake Wobegon. A Prairie Home Companion, the nationally acclaimed radio variety show produced by Minnesota Public Radio, is adding two temporary positions to the production staff in St. Paul. These are three month assignments with longer-term potential. 1) Associate Producer: Radio person who has strong musical background, some performance experience, a sense of humor, the ability to write and express oneself clearly, and a keen interest in live radio variety show to help source new musical talent. Must be familiar with a wide range of musical styles, genres and performers. Experience in booking and contracting talent helpful. Send resume, with demo cassette of representative radio work. 2) Writer/Producer: Writer with broad range of life experiences, comic talent and an ear for radio to write comic sketches and revise and edit scripts. Will be based in St. Paul for April and May and accompany the show on the road in June. Send resume with writing samples or demo cassette. Minnesota Public Radio (256N), C/O MCG Human Resources, 445 Minnesota Street, Suite 500, St. Paul, MN 55101.

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Director of Membership The NJN Foundation, the non-profit fundraising arm of New Jersey Network Public Television, seeks a dynamic individual to spearhead its membership department. Reporting to the Vice President of the Foundation, the successful candidate will develop and implement innovative, short and long-term fundraising goals, objectives and strategies for the acquisition, maintenance, and renewal of members. Experience in non-profit marketing, direct mail and telemarketing required. PBS experience, on-air pledge and in-depth knowledge of database programs a plus. Advanced organizational, communication, management and supervisory skills necessary. Salary commensurate with experience. EOE. Please send salary history and resume to: Search Committee, NJN Foundation, CN 777, Trenton, NJ 08625-0777.

HELP WANTED SALES

SALES ASSISTANT

KABC-TV is seeking an individual with strong administrative skills to assist in the Sales Department. Ideal candidate should have previous sales assistant experience with excellent written and verbal communication skills. Lotus 1-2-3 and WordPerfect proficiency is a must. Please send resumes to: **KABC-TV, Attn. John Riedl, General Sales Manager, Dept. SA1-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** No phone call please. Equal Opportunity Employer.



Sales and Marketing Executive - Scripps Howard ABC affiliate seeks aggressive, experienced, computer literate team player to grow existing accounts and develop new business. Heavy emphasis on specials and promotions. Versatility a plus. We're looking for a proven winner! Resumes only to: Debbie Brune, Local Sales Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212. WMAR-TV is an Equal Opportunity Employer. Women and minorities encouraged to apply.

National Sales Manager: WSYX-TV, River City Broadcasting, Columbus, OH, an ABC affiliate, is seeking an individual with a strong National Sales background and with National Rep experience also strongly preferred. Individual should possess a strong work ethic and have a proven sales track record. College degree preferred. Send resume to WSYX-TV, Attn: Human Resource Department, 1261 Dublin Road, Columbus, Ohio 43215. Minorities and women encouraged to apply. Pre-employment drug screening. EOE.

GSM/NSM: WNDY-TV, flagship of the Indianapolis Motor Speedway, seeks an experienced professional to direct its National sales effort. Applicant needs a minimum of three years national spots sales experience or NSM at a top-50 independent television station ready to move up to the top 25. Candidate should have strong service background, good people skills, computer and audience-market research skills, and creative marketing and package ability beyond the numbers. Must be willing to travel. Wabash Valley Broadcasting offers competitive salary, outstanding benefits and a great team of fellow professionals. Rush resume to: General Manager, WNDY-TV, 4555 W. 16th Street, Indianapolis, IN 46222. An Equal Opportunity Employer.

Local Sales Manager: KCAU-TV, the ABC affiliate in Sioux City, Iowa needs an aggressive and creative LSM to lead our team. An excellent track record in sales marketing and successful experience in local sales is a must. Outstanding management and leadership skills to direct our team and maximize revenue opportunities are key indicators for the successful candidate, as well as the ability to produce non-traditional revenue and a strong sales marketing program. Qualified candidates should send resume to Kim Cleaver, General Manager, KCAU-TV, 625 Douglas Street, Sioux City, IA 51101. Phone (712) 277-2345. EOE.

General Sales Manager and Local Sales Manager - Group owned NBC affiliate is filling two sales management positions in the Flint/Saginaw/Bay City Market (60th). Our new GSM should have 3 years experience as LSM or GSM, and have a proven track record of success; have the ability to control inventory, price aggressively, understand qualitative selling and develop sales promotions. Our LSM must have 5 years television sales experience, prior management is preferred, be able to generate direct business as well as agency; recruit outstanding sales people; must be goal oriented with good people skills. This is a newly created position. Our station recently changed affiliation from CBS to NBC. Buyers are ready to react to our recent growth. Fax (810) 687-8989 or send your resume to: Attn: Personnel Director, WEYI-TV, 2225 West Willard Road, Clio, MI 48420. M/F. EOE.

Local Sales Manager. WDSU-TV, a Pulitzer Broadcasting Company station and NBC affiliate in New Orleans, is seeking an LSM for our new state-of-the-art broadcast facility. Candidates must have a minimum of 5-8 years in broadcast sales. Previous management experience with a proven track record in new business development and enterprise a plus. Positive work ethics are critical in this position. Send resume to: Personnel Coordinator, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. No phone calls, please. EOE.

Underwriting Representative The NJN Foundation, the non-profit fundraising arm of New Jersey Network, seeks a dynamic motivated individual to join the Underwriting Department. Responsibilities include: Develop and expand corporate and foundation support, accomplish aggressive personal sales goals and work with a team of fundraising professionals. Must have excellent oral and written communication skills. Knowledge of corporate and foundation giving extremely helpful. EOE. Please send resume and letter, including salary history, to Search Committee, NJN Foundation, CN 777, Trenton, NJ 08625-0777.

WGRZ-TV/NBC 2 is seeking an experienced Account Executive in its Local Sales Department. Applicant must have experience in broadcast sales, preferably in television advertising sales. We are looking for an enthusiastic self-starter with a strong desire to be part of a winning team. Send resume to: Tim Busch, General Sales Manager, WGRZ-TV/NBC 2, 259 Delaware Avenue, Buffalo, New York 14202. No phone calls. WGRZ-TV/NBC 2 is an Equal Opportunity Employer.

Local Sales Manager: KTMF, ABC/FOX in Missoula, Montana seeks an individual who has shown success in recruiting, training, and motivating sales people, has a strong track record in new business development, has strong people skills and would like to work into the Station Manager position. Send resume and salary history to Jim Colla, P.O. Box 1219, Great Falls, MT 59403.

General Sales Manager. A unique opportunity exists for a creative, aggressive, organized person who will lead an enviable lifestyle in "Maine...the way life should be," while leading a well-trained sales team at a dominant CBS affiliate serving Eastern and Central Maine. Candidates should have three-plus years experience in broadcast sales management, with good communication and leadership skills, and experience with Marshall Marketing, TvSCAN and Microsoft Office Products. Qualified candidates can respond by sending a cover letter and resume, including income history, to Michael Young, VP/GM, WABI-TV, 35 Hildreth Street, Bangor, ME 04401. WABI-TV is an Equal Opportunity Employer.

National Sales Manager - Scripps Howard ABC affiliate seeks talented, experienced NSM with proven success in developing and growing media sales revenue, developing and maintaining client relationships, and has expertise with inventory control. Must be results oriented, computer literate, have excellent organizational and communication skills. Resumes only to: Michele A. McDowell, GSM, WMAR-TV, 6400 York Road, Baltimore, MD 21212. WMAR-TV is an Equal Opportunity Employer. Women and minorities encouraged to apply.

Fax your classified ad to
Broadcasting & Cable
(212) 206-8327

HELP WANTED TECHNICAL

ELECTRONICS MAINTENANCE TECHNICIANS ■

DIRECTV®, the nation's leading direct broadcast satellite service, delivers 175 channels of digital-quality television programming to American homes and businesses that are equipped with the DSS® receiving unit, which features an 18-inch satellite dish. This position is located in our state-of-the-art, 24 hour-a-day broadcast facility near Castle Rock.

We are seeking individuals with widely diverse broadcast experience to diagnose and repair equipment and/or system problems. You must have knowledge and experience in video and audio standards and measurement, and be able to repair equipment down to the component level if necessary. Hands-on experience in any and all of the following areas is a plus: Analysis/troubleshooting/repair of complex analog/digital video; digital compression systems, audio, RF, communication, data and control systems and equipment. You must also have experience with spectrum analyzers, oscilloscopes, audio analyzers and/or waveform monitors. Hours are early mornings, late nights and/or weekends, as well as overtime as needed. In addition, you must have extensive range in lifting/carrying and be able to remove and install equipment.

DIRECTV offers an exciting compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history to: **DIRECTV, Inc., Employment-TS, 5454 Garton Road, Castle Rock, CO 80104.** You may also fax it to (303) 660-7088, or e-mail us at: crbc-hr@ccgate.hac.com

An Equal Opportunity/Affirmative Action Employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply for this position.



WBAL-TV is seeking a highly qualified Technician to join our maintenance staff. To apply, you need 5+ years of solid television engineering maintenance experience, both in Studio and ENG settings. Proven ability to maintain, install and design TV broadcast digital/analog video/audio/RF systems and equipment. FCC Commercial License and/or SBE certification required. Minimal computer requirements; proficiency with MS-DOS, Windows, OS/2 and/or UNIX. Familiarity with TVRO, SNG, robotics and computer networks a plus! This is a rare opportunity to work for one of the best in broadcasting. Send resume to Hank Volpe, Director of Engineering, WBAL Division, Hearst Broadcasting, 3800 Hooper Avenue, Baltimore, MD 21211. No calls please. EOE. Minorities and women are encouraged to apply.

Videographer Named the Best Newscast in Florida by the Associated Press, for the 2nd year in a row, Fox News at Ten, in the Ft. Myers market, seeks a videographer. Two years experience required, college degree preferred. Send non-returnable tape and resume to: Chris McKinney, Chief Videographer, WFTX-TV, 621 SW Pine Island Rd., Cape Coral, FL 33991. We are an Equal Opportunity Employer.

Operations Vacation Relief positions available at Colorado's News leader KCNC. Send resume c/o Operations Manager, 1044 Lincoln Street, Denver, CO. 80203. EOE/MF.

Technical Manager: Primary responsibilities include supervision of the news technical operation, ENG/SNG technician staff and news equipment maintenance. Qualified candidate must possess excellent leadership, organizational and technical skills. Send resume immediately to: Dale Werner, Engineering Manager, KPRC-TV2, P.O. Box 2222, Houston, Texas 77252-2222.

Audio/Font Operator: Canal de Noticias is a division of NBC, one of the world's best known news and entertainment companies. We are seeking a technical professional to join our expanding news service, which broadcasts in Spanish to affiliates in major Latin American and select U.S. markets. This 24-hour operation, based in Charlotte, North Carolina, offers you the chance to be part of a dynamic team which is experiencing tremendous growth and success. Your duties will range from running an audio console to creating and recalling electronic titles/graphics during live and taped programs. You'll also perform other production related duties in support of supervisors and management. Fluency in Spanish is a must, as is experience with all aspects of TV production, including live programming. Basic knowledge of audio for TV and experience with the Infini! font system are essential. Good typing, grammar and spelling, and a willingness to learn new technologies and thrive in a deadline-driven environment are musts. For prompt and confidential consideration, please send your resume and salary history to: HR Dept. JP-AFO, NBC News Channel, 925 Wood Ridge Center Drive, Charlotte, NC 28217. We are an Equal Opportunity Employer.

