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The Newsweekly of Television and Radio



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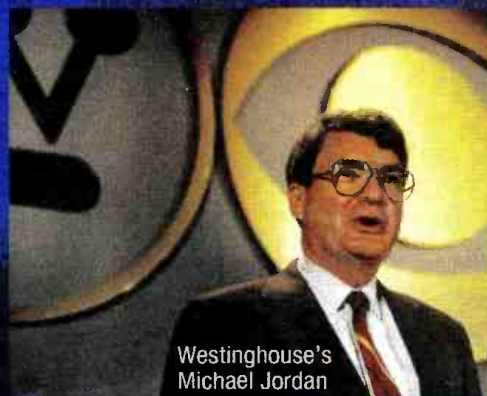
DISNEY'S MICHAEL EISNER AND THE MEGA MEDIA AGE

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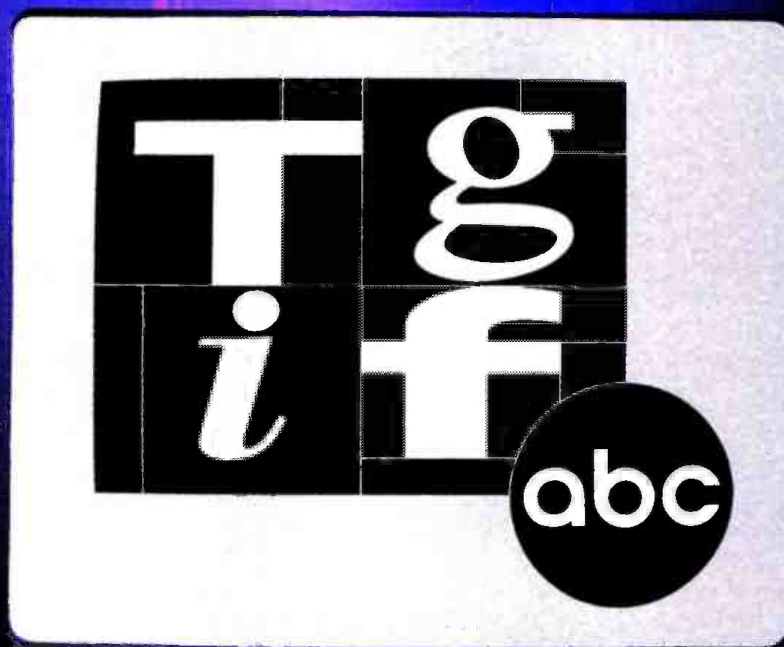
...and a
new man
in the
BS eye



Westinghouse's
Michael