Maintenance Technician to maintain tape and studio equipment associated with a modern expanding network TV facility. RF experience a plus. Must have FCC General Class License. SBE certification desirable. Send resume to Chief Engineer, P.O. Box 59496, Birmingham, AL 35259. No phone calls. EOE.

Photojournalist Fox affiliate in Raleigh, NC. One of America's most liveable cities, needs an experienced news videographer. Individual must have good videotape editing skills to complement creative field video. Knowledge of microwave trucks is a plus. We stress quality, not quantity. Send resume/tape to Greg Gilroy, Chief Photographer, WLFL-TV, 3012 Highwoods Blvd., Raleigh, NC 27604.

Chief Engineer. Looking for CE with hands on experience, qualified in all areas of broadcast engineering, responsible for overseeing/maintaining transmitter and studio equipment. SBE certification, FCC general license required. Send resume w/salary requirements to Box 00695 EOE.

KDVR/FCX-31 Denver has immediate openings for two qualified Engineers. 1) Maintenance Engineer position requires 2-5 years current studio experience. One-inch, Betacam, switcher, computer and terminal gear experience required; 2-inch, microwave and transmitter experience a plus. Requires FCC General Class and valid driver's license. 2) Transmitter Engineer will be responsible for operation and maintenance of two full-power UHF transmitter sites and expanding low power systems. Must be able to evaluate systems and carry through necessary planning and repairs. Requires 2-5 years experience with high-power UHF transmitters and related equipment, FCC General Class and valid driver's license. For either position, send current resume to Dept. XE, KDVR/FOX-31, 501 Wazee, Denver, CO 80204. Fax 303-595-8312. No phone calls, please. EOE.

Maintenance Technician: KSDK, St. Louis #1 NBC affiliate. Work on broadcast Beta, D3 tape machines, studio and master control equipment, as well as ENG, microwave, and satellite systems. Five years experience with operation and repair to the board level. FCC General Class License and SBE Certification preferred. Send resume to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market St., St. Louis, MO 63107. No calls please. EOE.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

HELP WANTED NEWS

CAMERAMAN/ REPORTER/EDITOR

Large trade association seeks experienced Cameraman/Reporter to assist in all aspects of producing a first rate in-house satellite news program. Working with a small, tightly knit team, your varied responsibilities will include reporting, script writing, camera work, and editing.

Competitive candidates will possess relevant bachelor's degree or four years equivalent experience. A minimum of three years of television or video reporting/editing and camera work required. Must be willing to travel. Familiarity with rural economic/social issues a plus.

Conveniently located in Washington, DC Metro area, we offer excellent salary and benefits. Send video Resume and salary requirements to:

National Rural Electric
Cooperative Association
Human Resources Department
Dept JA/HR 11-141
4301 Wilson Boulevard
Arlington, VA 22203-1860

Fax (703) 907-5528



National Rural Electric
Cooperative Association

EOE M/F/D/V

Weather Anchor: Meteorology degree preferred. Accu Weather and previous on-air experience a plus. Duties include radio and newspaper forecasting and weekend TV. Photography and news reporting skills helpful. Resume and non-returnable tape to Tony Schumacher, WSAW-TV, 1114 Grand Avenue, Wausau, WI 54403. EOE.

Weather Anchor/Reporter for up and coming midwest news operation. Candidates must be able to perform weekend weather duties including on-air presentation and off-air compilation of weather graphics using Kavours system. Candidate must also be able to shoot, write and edit their own news stories. The right candidate will have exceptional communication skills and a B.A. or B.S. degree in journalism or mass communication. Qualified candidates should send non-returnable 3/4" or 1/2" VHS tape and resume to Greg Lund, News Director, KCAU-TV, 625 Douglas Street, Sioux City, IA 51101. No phone calls please. EOE.

News Producer. Maturity, creative writing and thinking, good judgment, leadership. Simply stacking stories won't do. Deliver the best local newscast in Central Kentucky, where the living is wonderful, the thoroughbreds race, the Thoroughblades hit the ice, and Wildcat basketball is hot, hot, hot! If you've got the vision, we want to hear from you immediately. VHS tape and resume to Station Relations, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. EOE.

Want to Anchor? Entry level Reporter position open with NBC affiliate, offers you opportunity. Send non-returnable VHS or 3/4 inch tape to: WOWL-TV, P.O. Box 2220, Florence, AL 35630. An Equal Opportunity Employer. No phone calls.

Television News Reporter. If you can generate great story ideas, work fast, and do great live shots, this job's for you! KETV-TV and KCCI-TV, the Pulitzer Broadcasting stations in Omaha and Des Moines, have an opening for a Reporter to cover Western Iowa and do stories for both stations on our exclusive LiveLink. Send tape and resume to: Rose Ann Shannon, News Director, KETV-TV, 2665 Douglas Street, Omaha, Nebraska 68131-2699. EOE.

TV Newscast Producer for A.H. Belo's KOTV, honored by the RTNDA as having the best newscast in Texas and Oklahoma. The ideal candidate has outstanding editorial judgement, great writing and logistical skills, manages time and crises well, and works amicably with the assignment desk, reporters and other staff. Must have four-year degree and at least one year full-time commercial TV newscast producing experience. Send resume, tape and references to: Robert Cohen, KOTV, P.O. Box 5, Tulsa, OK 74101.

Sports Reporter/Anchor - One of the north-east's great television stations is looking for a Weekend Sports Anchor/Reporter. If you know how to satisfy the sports nut and appeal to everybody else, we want to talk to you. You have to love sports and communicate that love. The person we choose is someone who has an edge and an attitude when it comes to sports reporting, and knows how to operate as a successful member of an award-winning team. Please send letter that separates you out from the masses, resume and a tape that will knock our socks off. Reply to Box 00690 EOE.

Sports Director. FOX affiliate in 44th market looking for Sports Director for 10 pm newscast. Need two years experience, savvy for big leagues and hometown teams. No beginners. No phone calls. Tape and resume to Jim DePury, News Director, WPMT FOX 43, 2005 South Queen Street, York, PA 17403. EOE. Drug test.

Senior News Producer Terrific opportunity for an established producer to move into management. Supervise producing staff. Line produce fast-paced 6:00PM newscast. Maintain consistent graphic look and content of all shows. Leadership skills and a minimum of 3 years producing experience required. Must have extensive knowledge of satellite, microwaves and feeds. Meteorologist/Weathercaster WRIC TV is looking for a weather personality for morning and noon newscasts. Applicants must have a college degree and weathercasting experience. Meteorology certified preferred. Requires training in use of computer graphics. Send resume and non-returnable tape to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3463. Excellent benefits. No phone calls please. WRIC-TV is an Equal Opportunity Employer; minorities encouraged to apply.

Primary Anchor-Sports Director-Weather Personality We're looking to fill the key positions within our new NBC newsroom. We'll surround you with solid journalists, the latest technology, and a strong marketing philosophy. In return, candidates must possess credible experience and a lead-by-example attitude. If you're interested in joining us this Spring, send letter, resume, references, and 3/4" or VHS tape to: Talent Search, WGBA NBC-26, P.O. Box 19099, Green Bay, WI 54307-9099. No phone calls please. WGBA is an Equal Opportunity Employer.

Producers: CBS affiliate in Tampa-St. Petersburg (ADI 15) is seeking two producers: 1) Morning News: This is a job for a creative, "out of the box" producer who understands both news and entertainment and knows how to blend the two into an informative, yet fun program. We're creating a new show with new talent and we need your help and creativity to make it fly. This is an opportunity to challenge your limits and expand your horizons. If you're a self-starter who enjoys being at the helm and don't mind the overnight hours, this job is a great opportunity. Prior morning experience is a big plus! 2) Investigative/Special Projects: This job requires a well-versed producer who can do everything from an I-Team piece to a sweeps series. You must be both an aggressive reporter and a production wiz to succeed at this job. You must also be self-directed and have the ability to juggle multiple projects and deadlines. Direct field experience doing investigative and special projects work is required. Both these jobs offer very competitive salaries and great benefits along with the chance to work in a beautiful part of the country at a station with a big news commitment. Rush tapes, resumes, salary requirements and a page on your news philosophy to: Mike Cavender, VP/News, WTSP, P.O. Box 10000, St. Petersburg, FL 33707. EOE.

Producer/Director - WOTV-Battle Creek, Michigan has an opportunity for a multi-talented person to direct and TD our 6:00pm and 11:00pm weekend newscasts. During the week, you'll assist the sales department with the shooting and editing of commercial spots. Plus, you'll help with the scheduling and training of part-time production assistants. This is a perfect chance for a motivated self-starter to assume a leadership role with a growing news operation. Send resumes and non-returnable tapes to: Patrick Linehan, Production Manager, WOOD-TV, 120 College Avenue SE, Grand Rapids, MI 49503. WOTV is an Equal Opportunity Employer and actively solicits qualified minority and female applicants for consideration.

Wanted: Television News Anchor/Producer for 6 and 10 newscasts on top rated station to complement female anchor. Must be top-notch on-air and serious journalist. At least 3 years of experience and college degree required. Send non-returnable tape and resume to: Paul Amundson, News Director, WDAZ-TV, P.O. Box 12639, Grand Forks, ND 58201. EOE.

News Reporter. Top 50 CBS affiliate seeking individual to cover, write, edit and air stories as assigned. Maintain general knowledge of local, regional and national news. Assist photographers in shooting and editing stories. Investigate and develop stories for consideration. Must have 3 years reporting experience, a B.A. in Journalism or related field and be a team player. Qualified candidates please forward non-returnable tape and resume to Rob Allman, News Director, WFMV-TV, 1615 Phillips Avenue, Greensboro, NC 27405. EOE.

News Promotion Coordinator Responsible for creating/producing on-air news promotion. previous TV experience and 3/4" editing a plus. Excellent communication skills and ability to handle deadline pressure. Send resume/tape to: WSAW-TV, P.O. Box 8088, Wausau, WI 54402-8088. Attention: Glen Moberg EOE.

News Promotion Writer/Producer. Tribune Company's CLTV News, the Chicago-area 24-hour regional news operation, has an immediate opening for a News Promotion Writer/Producer. This Producer is responsible for creating and editing on-air spots and print materials. Previous TV experience producing on-air news promotion announcements required; demonstrated writing skills are essential. To apply, send tape, resume and salary history/requirements to: Director of Marketing, CLTV News, 2000 York Road, Suite 114, Oak Brook, IL 60521. Any phone calls will disqualify the applicant from consideration. We encourage females and minorities to apply.

News Producer. Number one network affiliate in a midwest market is looking for a good, solid News Producer. We have the best equipment in town and the best raw talent in the market. We need a leader to turn that combination into winning newscasts. Must have a good head for news and excellent writing skills. Some experience required. Women and minorities encouraged to apply. Send tape and resume to Box 00697 EOE.

News Photographer: Join one of the Southeast's top news teams. Solid videography and editing skills, plus good news judgement. Set up satellite and microwave shots. Prefer at least one year of TV news experience. Send non-returnable tape and resume to: News Director, WTVG, 410 West 6th Street, Chattanooga, TN 37402. Equal Opportunity Employer.

News Director: KLAX-TV the ABC affiliate for Central and Northeastern Louisiana has an opening for News Director. Must possess news experience, ability to train and motivate a young staff, produce and co-anchor. Send resume, tape and salary requirements to General Manager, KLAX-TV, 1811 England Drive, Alexandria, LA 71303. Pollack/Belz Communications Inc. is an Equal Opportunity Employer.

Assignment Editor. Looking for an Assignment editor who can run and gun on spot news. Must have two years of assignment editor experience. Reply to Box 00693 EOE.

News Director: Hands on, take-charge individual needed to provide the leadership to create exciting, relevant newscasts. Must have at least two years experience as successful newscast producer; must be able to enterprise and create compelling story opportunities and to inspire and motivate others to do so. Strong people skills and teamwork essential. Samples of produced newscasts required upon request. Send resume and salary requirements to: Bill Nichols, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808. No phone calls. EOE.

Medical Reporter/Producer for nationally syndicated TV series. Great opportunity for someone who can take a complex story and make it interesting and fun. 3-5 years experience. Significant nationwide travel. Experience in long-form stories a big, big plus. Resume and non-returnable reel to Reporter, Medstar Communications, Inc., 5920 Hamilton Boulevard, Allentown, PA 18106. EOE. No phone calls, please.

Meteorologist Needed: KFDA-TV in Amarillo, TX is seeking on-air Meteorologist for early morning weekend newscasts and morning/noon news Monday and Tuesday. Also a good opportunity for prime-time fill-ins, severe weather chasing and coverage, and other related weather projects. Weather center is equipped with Difax, Kavouras Triton 17, Collins Doppler Radar, Automated Warning System. BS in Meteorology required. EOE. Send tape and resume to: Dave Oliver, Chief Meteorologist, KFDA-TV, P.O. Box 10, Amarillo, TX 79105.

Managing Editor. KCNC-Denver seeks an experienced broadcast journalist for No. 2 position in 100-person shop. Will have responsibility for all aspects of day-to-day news coverage and presentation. We've already interviewed many excellent candidates, but we want to be sure we haven't overlooked the right person. Please phone voice mail at (303)830-6400 and enter Ext. 9905. We'll ask you to record a brief verbal resume, and we'll contact candidates who best match the profile we're seeking. EOE-M/F.

Houston Public Television is searching for an Associate Producer for its daily half-hour "live" news magazine and community affairs program WeekNight Edition. The minimum qualifications include: BA/BS degree in journalism, radio-television, or communications, 3 years minimum experience in television: reporting, writing, researching stories, assisting producers with scheduling and administrative support; 1 year "live" on-air experience in public or commercial television in news or community affairs desirable; experience in the greater Houston or Gulf Coast market preferable, and computer literacy in IBM/Microsoft office. As the first public broadcasting station in the nation, we are making history in Houston and want you to be a part of it. Starting salary \$20,000 plus health benefits. To apply send your resume including a letter of why you want to be a part of the WeekNight Edition team and a list of five professional references to: Ms. Flor Garcia, KUHT, 4513 Cullen Boulevard, Houston, TX 77004. Minorities and women are encouraged to apply. KUHT is licensed to the University of Houston System and is an Equal Opportunity Employer. No phone calls now, please. Closing date: postmarked by February 23, 1996.

Houston Public Television is searching for an accomplished On-Air Co-Host for its daily half-hour "live" news magazine and community affairs program WeekNight Edition. This is not an entry level position. The minimum qualifications include: A bachelors degree in radio-television, communications, journalism or related field; 3 years minimum experience in television as a news or public affairs reporter/journalist; 2 years "live" on-air experience in commercial television in news, community affairs or magazine format desirable; experience in the Houston or Greater Gulf Coast market preferable, and IBM/Microsoft office computer literacy. As the first public broadcasting station in the nation, we are making history in Houston and want you to be a part of it. Starting salary range \$24,000 to \$27,000 plus health benefits. To apply send your resume including a letter of why you want to be the co-host of WeekNight Edition and a list of five professional references and your demo tape to: Ms. Flor Garcia, KUHT, 4513 Cullen Boulevard, Houston, TX 77004. Minorities and women are encouraged to apply. KUHT is licensed to the University of Houston System and is an Equal Opportunity Employer. No phone calls now, please. Closing date: postmarked by February 23, 1996.

Feature Reporter: This is one of those great jobs. I need someone who can spot a story from a mile away. Someone who loves people and loves doing stories about all the different people who make up the world in which we live. You'll get a great photographer, a new four-wheel-drive and a map. I'll get great stories each week that will become the most memorable in the newscast. Rush your tape and resume to Box 00692 EOE.

Executive Producer. WQAD-TV, a New York Times Company, ABC affiliate in the Quad Cities market, has an immediate opening for an Executive News Producer. This "hands-on" position requires an aggressive approach to local news and the ability to improve newscasts. WQAD is a CNN News affiliate and operates a fully computerized newsroom. Interested parties should send resumes, including references to Jim Turpin, News Director, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265 or Email to WQAD-TV@aol.com. No phone calls accepted.

Executive Producer. Are you the best news producer in the house, have you been producing great newscasts for five years or more? Do you have most of the latest toys and know how to make them work? Can you produce television that is exciting? If you can answer yes to all of the above and are looking to make a move into management, rush your latest show and resume to Billy Ottwell, News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

Coming to Nashville could be good for your health! The winning team at WTVF seeks a visual storyteller to fill our opening for a Health/Medical Reporter. Three years medical reporting experience a requirement. Extensive remote and studio "live" experience also a must. Background in medicine or other natural science preferred. Qualified applicants should send letter, resume and non-returnable tape to: Phil Bell, Executive Producer, WTVF TV, 474 James Robertson Parkway, Nashville, TN 37219. No calls, please. WTVF is an Equal Opportunity Employer.

CLTV News, a 24-hour regional news cable channel located in suburban Chicago, has an immediate opening for an Executive Producer. This position is a challenging and rewarding opportunity: supervise all editorial production activities related to our newscasts; approve all scripts and assure the quality of all written and visual materials; maintain close communication with assignment editors as to news priorities. The ideal candidate has at least three years experience in a television news editorial position and at least two years experience in a news supervisory function. We look for excellent management skills, strong decision making and communications abilities, and leadership expertise. Fax your resume to Human Resources at 708-571-0489 or mail to CLTV, Human Resources, 2000 York, Suite 114, Oak Brook, IL 60521.

News Director - Not for the shy or faint of heart. WUTR-TV is still looking for the right individual to lead our news team to the next level. Candidate should have a minimum of five years news experience. Management experience a plus to lead small market team of professionals with a large agenda. Send tape and resume to Paul R. Kennedy, V.P./G.M., P.O. Box 20, Utica, NY 13503. EOE. No phone calls please.

Assignment Editor: News 12, an innovative regional news operation, is seeking an enthusiastic, quick-thinking Assignment Editor who thrives on pressure and loves TV news. If you have at least 1 year of experience, you may be a strong candidate for this first rate assignment desk. Full time and temporary positions available in this upbeat environment. Send resume and references to: Human Resources, P.O. Box 999-AD, Woodbury, NY 11797. EOE. No phone calls, please.

Anchor/Reporter/Photographer. The nation's best small-market television newscast offers exciting opportunity. Letter, resume, tape to: Ben Boyett, News Director, KNOP-TV, Box 749, North Platte, NE 69103.

Anchor/Reporter: Energetic, personable Anchor needed for morning show at NBC affiliate in Midwest. Candidate must be able to ad-lib and think on their feet. In addition to news and interview segments, anchor is also responsible for weather forecasts. Weather background is helpful, but not necessary. Send non-returnable tape to Sue Stephens, News Director, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. No phone calls. WICS is a division of Guy Gannett Communications and an Equal Opportunity Employer.

Anchor/Reporter. Midwest Network affiliate is looking for a top-notch Anchor/Reporter. We're the number one station in our market and plan to stay on top. We need a person with excellent writing skills and a nose for news. Some experience required. Women and minorities encouraged to apply. Send tape and resume to Box 00696 EOE.

YOUR AD COULD BE HERE!

To place an ad in Broadcasting & Cable
Classified section, call Antoinette Fasulo
TEL: 212-337-7073
FAX: 212-206-8327

AFASULO@B&C.CAHNERS.COM

Major-Market Promotion/Marketing Positions Available

Tribune Broadcasting Company has a variety of exciting opportunities available for talented promotion/marketing professionals. Positions are available in several of our top 30 markets across the country. We're looking for creative, talented people with strong writing and production skills. Previous experience promoting news, movies, sports and entertainment programs is important. College degree required. We're an equal opportunity employer.

Send tape and resume, but *please* don't call:

TRIBUNE
BROADCASTING

Attention: Jim Ellis
435 North Michigan Avenue
19th Floor
Chicago, IL 60611

Promotion Manager. NBC O&O WTVJ, the NBC O&O in Miami, is looking for a Promotion Manager. Sure, there are management responsibilities, but this is a hands-on job for someone looking to produce great campaigns and great image spots in a great environment. We have the best artists and editors ready to bring your ideas to life. Please rush a non-returnable tape and resume to: Employee Relations Manager, WTVJ/NBC, Inc., 316 North Miami Avenue, Miami, FL 33128. We are an Equal Opportunity Employer. M/F/V/H.

Promotion Manager. K*USA-TV, Denver's NBC affiliate is seeking a highly qualified Promotion Manager. Individual will provide creative direction of station's overall image, sound identity, external advertising and media. Must have a minimum 5 years experience as promotion manager with a proven track record of success. Must provide resume/tape to be considered. Resume tape to: VP/Broadcast, K*USA-TV, 500 Speer Boulevard, Denver, CO 80203.

To place your classified ad in *Broadcasting & Cable*,
call Antoinette Fasulo (212) 337-7073

PROGRAMMING/PROMOTION OPPORTUNITIES

Galaxy Latin America (GLA), headquartered in Ft. Lauderdale, Florida, will deliver the first all-digital direct-to-home satellite broadcast service to Latin America, DIRECTV®. This service will provide over 140 channels of movies, sports and entertainment programming in English, Spanish and Portuguese, to Mexico, Central and South America and the Caribbean.

GLA is seeking to immediately fill the following positions in its Programming Department:

PAY-PER-VIEW PROMOTIONS MANAGER

The ideal candidate will be responsible for all on-air promotional materials required to support numerous Pay-Per-View channels which will include movies, special events, sports and concert programming. Spanish and Portuguese language skills are a plus. This position will be located at the Central Broadcast Center in Long Beach, California, reporting to the Director, On-Air Promotions in Ft. Lauderdale, Florida. Attn: Employment-PPV

CROSS CHANNEL PROMOTIONS MANAGER

The ideal candidate will be responsible for all on-air channel promotional materials required to support numerous local programming channels from partners in Latin America, as well as marker channel programming. Spanish language skills are a must in order to communicate with local partners; Portuguese would be a plus. Attn: Employment-CCP

Both positions require extensive knowledge of broadcast production, the Pay TV industry, commercial promotion and marketing. Eight years of experience in the entertainment or advertising industry is a must. Some domestic and/or international travel may be required.

In return for your professional abilities, we offer an attractive compensation and benefits package, along with a very challenging opportunity in a fast-paced and growing company. For immediate consideration, please send your resume (indicating Attn. code) to: Galaxy Latin America, P.O. Box 24800, Ft. Lauderdale, Florida 33307. No phone calls, please. An Equal Opportunity/ Affirmative Action Employer.



HELP WANTED PRODUCTION

Graphic Artists/Designers

CBS Television Network seeks Graphic Artists/Designers with 3-5 years' station/network experience. You will be responsible for the day-to-day design and production of on-air graphics and animations. Hands-on experience with Quantel Paintbox is essential; desktop publishing skills are desired. Send confidential resume and non-returnable demo reel (VHS or Beta) to: Manager, Technical Recruitment, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.



CNN TalkBack Live is looking for a Producer. This daily one hour interactive town meeting wants someone who has judgement, talk-show background, extensive acquaintance with live television production, knowledge of interactive technologies, familiarity with Basys or similar newsroom computer system, and the ability to throw out a show and turn a new one when news breaks. Excellent writing skills are a must, as is the ability to work under considerable pressure, as a team member. If this sounds like what you want, we may want you.

Contact: Lisa Magliulo
CNN, One CNN Center
TalkBack Live
Atlanta, GA 30303

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@B&C.CAHNERS.COM

Sr. Broadcast Designer

VIDEO NETWORK OF GROWING GLOBAL FINANCIAL CORPORATION seeking talented Broadcast Designer for its fast-paced facility.

Work on exciting projects for live satellite television, teleconferences, product and documentary style video. Versatility and excellent conceptual skills needed for designing show formats, titles and opening sequences. Initiate concepts working closely with producers and analyze scripts for graphic needs. Broadcast experience in super busy environment of news or post-production a help. Knowledge of SGI-Matador, and Chyron desirable. This is an unusual opportunity to be involved in the entire production process from developing visual concepts, to follow through with post-production. Excellent salary and benefits will be provided to qualified candidate.

Fax resume/send reel 212-604-9036

Hands-On Broadcast,
124 West 24th Street, Suite 6B,
NYC 10011.

Videotape Editors (2): Canal de Noticias is a division of NBC, one of the world's best known news and entertainment companies. We are seeking 2 bilingual (English/Spanish) Videotape Editors to join our expanding news service, which broadcasts in Spanish in major Latin American and select U.S. markets. This 24-hour operation, based in Charlotte, North Carolina, offers you the chance to be part of a dynamic team which is experiencing tremendous growth and success. You will edit voice-overs, soundbites and packages; record and assemble block tapes for replay; assemble and produce teasers and other pre-production materials for newscasts; operate Basys news computer system and archive edited material. To qualify, you'll need at least one year of editing experience (preferably with beta videotape in a news environment); experience with a Grass Valley DPM-700 a plus. You must work well under pressure, have solid editorial judgement, and be available for flexible hours (including overnights, weekends and holidays). For prompt and confidential consideration, please send your resume and salary history to: HR Dept. JP-VE, NBC News Channel, 925 North Wood Ridge Center Drive, Charlotte, NC 28217. We are an Equal Opportunity Employer.

Escape the snow to Florida sunshine and growth opportunity with exciting video company on the move! Shooters/Editors wanted for immediate expansion opening. Experience with Beta SP and Video Toaster required. Send tape and resume to The Firm, P.O. Box 309, Citra, FL 32113.

Where Others See Boundaries,
We See Opportunity.



INFOMERCIAL MANAGER

Under the general supervision of the VP-QDirect, the successful candidate will manage short-form (SF) commercial and infomercial (IN) productions from conception to completion. Responsibilities will include:

- select products; negotiate agreements; formulate marketing campaigns; and coordinate all internal operational responsibilities
- develop integrated marketing campaigns for consumer products companies
- create and execute Direct Response TV (DRTV) strategic marketing plans
- create new strategies and define and create programs that are consistent with the QVC image
- manage financial aspects of each campaign

The successful candidate will have at least 5 years experience in direct marketing, advertising, direct response TV or electronic retailing and be a skilled negotiator with excellent written communication, business management and clear decision-making skills.

You must be a highly independent professional with the ability to see the big picture and manage small details in a fast-paced, high-pressure environment. Must be able to work overtime and weekends and be willing to travel extensively.

QVC offers a compensation plan befitting a company of our stature by including a very competitive salary, comprehensive benefits, a state of the art work environment, and the opportunity for personal and professional advancement. To apply, please mail resume to: QVC, Inc., Human Resources, Attn: Stacy Fleming, Dept. BC/IM, 1365 Enterprise Drive, West Chester, PA 19380-0844. Equal Opportunity Employer.

QVC®

Writer/Producer-Assistant Promotion Manager: Can you produce compelling promos that cut through the clutter? Can you write, edit and shoot with the best? If so, this is the opportunity to combine your creative abilities with middle-management responsibilities. We offer state-of-the-art digital editing facilities, the opportunity for advancement and excellent salary/benefits. We require minimum two years experience writing, editing and shooting in a creative services environment, college degree preferred and Avid Media Composer experience helpful. Rush your resume and non-returnable tape to Kurt Bartolich, Director of Promotions, KAKE-TV, 1500 North West Street, Wichita, KS 67203. EOE.

Studio Supervisor/Director needed for a distinguished Studio Facility in the Midwest. You will have Production-Manager-like responsibilities (hiring, training, scheduling and evaluations), in a diverse production operation with national exposure. If you are a self motivated, hands-on, people person who knows production and how to get things done, we want to hear from you! Experience required in staff supervision and directing live newscasts. Working knowledge of GVG 300, Chyron Infinit!, Kaleidoscope and Basys helpful. Send your resume and non-returnable tape to: The WNDU Stations, Position #00122. Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please!

Producer/Director ABC affiliate in Seattle is looking for a strong leader to direct Number One entertainment/talk program, as well as news and sports programming. Excellent people skills a must. Looking for a creative and organized individual. Must have Bachelor's degree, with 5 years of directing experience. Send resume and non-returnable demo tape to KOMO TV, Human Resource Department, 100 Fourth Ave. North, Seattle, WA 98109. No Phone Inquiries, please EOE.

Executive Producer of Local Programming Award-winning local program department seeking a leader to continue our tradition of quality local programming. We seek an exceptional writer/producer who can produce programming that will make our viewers laugh, cry, think, respond and enjoy! Outstanding management/people skills, budget preparation, and cost consciousness are integral parts of this position. We produce everything from Pittsburgh Steelers Football pre-game shows, 60 minute medical specials, live marathons and bicycle races, telethons, parades, Pittsburgh Pirates Baseball games to public service announcement campaigns and accompanying programming. If you thrive on the satisfaction of putting major local shows on the air, then this could be the opportunity for you. Send your resume and tapes to the number one station in one of America's most liveable cities. Mark Barash, Director of Programming/Operations Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

TV Producer with on-air presence. Must be able to develop interesting story ideas for weekly magazine, direct EFP, interview subjects, write and narrate first-rate scripts; edit video tape; and host in-studio. Minimum two years experience required. Preference given to applicants with studio directing experience. Send resume to Executive Secretary, WVPT-TV, 298 Port Republic Road, Harrisonburg, VA 22801 by February 23. No phone calls. EOE.

Television Videographer. Kansas City's most aggressive and innovative television station has an opening for a Videographer in its Creative Services Department. If you've got a great eye, at least 3 years experience shooting promos, commercials or news, have expertise in lighting and photocomposition, have the ability to tell stories well with pictures and can work well with producers, talent and outside agencies, we want you! Send tape and resume to Rich Brase, VP Creative Services, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE. A New World Communications station.

Creative Services Producer/Director. NBC-affiliate, group-owned station in Yuma, Arizona seeks a motivated team player with demonstrated abilities in writing and producing commercials, experience shooting 3/4" and editing. Electronic field production knowledge, lighting and directing helpful. Company offers benefit package with promotional opportunities to advance to sister stations. Send resume/salary history to: Russell Spencer, Production Manager, KYMA-TV, 1385 South Pacific Avenue, Yuma, Arizona 85365 or fax to (520) 782-5401. EOE.

Local Program Producer One of America's top local programming departments seeks extremely talented writer/producer who knows how to tell stories through their writing. We produce everything from Pittsburgh Steelers pre-game shows to live marathons to hour long medical specials to parades to telethons to PSA campaigns and long form programs that accompany them. Editing and/or videography skills preferred as the successful candidate will be permitted to totally perform all aspects of producing a program. If you have been doing award-winning long format program producing work and thrive on it, send your tapes and resume to the number one station in one of America's most liveable cities. Mark Barash, Director of Programming and Operations Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Print Design Director - Exemplify quality design with dynamic, original print creative for promotion and sales departments of top station in the 20th market. Manage 2 print designers. Oversee all design projects from concept through final production and delivery. Control department budget. Must be organized, possess ability to work on multiple projects at a time, and meet all deadlines. Qualifications include minimum 2 years managing print art dept. Macintosh fluent and maintain network of 4 Macs. Fluent in Photoshop 3.0, 2.5, Illustrator, Quark, Suitcase, Master Juggler and Retrospect. Understand System 7.0, 7.5 and be able to send jobs digitally to service bureaus. Send resume to KPLR-TV, Attn: Dept. 114D, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer. No calls please.

Graphic Artist. Award winning FOX affiliate in south Florida is looking for a Creative Graphic Artist with the imagination and talent to translate ideas into art. We need someone to help in the creation of news graphics for both our 6 and 10 newscasts. Must have working knowledge of computer graphics. ArtStar, Macintosh, and Chyron experience is a plus. Send non-returnable tape and resume to: Brian Cubreth, Production Manager, WFTX-TV, 621 S.W. Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

Former Network T.V. News Producer sought for lucrative (\$75K+) NYC, Chicago, D.C., S.F., Atlanta or Miami-based position as a consultant to an expanding, high-powered TV publicity firm with national contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: New Century Communications, Inc., 1632 South Bayshore Court #502, Miami, FL 33133.

HELP WANTED PROGRAMMING

PROGRAMMING DIRECTORS

America Online is delivering a dazzling array of entertainment, education and interactive options at the touch of a fingertip. Get in on the excitement with the nation's most successful online services provider. At our headquarters in Vienna, Va. — a suburb of Washington, DC — we have exceptional opportunities available for programming directors in the following areas:

Digital City

You will develop and implement programming strategy for a national network of local affiliates of Digital City, an online site featuring news and views of interest to specific metro market areas. You will also manage all programming, production staff and resources, and direct national programming channel operations. We're looking for a detail-oriented, creative individual with 5-7 years' experience developing and evaluating print or broadcast programming, to include experience evaluating programming or content offerings for inclusion in a program offering (e.g., content business development, syndicated programming buying). You must have knowledge of computer technology, interactive services, design and production. Interactive programming experience is a big plus, as is a master's degree. Strong project management skills are essential. (Dept. CA-PDDC)



People Connection

We're looking for a highly creative, entrepreneurial director to develop and evaluate programming for our most active area — People Connection, a site dedicated to enabling member chat, content development, community, live auditorium events and more. In this role, you will coordinate promotions with media, create programming schedules, content areas and events, manage production, and manage staff and resources. You'll need a BA/BS with 5-7 years of talk television or online programming experience and strength in managing projects and people. Demonstrated success in business development and basic knowledge of computers and online services are required. (Dept. CA-PDPC)

For immediate consideration, send your resume, indicating department code for position of interest, to: America Online, Inc., ATTN: Pauline Cooper, 8619 Westwood Center Drive, Vienna, VA 22182; FAX: (703) 918-2210; e-mail: pacooper@aol.com

For additional information on opportunities at AOL, call our Job Hotline at (703) 918-2666. We are an equal opportunity employer. Principals only.

Program/Research Director. WHBQ-TV is looking for a Program/Research Director to handle all programming and research. Candidate should have television programming background and excellent knowledge of Nielsen rating service; should be a team player with a real sense of creativity. Send resume to WHBQ-TV, 485 South Highland Street, Memphis, TN 38111, Attention: Personnel Department. Equal Opportunity Employer. M/F/V/H/A.

SITUATIONS WANTED INTERVIEWER

If you are tired of seeing politicians slip and slide; and want to see them totally nailed to the wall while they are dumbfounded or scream, insult, cuss and then try to steal the video tape or guest release, send for explosive demo of high profile guests. 202-833-3634.

SITUATIONS WANTED NEWS

Experienced Assignment Editor seeks medium-market position in warm climate. 11 years experience including WILX, WOTV and UPI National Broadcast. Call Dave, (800) 260-3489.

PROGRAMMING SERVICES



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COMEDY CENTRAL is looking for a seasoned cable advertising/marketing professional to head up all Affiliate Ad Sales functions related to Affiliates' use of our local avail time. Specific duties will include directing sales effort with field staff to increase inserting subs, working with affiliate marketing department to execute successful local promotions with inserting systems; and representing channel to senior MSO Ad Sales executives. Requirements include: 3-5 years experience in cable affiliate ad sales or affiliate marketing; strong business communication skills; and a Bachelor's Degree in Business, Advertising, Marketing, or Communications. Substantial travel required.

Please send or fax resume, including salary requirements, to:

COMEDY CENTRAL

Attn: Human Resources

1775 Broadway

New York, NY 10019

FAX: 212-767-8581

No Phone Calls, Please. EOE



Fax your classified ad to
Broadcasting & Cable
(212) 206-8327

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director of Media Solutions, Public Broadcasting, Penn State: Penn State Continuing and Distance Education has an available position as Director of Media Solutions for Penn State Public Broadcasting. The qualified person will be responsible for the development and creation of quality audio, video and multimedia products and services that meet the needs of education, government and businesses and the distribution of these materials through channels other than traditional broadcast or cable. Represent the University to the public on a local, regional and national level. Nurture and develop academic relationships and corporate clients and partners, which involves working with faculty, department heads and deans, senior University officials and community leaders around the state. Requires a Bachelor's degree, or equivalent (Master's preferred) and 3 to 5 years of work-related experience. Send letter of application, resume, and salary requirements to: Employment Division, Job #: B-4524, 120 South Burrowes Street, University Park, PA 16801-3857, or fax to (814) 865-3750. Application Deadline: March 1, 1996 or until a suitable candidate is identified. An Affirmative Action/Equal Opportunity Employer. Women and minorities encouraged to apply.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in University of Illinois/Springfield's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler, PAC 418, UIS, Springfield, IL 62794-9243. (217) 786-7494. EOE.

HELP WANTED INSTRUCTION

Graduate Assistantships in Broadcast and Cinematic Arts available for 1996-97 school year at Central Michigan University. Stipend plus tuition remission. Assist in introductory classes, audio or video laboratories, and student TV productions. Send letter of interest and resume by March 15 to Robert Craig, 340 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859 or fax materials to 517-774-2426.

HELP WANTED PRODUCTION

Video Writer/Producer/Director: Leading production company needs superior Writer/Producer/Director with specific experience in corporate and commercial video. Join award winning staff of 33 using top equipment for diverse project range. Need energy, creativity, excellent client skills. Send non-returnable demo tape/resume to John Wilcox, Metro Video Productions, 424 Duke of Gloucester Street, Williamsburg, VA 23185.

Fax your classified ad to
Broadcasting & Cable
(212) 206-8327

Arena Stage, a professional theater in Washington, DC, seeks producer for playwright Anna Deavers Smith's "Press and the Presidency Project" - an exploration of the relationship between the press and the president and how that relationship shapes the public's view of the president. This project's end result will be a play opening Arena, fall 1997. Desired Qualities: high-level political/media contacts, senior-level media experience. Responsibilities: arranging interviews, securing credentials, preparing research, and trouble-shooting. Please send letter, resume/cv, and 3 references to: Producer Search, Arena Stage, 6th & Maine Ave, SW, Washington, DC 20024.

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WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

WANTED TO BUY STATION

We are seeking to acquire a Broadcast Station for a small to medium size market in the Massachusetts, Connecticut or New Hampshire area; also, a business opportunity in related field. Please contact:

Maurice B. Polayes

Tel: 617-444-4754

Fax: 617-455-8274

Our Corporation is interested in purchasing qualified Low Power Television properties. To qualify the facility's 74dbu contour must reach at least 150,000 households. If you feel your station meets this criteria and are interested please submit this information to, or contact: Box 00614. All information will be kept confidential.

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FOR SALE STATIONS

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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; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Charlotte, Mich. (BALH-950627GH)—Goodrich Broadcasting Inc. for WMMQ(FM) 92.7 mhz: voluntary assignment of license from Goodrich Radio Marketing Inc. to MSP Communications Inc. *Jan. 23*

Minot, N.D. (BTC-950927EA and EB)—Reiten Broadcasting Inc. for KCJB(AM) 910 khz and KYX(FM) 97.1 mhz: voluntary transfer of control of Reiten Broadcasting Inc. from David Reiten et al. to Chester Reiten and Joy Reiten. *Jan. 24*

Accepted for filing

West Covina, Calif. (BTC-960119GM)—Robert Burdette and Associates Inc. for KGRB(AM) 900 khz: involuntary transfer of control from Frumeh Labow (conservator) to Jeffrey Siegel and Frumeh Labow (co-conservator). *Jan. 19*

NEW STATIONS

Granted

Bentonville, Ark. (BPED-950615MZ)—American Family Association for new noncommercial educational FM at 88.1 mhz, ERP 1 kw, ant. 71 m. *Jan. 23*

Marco, Fla. (BPED-930701MB)—University of South Florida for noncommercial educational FM at 91.7 mhz, ERP 18 kw, ant. 48 m. *Jan. 22*

New Ulm, Tex. (BPH-890822MF)—New Ulm Broadcasting Co. for FM at 92.3 mhz, ERP 6 kw, ant. 100 m. *Jan. 22*

Filed/Accepted for filing

Gadsden, Ala. (BPED-951214MB)—North Alabama Educational Foundation (Richard W. Dabney, trustee/owner, 101 McDade Cir., Toney, AL 35773) for noncommercial educational FM at 89.9 mhz, ERP .118 kw, ant. 111 m., 1000 Overlook Dr. atop Bellvue Ridge. Foundation has applied to build FM in Killen, Ala. Dabney has interests in applications for FMs in Flint City, Ala.; Houston; Pontonoc, Miss., and Minor Hill, Tenn. *Dec. 14*

Anchorage (BPH-951123MP)—Glacier Communications Inc. (William M. Holzheimer, president/owner, P.O. Box 671003, Chugiak, AK 99567) for FM at 93.7 mhz, ERP 7.1 kw, ant. 385 m., 20 km SE of Anchorage. *Nov. 23*

Tucson, Ariz. (951208MB)—Educational Media Foundation for noncommercial educational FM at 88.5 mhz, ERP .042 mhz, ant. 1104 m. *Dec. 8*

Destin, Fla. (BPCT-960111KP)—E. Terrill Weiss (108 Greens View Dr., Madison, MS 39110) for TV at ch. 64, ERP 350 kw, ant. 99 m. *Jan. 11*

Santa Rosa Beach, Fla. (BPH-960102MA)—Mark, Renee and Earnest Carter (690 Little Canal Dr., Santa Rosa Beach, FL 32459) for FM at 102.1 mhz. Mark and Renee Carter own WSBZ(FM) Santa Rosa Beach. *Jan. 2*

Lincolnshire, Ill. (BPED-951124MK)—Adlai E. Stevenson High School District No. 125 for educational FM at 88.7 mhz, ERP .15 kw, ant. 15 m. *Nov. 24*

Ramsey, Ill. (BPED-951124MH)—Country-side Broadcasting (Henry J. Voss, president/25% owner, P.O. Box 456, Ramsey, IL 62080) for noncommercial educational FM at 88.3 mhz, ERP 25 kw, ant. 153 m., Rte. 2, Box 52, S. Fayette St., Ramsey, Ill. Country-

side owns WJLY-FM Ramsey. *Nov. 24*

Des Moines, Iowa (BPCT-960117KE)—Caroline K. Powley (224 Amberglow Pl., Cary, NC 27513) for TV at ch. 69, ERP 848 kw, ant. 83 m. Powley owns WNGS-TV Springville, N.Y.; FM in Centerville, Tex.; 51% of WDRG(TV) Danville, Va., and has applied to build TVs at ch. 11, Holbrook, Ariz., and ch. 32, Provo, Utah. *Jan. 17*

Minden, La. (BPCT-960116KI)—John E. Powley (1529 E. Hunter Dr., Dover, PA 17315) for TV at ch. 21, ERP 5,000 kw, ant. 162 m., 4.7 mi. SW of Minden. Powley has applied to build TV at ch. 34, Spokane, Wash. *Jan. 16*

Frankenmuth, Mich. (BPH-951124MI)—Goodrich Radio Marketing Inc. (Robert Emmett Goodrich, president/owner, 4417 Broadmoor S.E., Kentwood, MI 49512) for FM at 93.7 mhz, 72 km N of SR 46 on Bradford Rd., Richville, Mich. Goodrich owns WSNF(AM)-WSNX-FM Muskegon, WODJ(FM) Greenville and WMRB(FM) Muskegon Heights, and is selling WVFN(AM)-WVIC-FM East Lansing and WMMQ(FM) Charlotte, all Mich. *Nov. 24*

Marquette, Mich. (BPCT-960111KO)—Scanlan Television Inc. (Thomas Scanlan, president/owner, 201 E. Front St., Traverse City, MI 49684) for TV at ch. 19, ERP 1,000 kw, ant. 300 m., at site of WNMU-TV-WNMU-FM tower, 10.8 km SE of Republic, 44 km SW of Marquette. Scanlan owns WGTU(TV) Traverse City and WGTQ(TV) Sault St. Marie, Mich., and has applied to build TVs in Calumet and Ishpeming, Mich., and Crandon, Wis. *Jan. 11*

Miner, Mo. (BPH-951128MB)—Cheryl Ellen Edwards (840 Delta Pine Ln., Sikeston, MO 63801) for FM at 107.1 mhz, ERP 6 kw, ant. 100 m., NW corner of SR ZZ and Z, Tanner, Mo. *Nov. 28*

Scott City, Mo. (BPH-951127MS)—Ellen R. Evans (504 Robards Cir., Old Hickory, TN 37138) for FM at 93.9 mhz, ERP 6 kw, ant. 68 m., 338 N. Henderson Ave., Cape Girardeau, Mo. *Nov. 27*

Scott City, Mo. (BPH-950125MA)—Marilyn Taylor Williams (10863 CR 442, Dudley, MO 63936) for FM at 93.9 mhz, ERP 6 kw, ant. 100 m., 2.1 km SE of Ilmo, Mo. *Jan. 25*

Great Falls, Mont. (BPCT-960108KG)—Meridian Communications of Montana Inc. (Suzanne E. Rogers, president, 910 Sunrise Ave., Suite A1, Box 160, Roseville, CA 95661) for TV at ch. 26, ERP 320 kw, ant. 175 m. Rogers owns 50% of Meridian Communications Co., which has applied to build TVs at Lake Havasu City, Ariz., and Idaho Falls, Idaho. Meridian has applied to build TVs at ch. 17, Missoula, and ch. 24, Butte, Mont. *Jan. 8*

Arcade, N.Y. (BPCT-960111KN)—Kevin O'Kane (4811 Jenkins Rd., Vernon, NY 13476) for TV at ch. 62, ERP 1,300 kw, ant. 164 m., Blue Hill, 6.2 mi. SW of junction of Rtes 16 and 39, Sardinia, N.Y. Kane has applied to build TV at Ithaca, N.Y., and has interest in application for TV at Ilion, N.Y. *Jan. 11*

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 95.4 million.

Sources: FCC, Nielsen, Paul Kagan Associates

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THIS WEEK

Feb. 5-6—Radio Group Head Fly-In, hosted by the **National Association of Broadcasters**, ANA Hotel, Washington. Contact: Lori Long, (202) 429-5402.

Feb. 6—**West Virginia Broadcasters Association** sales seminar. Ramada Inn, South Charleston, W.Va. Contact: (304) 744-2143.

Feb. 6-9—Satellite '96, 15th annual international conference and exhibition, presented by **Phillips Business Information Inc.** Hyatt Regency Crystal City, Arlington, Va. Contact: (800) 777-5006.

Feb. 7—**West Virginia Broadcasters Association** sales seminar. Ramada Inn, Morgantown, W.Va. Contact: (304) 744-2143.

Feb. 8—"Inside FCC Form Processing," **Society of Cable Television Engineers** satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 363-6888.

Feb. 9—**International Radio & Television Foundation** industry conference, co-sponsored by **Broadcasting & Cable**. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 9—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 9-11—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the **Radio and Television News Directors Foundation**. The Mayflower Park Hotel, Seattle. Contact: Cy Porter, (202) 467-5219.

Feb. 9-15—36th annual **Monte Carlo Television Festival**. Loews Hotel, Monte Carlo. Contact: Liliane Vitale, (201) 869-4022.

FEBRUARY

Feb. 12-13—"Introduction to Telephony," **Society of Cable Telecommunications Engineers** regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.

Feb. 12-15—**International Engineering Consortium** Western Communications Forum. Grand Kempinski Hotel, Dallas. Contact: Mike Vogt, (312) 938-8787.

Feb. 14-16—"Light the Credit Torch," seminar presented by **Broadcast Cable Credit Association**. J.W. Marriott at Lenox, Atlanta. Contact: (708) 296-0200.

Feb. 14-16—"Marketing Strategies for Cable TV Companies," conference presented by **Global Business Research Ltd.** Le Meridien, Coronado, Calif. Contact: Rich Manhardt, (212) 366-3249.

Feb. 14-16—"Introduction to Fiber Optics," **Society of Cable Telecommunications Engineers** regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.

Feb. 15—"DBS: The Five Burning Questions," seminar presented by **The Carmel Group**. Warner Center Marriott, Woodland Hills, Calif. Contact: (408) 626-6222.

Feb. 15-17—**Oklahoma Association of Broadcasters** winter convention. Oklahoma City. Contact: (405) 848-0771.

Feb. 15-18—**Radio Advertising Bureau** marketing leadership conference. Wyndham Anatole Hotel, Dallas. Contact: (214) 753-6700.

Feb. 20-22—**Georgia Association of Broadcasters** 51st annual Radio-TV Institute. University of Georgia, Athens, Ga. Contact: 770-395-7200.

Feb. 21-22—"Convergence: Partners in Progress," course presented by **Women in Cable & Telecommunications**. Lake San Marcos Resort, San Diego. Contact: Molly Coyle, (312) 634-2353.

Feb. 21-23—Texas Show '96, presented by the **Texas Cable TV Association**. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

Feb. 22—**Federal Communications Bar Association** luncheon featuring Robert Iger. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 22—Membership open house presented by the New York chapter of the **Cable Television Administration and Marketing Society**. IX Studio, New York. Contact: Rebecca Kramer, (212) 818-9151.

Feb. 23-25—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the **Radio and Television News Directors Foundation**. The Warwick Regis Hotel, San Francisco. Contact: Cy Porter, (202) 467-5219.

Feb. 26-28—Great Lakes Broadcasting Conference and Expo, presented by the **Michigan Association of Broadcasters**. Lansing Center, Lansing, Mich. Contact: Karole White, (517) 484-7444.

Feb. 27-28—Wireless Cable Europe conference, presented by **IBC Technical Services Ltd.** Copthorne Tara Hotel, London. Contact: +44 (0) 171 637 4383.

Feb. 28-29—**North Carolina Cable Telecommunications Association** winter meeting. Washington Duke Hotel, Durham, N.C. Contact: (919) 834-7113.

Feb. 29-March 1—**Women in Cable & Telecommunications** Betsy Magness Leadership Institute Meeting. Renaissance Mayflower Hotel, Washington. Contact: Christine Kane, (312) 634-2343.

MARCH

March 1-3—55th annual **Intercollegiate Broadcasting System** international convention of educational broadcasters. Roosevelt Hotel, New York City. Contact: Fritz Kass, (914) 565-0003.

March 4-5—"Introduction to Telephony," **Society of Cable Telecommunications Engineers** regional training seminar. SCTE National Headquarters,

Exton, Pa. Contact: (610) 363-6888.

March 4-6—**Satellite Broadcasting and Communications Association** Las Vegas '96 Satellite Show. Las Vegas Hilton, Las Vegas. Contact: (818) 558-3679.

March 6-8—"Introduction to Fiber Optics," **Society of Cable Telecommunications Engineers** regional training seminar. SCTE National Headquarters, Exton, Pa. Contact: (610) 363-6888.

March 7—"Satellite Imagery and the News Media," conference presented by **American University School of Communication**. American University, Washington. Contact: (202) 885-2037.

March 7-8—"Telco 101: Cable Meets Telephony," course presented by **Women in Cable & Telecommunications**. Continental Cablevision offices, Pompano Beach, Fla. Contact: Molly Coyle, (312) 634-2353.

APRIL

April 12-15—**Broadcast Education Association** 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

April 15-16—**Television Bureau of Advertising** sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 15-18—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 28-May 1—Cable '96, **National Cable Television Association** annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

MAY

May 19-22—36th annual **Broadcast Cable Financial Management Association/Broadcast Cable Credit Association** conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teister, (708) 296-0200.

May 23-25—"CES Orlando...The Digital Destination," multimedia trade show presented by the **Electronic Industries Association**. Orange County Convention Center, Orlando, Fla. Contact: Cynthia Upson, (703) 907-7674.

JUNE

June 9-15—17th annual **Banff Television Festival**. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 19-22—Promax & BDA '95 conference & exposition, presented by **Promax International** and **BDA International**. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

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 Osmański, [202] 467-5200); **Society of Broadcast Engineers** annual conference (contact: John Poray, [317] 253-1640), and **Society of Motion Picture and Television Engineers** 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

NOVEMBER

Nov. 11—**Broadcasting & Cable** 1996 Hall of Fame Dinner. Marriott Marquis Hotel, 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.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

OpenMike

V-chip no victory

EDITOR: An unfortunate moral of history is that great damage is often done by those seeking to do good. The Children's Crusade in the Middle Ages is a classic example. Well-meaning gentry loaded their young off to the Middle East to liberate the Holy Land from the infidel. The children were massacred.

The V-chip appears to be another well-intentioned effort to do good in the name of children. It is my fervent

hope that our children's freedom of choice is not massacred as their gentry eagerly load them off on another "holy crusade."

I suggest that the V-chip was installed in the very first television, and there is no need for another. It was called the "on-off switch" then. I hope the same people remain in charge of that on-off switch today—the people who purchase the set, and no one else.—**Mike Ginsburg**, vice president/general manager, **KWNR (FM)**, Henderson, Nev./Las Vegas

Bochco's Flanagan: Keeping close to the fun

The reason for Dayna Kalins Flanagan's success is simple, to hear Steven Bochco explain it: "She just works her butt off. With all due respect to the many talented executives I've worked with over the years, she just works harder."

As president of Steven Bochco Productions, Flanagan oversees all development and production at one of the industry's most commercially successful and critically acclaimed independents. She has benefited not only from her work ethic but from a willingness to take career risks.

Perhaps Flanagan's biggest roll of the dice came in 1984, when she moved from the business affairs department at 20th Century Fox Television to a job as a development executive in the programming division. She was senior vice president of business affairs, and to make the move she had to take a significant step backward in both salary and power. "I tore off my vice president stripes and moved down the hall. It was tough because I had to go back to keeping a close eye on my checkbook balance."

The job change, however, was consistent with Flanagan's career path, which had steadily moved her closer to the creative process. A chance meeting with ABC founder Leonard Goldenson's daughter Loreen Arbus brought her to the network after a year as an associate in a law firm following her graduation from Loyola Law School. "We met at a party, and I was telling her I had become unhappy in my job. She suggested I come to work at her father's company. I thought to myself, 'Oh sure, what does your father do?' She helped me get into ABC doing contracts, so I got into entertainment without really trying."

Working in the ABC legal department, it didn't take Flanagan long to figure out "that the business affairs department did all of the fun work like dealing with the producers. The legal department gets the contracts after most of the work is done, and legal fills in the blanks." In order to get closer to the "fun part" and the creative process, she took a job at Columbia Pictures Television in the business affairs department.

At the time, Ed Gradinger ran Columbia's business affairs department and served as Flanagan's mentor. Two years after joining Columbia, Gradinger was hired by Fox to run the television division. He brought Flanagan over to run the busi-



"I like to focus on a few projects that are close to my heart."

Dayna Kalins Flanagan

President, Steven Bochco Productions, Los Angeles; b. June 10, 1951, San Diego; BA, English and drama, University of California-Berkeley, 1973; JD, Loyola Law School, Los Angeles 1976; associate, Pacht, Roff, Warne, Bernhard & Sears, Los Angeles, 1976-77; contract attorney, ABC, L.A., 1977-78; associate, business affairs, Columbia Pictures Television, Los Angeles, 1978-80; 20th Century Fox Television, L.A.: VP, business affairs, 1980-81; senior VP, business affairs, 1981-84; director of development, 1984-85; VP, development, 1985-87; executive VP, creative affairs, 1987-89; executive VP, creative affairs, Steven Bochco Productions, 1989-90; current position since 1990; m. Marc Flanagan, Sept. 25, 1988; child: Sean, 5.

ness affairs department. After four years heading that department, and rising to the position of senior vice president, she decided it was time for a change.

"When you work in the business, you get to see people who really motivate the product to be made. If you can't be a writer or producer—I had tried my hand at writing but didn't feel I had the talent for it—then [production executive] is the closest you can do. I announced to the people at Fox that that [was] what I wanted to do."

After spending a year as director of development, Flanagan regained her VP stripes in 1985. Two years later she was named to oversee the creative affairs department as executive vice president.

While moving up the ranks in that department Flanagan dealt with a number of the writer-producers at 20th Century Fox Television, but she says her relationship with Bochco "was probably the most satisfying." At the time, he was developing *L.A. Law* and asked Flanagan to work with the show as the studio's liaison.

After more than two years as head of the creative affairs department, Flanagan started looking for opportunities to "run a small independent company run by talent." She spoke with Gary David Goldberg, who had established UBU Productions, and Stephen Cannell, who had founded his own company, but both already had filled their executive ranks. "Then one day Steven and I had lunch, and he said he had the opportunity to start his own company and [asked if I] would be interested. I didn't have to think about it."

Bochco says the decision to hire her to run his start-up operation was an easy call. "From 1985 to 1988 I never saw anybody work harder or care more about writers. She reads everything and always tries to make things easier for the writers." As for her management style, Bochco says, "She's completely honest and straightforward, which I place a premium on both professionally and personally."

Although there were, no doubt, opportunities to move to a higher-profile job at one of the studios or networks, Flanagan says her job with Bochco offers many benefits, not the least of which is the proximity to the creative process. "I like to focus on a few projects that are close to my heart and my partner's heart. The further up you go at a big company, the farther away you get from the process."

—SC

BROADCAST TV



Lawson

Appointments at Maryland Public Television, Owings Mills/Baltimore, Md.:

Jennifer Lawson, former executive VP, programming and promotion services, Public Broadcasting Service, Washington,

and now launching a Washington-based production company, has been retained as executive consultant, national and international productions; **John Potthast**, senior executive producer, named interim director, national/international productions.

Dave Herman, senior VP/director, sales, Blair Television, joins WABU(TV) Boston and WZBU(TV) Vineyard Haven, both Mass., and WNBW-TV Concord, N.H., as sales manager.

Jerry Upham, local account executive, KATU(TV) Portland, Ore., named LSM.

Roger Lyons, independent producer/writer/director, joins WBZ-TV Boston as producer, Client Marketing Group.



Sechrist

Appointments at WKRN-TV Nashville: **Michael Sechrist**, VP, news, KDFW-TV Dallas, joins as station manager, news and operations; **Neil Orne**, weathercaster, WLBZ-TV Bangor, Me., joins as

weekend weathercaster.

Diane Lillicrap, marketing/creative services manager, WHSV-TV Harrisonburg, Va., joins WCIA(TV) Champaign, Ill., as promotion manager.

Richard Golden, NSM, WNYW(TV) New York, joins WFXT(TV) Boston as VP/GSM.

Appointments at WTNH-TV New Haven, Conn.: **Billy Otwell**, assistant news director, named news director; **Paul Spingola**, promotion manager, named director, creative services.

Arnold Kleiner, president/GM, KFMB-TV-AM-FM San Diego, joins KABC-TV Los

Angeles in same capacity.

Ellen Hume, senior fellow, Annenberg Washington Program in Communications Studies, and veteran Washington political reporter, appointed executive director, Public Broadcasting Service's Democracy Project.

Appointments at WPIX(TV) New York: **Angelique Mais**, associate writer/producer, creative services, named writer/producer; **Bill Mastorakis**, post-production senior editor, Avenue Post Digital, joins as post-production editor; **Don Henry**, manager, accounting, named manager, planning; **Leilani Crane**, staff accountant, named senior accountant.

Kris Sansing, on-air promotion manager, KTRV(TV) Nampa, Idaho, named promotion manager.

Appointments at WLEX-TV Lexington, Ky.: **Chris McDaniel**, Ohio Valley regional manager, Conus Communications, joins as news director; **Ed Pasley**, acting news director, named director, development and creative services.

PROGRAMING



Messinger

Martin Messinger, VP/general counsel, Westinghouse Broadcasting, New York, joins CBS Inc. there as senior VP and general counsel, law department.

Peter Frid, president/GM, Texas Public Broadcast-

ing System, joins New Hampshire Public Television, Durham, N.H., as GM.

Appointments at Turner Broadcasting Sales Inc., New York: **Karl Kuechenmeister**, senior VP, MTV Networks' One World Entertainment, joins as senior VP, kids sales and syndication; **James Gath**, president, Gath Communications, joins as VP, client sales.

David Williger, production executive, Merv Griffin Productions, joins Columbia TriStar Television-based P.A.T. Productions (Pat Sajak's production company), Culver City, Calif., as executive VP.

Robert Swanner, director, engineering, NET-TV, The Political NewsTalk Network, Washington, named VP/GM.

RADIO

Michael Marcotte, news director/assistant program director, KPLU-FM Tacoma, Wash., joins KPBS-FM San Diego as news director.



Speigel

Elliot Lee Spiegel, director, programming, MediaStar International, joins SW Networks, New York, as director, affiliate relations.

Jeffrey Dinetz, director, sales, WQHT(FM) New York, joins

WHTZ(FM) Newark, N.J., as GM.

Robert Garcia, executive producer, CBS Radio Stations News Service, Washington, joins CNN Radio, Atlanta, as GM.

Appointments at Katz Radio: **Dave Winand**, senior account executive, Boston, named manager; **Hans Heilmann**, account executive, New York, named director, sales, Capital Cities/ABC account, there; **Nina Mauro**, sales manager, Philadelphia, named VP/sales manager there.

David Driscoll, U.S. Navy counselor, joins Whitney Radio, New Rochelle, N.Y., as VP and GM of WVOX(AM) and WRTN(FM) there.

Bill Brady, station manager, WRKL(AM) New City, N.Y., named VP/GM.

Michael Gahagan, account executive, WZTR(FM) Milwaukee, named GM.

John Stolz, group manager/COO, KTWS(FM) Bend and KTWI(FM) Warm Spring, both Ore., joins KAAA(AM) and KZZZ(FM) Kingman, Ariz., as GM.

Bernie Barker, VP/GM, WAPI(AM) and WMXQ(FM) Birmingham, Ala., joins Solar Broadcasting Co. Inc., Columbus, Ga., as CEO/president/GM.

Pat Lute, publicist, news and public affairs programming, WETA-TV Washington, joins National Public Radio there as manager, media/public communications.

CABLE

Appointments at Warner Bros. Domestic Pay-TV, Cable and Network Features, New York: **Pamela Shapiro**, man-

ager, advertising and production. Warner Bros., International Television Distribution, Burbank, Calif., joins New York office as manager, advertising and promotion: **Karen Levitt**, manager, contracts administration, CBS Broadcast International, New York, joins in same capacity.



Yearwood

Emerson Yearwood, lawyer, FCC's Cable Services Bureau, joins Falcon Cable TV, Los Angeles, as corporate director, cable and telephony regulatory affairs.

Appointments at Summit Communications Inc., Bellevue, Wash.: **Robert Erickson**, senior VP, finance, named executive VP, finance and administration; **Dave Dein**, division manager, named VP, Washington state manager; **David Stang**, senior manager, West Coast division, named state manager, Oregon and Idaho.

Appointments at SportsChannel, New York: **Stu Wiener**, associate director, named feature producer; **Julian Thompson**, senior account manager, New York DMA, joins as director, affiliate relations.



Moser

Sam Moser, VP, advertising sales, Nickelodeon/Nick at Nite, named senior VP, advertising sales, Eastern region.

Debra Leblang, senior research analyst, WNET(TV) Newark, N.J., joins TKR Cable

Co., Warren, N.J., as manager, research and analysis.

Appointments at Comedy Central, New York: **Gerri Bulion**, executive producer/creative director, Viacom Interactive Services, New York, joins as VP, production; **Jim Sharp**, producer, *The State*, joins as VP, development; **Deborah Liebling**, executive in charge of West Coast production, Nickelodeon, New York, joins as VP, West Coast development and production; **Michelle Ganeless**, VP, research and planning, MTV, New York, joins as VP, programming.

Catherine McConnell, director, sales/retail, Northwest Cable Advertising,

Seattle, named GM.

Appointments at Continental Cablevision Inc., Boston: **Thom O'Grady**, corporate public relations manager, Colony Communications Inc., Providence, R.I., joins as manager, communications projects; **Steven Hill**, executive VP, trade and reference division, Houghton Mifflin Co., joins as senior VP, high-speed data services.

ADVERTISING/MARKETING

Pat Polillo, consultant, joins National Media Corp., Philadelphia, as director, media development.

Appointments at AbramsonEhrlichManes, Washington: **Timothy Labus**, senior VP, client service, named executive VP; **Lisa Straube**, media planner/buyer, Circuit City, Richmond, Va., joins as media buyer; **Carrie Murphy**, traffic manager, North Light Communications, College Park, Md., joins in same capacity; **Jennifer White**, public relations/advertising consultant, joins as account supervisor.

ALLIED FIELDS



Allen

C. Richard Allen, deputy assistant to President Clinton for national service, and chief external affairs officer, Corporation for National Service, Washington, joins Discovery Communications Inc.,

Bethesda, Md., as senior VP, business development.

Appointments at Intelliventures Inc., Los Angeles: **Kenny Taylor** joins as director, sales; **John Fahr**, research analyst, Robert Greenwald Productions, Los Angeles, joins as associate producer; **Kirk Demorest**, post-production supervisor, Buena Vista Home Video, joins in same capacity; **Bruce Brantseg** joins as controller; **Jill Zemming**, executive assistant, ITC Entertainment, joins as director, administration; **Reuben Paris** joins as office manager.

Appointments at Associated Press: **Kelly Smith Tunney**, bureau chief, Korea, returns to New York office as assistant to the president; **Hunter George**, reporter, Harrisburg (Pa.) bureau named correspondent in charge, Olympia (Wash.) bureau; **Brian Friedman**, assistant sports

editor, New York, named deputy sports editor; **Sharon Theimer**, reporter, Milwaukee bureau, named correspondent in charge, Madison, Wis.; **David Dishneau**, reporter, Chicago bureau, named correspondent, Hagerstown, Md.; **Christopher Connell**, correspondent, Washington, named assistant chief of bureau, administration.

Appointments at MCA/Universal Merchandising, Universal City, Calif.: **Sherry Hoffman**, director, marketing, named VP; **Lisa Crane**, director, animation arts, named VP, speciality licensing and animation art.

Jacques Geoffrion, operations manager, Total Video, San Francisco, named GM.

TELEMEDIA



Susskind

Emily Susskind, senior operating officer, global networking and advanced technology, Salomon Brothers Inc., joins Tele-TV Systems, Reston, Va., as senior VP, systems development.

Kathlene Herrmann, manager, consumer research evaluation center, Nintendo of America, Redmond, Wash., joins KidStar Interactive Media, Seattle, as online development manager.

Tim Donahue, president/GM, AT&T Wireless Service, Northeast, joins Nextel Communications Inc., Rutherford, N.J., as president.

DEATHS

Philip Rapp, 88, writer and director, died Jan. 23 in Beverly Hills, Calif. Rapp wrote screenplays for Danny Kaye. He also wrote and directed the *Topper* television series on CBS (1953-55).

David J. O'Connell, 79, television producer, died Jan. 16 of chronic lung disease in Santa Monica, Calif. O'Connell's credits include *Marcus Welby, M.D.*; *Ironside*; *The Name of the Game*, and *Operation Petticoat*.

Bill M. Huey, 69, retired chief engineer/VP, KCCI-TV Des Moines, Iowa, died Jan. 15 of a stroke. He retired in 1991 after 35 years with the station.

—Compiled by Denise Smith
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Tempestt is out and J&I is in this fall on Chris Craft-owned stations in New York and Los Angeles. The switch doesn't bode well for Columbia TriStar Television Distribution's freshman talker *Tempestt*, which has posted some of its best numbers in those markets. Chris Craft's KPTV(TV) Portland, Ore., also has opted not to renew *Tempestt*. CTTD officials say the push for second-season renewals will begin after the February books are in, noting that CTTD recently ordered a full season's worth of episodes of the show from Dick Clark Productions.

Tele-Communications Inc. last Friday announced it has formed a satellite business group that will unite its satellite interests, including TCI's part interest in Primestar Partners. The yet-to-be-named unit will be headed by Gary Howard, TCI senior VP of mergers and acquisitions.

Returns from NAB radio board elections: District 2—William O'Shaughnessy, WVOX-WRTN New Rochelle, N.Y.; District 6—William L. McElveen, WTCB-WOMG-WISW Columbia, S.C.; District 10—Kenneth S. Coe, WLOI-WCOE La Porte, Ind.; District 12—Curt Brown, KTTS-AM-FM Springfield, Mo.; District 16—Dick Maynard, KEKB-KBKL Grand Junction, Colo.; District 18—John Barger, KRIO-FM San Antonio, Tex.; District 20—Larry Roberts, Sunbrook Communications, Spokane, Wash.; District 22—Jeff Lyon, KATK-AM-FM Carlsbad, N.M.; District 24—Howard Anderson, KHWW Los Angeles.

White House officials last week said they were still working on the date and guest list for President Clinton's planned meeting this month with broadcast industry leaders. Clinton proposed the meeting last month in his State of the Union speech. On the agenda for the meeting is a discussion of ways the industry could develop and implement a ratings system for programs. Also on the agenda is a discussion of voluntary ways to provide three weekly hours of children's educational TV.

CBS has ordered three more episodes of Viacom Productions' *Diagnosis Murder* bringing the total ordered for the season to 16. The series returned to the network's schedule in December and since has become the highest-rated show in household numbers on CBS's Friday night.

Eight CBS executives and journalists have been ordered to give depositions in the Brown & Williamson Tobacco Corp. lawsuit against former employee and whistleblower Jeffrey Wigand for breach of contract. Wigand allegedly disclosed confidential information to *60 Minutes* and others in violation of a separation agreement with B&W. CBS pulled the *60 Minutes* interview last November, fearing producers might have induced Wigand to breach his separation agreement. But *60 Minutes* was scheduled to air an updated story, with much of the original interview, yesterday (Feb. 4). The *CBS Evening News* has broadcast

stories on the case since Jan. 26, after the *Wall Street Journal* published excerpts of Wigand's sealed testimony concerning a suit by the state of Mississippi against B&W. CBS officials say much of the material in their stories was reflected in that sealed testimony. Because the information had been disclosed before CBS aired it, they suggest, any action B&W might have against the network is moot. But B&W officials say they may still have a case if CBS improperly induced Wigand to violate the terms of his agreement. Those to be deposed: Mike Wallace, Morley Safer, Don Hewett, Lowell Bergmann, Peter Lund, Eric Ober, CBS General Counsel Ellen Kaden and attorney Jonathan Sternberg.

Alliance Communications has named former executive VP **Michael Weisbarth** president of Alliance Television Productions.

Robert Fleming has been named executive VP/CFO, MCA Television Group. He has been senior VP, finance and administration, fX Networks, since 1993.

Errata: In the Jan. 22 story on the proposed launch of Dow Jones/ITT's WBIS+ superstation, the purchase price of WNYC-TV New York was incorrect. It should be \$207 million. The article indicated that Dow Jones and ITT own Madison Square Garden; it is owned solely by ITT. In addition, Wall Street Journal Television has secured underwriting from Ford and IBM for its *Emerging Powers* series, not for WBIS+.

Pike out at CBS

John Pike, senior vice president, late-night and non-network programming, CBS Entertainment, resigned last week in the wake of allegations that he had made racist comments.

Pike has steadfastly denied that he made any such comments since word leaked out that a reporter for *Details* magazine would include the alleged remarks in a story about the comedy troupe The State.

A CBS spokesperson would not say whether the network's investigation of the charges confirmed that the alleged remarks were made, saying only "CBS is satisfied with the outcome of this matter."

Pike is said to have suggested that the group add

minority members to attract a black audience that is available in late night because they don't have jobs to go to in the morning; are more likely to watch comedies because they have short attention spans, and are likely to watch network TV as opposed to cable because it is free.

Calls to Pike's office were not returned. But friends of Pike published a letter of support last week. "He has been vilified and embarrassed in front of his family, friends, and the industry at large. Our experience with John, either personal or professional, does not indicate that John is the racist he has been reported to be," the letter concluded. Among the signers were Brandon Tartikoff, Peter Tortorici and John Goldhammer. —SC

NEW YORK

'PM Magazine' revisited?

CBS News is mulling a program pitch from affiliates to jointly produce a sort of updated *PM Magazine* targeting prime time access. The network now produces *Day & Date*, an early fringe magazine distributed widely in syndication. But the proposal for the new show differs in that it would be distributed first and foremost to CBS affiliates around the country—although it's likely there would be some exceptions where competing stations would be offered the show. "The idea is [that] the network would build the framework and we'd localize it, with each of us making our own distinctive show," says a station source. Affiliate Board Chairman Ralph Gabbard is said to have pitched the concept to CBS News President Andrew Heyward, who reportedly is enthusiastic. Among the big ifs: getting the CBS station group to sign off on the project. "They have a lot of clout and a lot of options, so this project would really have to be buttoned down before they buy in," says one executive.

WASHINGTON

FCC gets in gear

FCC officials last week were not waiting for the President's signature on the Telecommunications Act of 1996 to begin preparations for implementing the new rules. Officials at the commission Friday were rereading their copies of the bill to identify deadlines the FCC will face once the bill is signed. Commission officials have counted up to 80 new FCC rulemakings in the legislation. "Efforts are clearly under way," said one source.

TOMS RIVER

Strike averted

Adelphia Cable Communications signed a last-minute labor contract with technical workers at the MSO's Toms River, N.J., cable system last

week, averting a strike by field service technicians. Jerold Clark, a spokesman for Adelphia's Toms River-based company, says it has signed a new agreement with Local 827 of the International Brotherhood of Electrical Workers, which represents some 60 technicians working for Adelphia. In addition, the MSO has posted a \$10,000 reward for information leading to the arrest and conviction of parties responsible for vandalizing Adelphia's cable lines at two separate locations last week. Clark says the incidents were not strike-related.

DALLAS

Summerall sports talker

Fox-TV sports commentator Pat Summerall is expected to begin hosting a sports talk radio show, *Pat Summerall's Sports in America*, from news/talk KLIF(AM) Dallas starting Feb. 10. Officials with SportsFan Radio Network say they have signed a deal with Summerall to syndicate the show nationally. A SportsFan spokesperson says the two-hour taped show will include Summerall's interviews with athletes, team owners and other sports celebrities.

HOLLYWOOD

NATPE too early?

Should syndicators hold their annual selling soiree later in the year? Definitely, according to some buyers still recovering from last month's unusually busy NATPE convention in Las Vegas. "The February book is the decision point on many shows," says Anthony Cassara, president of the Paramount Stations Group. "Mid-March would be a better time. That would give everybody a chance to see what's working and what the market needs are." NATPE traditionally was held in late February or early March, but the trade show was moved up to January more than a decade ago to dovetail with the INTV convention and to accommodate those who also attend the international

MIP-TV convention, held in France in mid-April. NATPE will arrive one week earlier next year, Jan. 13-16, because of the limited availability of the New Orleans Convention Center. NATPE officials say there is no truth to rumors that they are considering changing the site of next year's show. Total registration at last month's four-day gathering climbed to a record 17,694, a 12% increase over NATPE '95.

The Web of Wealth

It's probably a safe bet that only Bill Gates could get Barry Diller, Paul Allen and the DreamWorks SKG partners to appear in an infomercial. Gates's biting infomercial spoof, which takes aim at the hype surrounding the Internet, was part of a short video shown during the software billionaire's speech last week before the Hollywood Radio and Television Society. A breathless pitchman, wearing a Hawaiian-print shirt, urges viewers to call for more information on how to get involved with a bogus business venture dubbed the "Web of Wealth." Clips of Allen, Diller and the DreamWorks trio extolling the money-making potential of Web of Wealth follow. "We were just grubby filmmakers" before getting hold of the Web of Wealth, says a beaming Steven Spielberg. "And thanks to the Web of Wealth, we're no Mickey Mouse operation," adds DreamWorks co-founder (and former Disney executive) Jeffrey Katzenberg.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"Still snowing?"

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

Jump-starting the future

It's done. The Telecommunications Act of 1996 is now the law of the land (but for the President's signature, which is assured). Rarely have so many labored so long to effect so great a change in the nation's communications complex. Without endorsing every jot and tittle in this landmark legislation, this page is confident that great good will ensue.

Nor from the V-chip, of course, which will remain a danger to free speech and a free press until removed by the courts. Our confidence that it ought to be is not matched by assurance that it will be; the Fifth Estate has lost too many lately. We'd enlist Clarence Darrow for this one, or the next best advocate on earth.

The good news for cable and telco is too well known to need repeating here. What isn't clear is how it all will turn out. Both are freed to compete to their capital's content, but neither is given a license to succeed. Our guess is that, deregulated, both will prosper mightily, although perhaps more in their original businesses than in those they hope to invade. In any event, the public will profit.

Broadcasting wins on two scores. One, by the relaxed ownership limits that will permit radio and television to achieve greater critical mass, and by longer license terms. Two, by not having lost the language that may yet grant licensees access to digital spectrum. That was a close call; only an 11th-hour letter from the FCC, assuring Congress that it would not precipitously award spectrum this year, cleared the way for the telecommunications bill's passage. The digital battle will now be fought on the budget side of things, but there's at least a better than even chance to keep it under control in that arena. Here again, time may be on the broadcaster's side. Bob Dole, the most vocal advocate of auctions, appears to lose influence by the day, and may

find better things to do than wreck the future of free, over-the-air television.

The cover of this issue proclaims "The Future Begins Now." What it doesn't advise is how long it will take to absorb all this change, both at the regulatory level (the FCC faces as many as 80 rulemakings to implement the act) and within the business at large. What's certain to accelerate is the speed of change, already at a dizzying rate. Hang on.

The indomitable John Kluge

It is appropriate that in the week that the Fifth Estate was getting a new set of rules, BROADCASTING & CABLE Hall of Famer John Kluge, one of its most successful pioneers, was back in the news solidifying his position as a player in this new game.

After selling the Metromedia TV group to Rupert Murdoch—and one station to Hearst—for \$2 billion in 1985, Kluge parlayed his radio, cellular and paging interests into yet more billions and eventually a spot atop *Forbes's* list of the 400 richest people in the country.

But Kluge's hand was never out of the communications business. In 1986 he began buying Orion stock, eventually achieving control of the company. Orion has had its financial troubles, but Kluge, now armed with the Goldwyn libraries (for which he paid \$115 million last week) and a global communications company, Metromedia International Telecommunications, formed earlier this year, appears armed with the necessary firepower to do battle with the latest generation of media moguls.

It isn't surprising to see John Kluge, at 81, writing a new chapter in communications empire-building. After all, he wrote the book.

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Broadcasting & Cable
1705 DeSales Street, N.W.
Washington, DC 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

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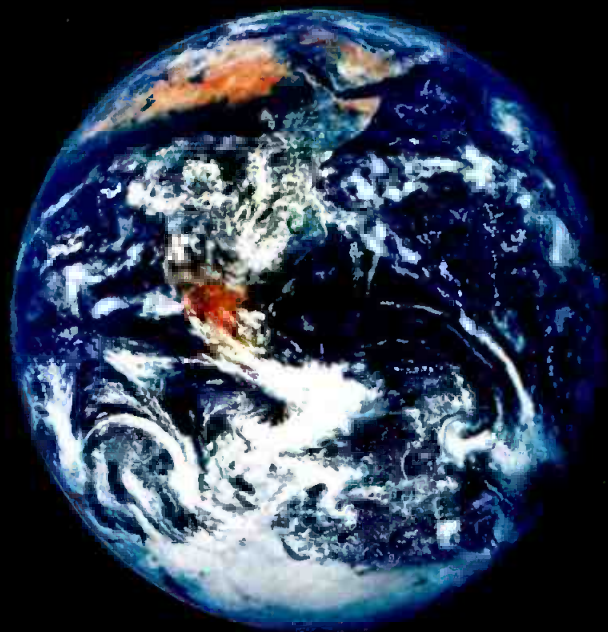
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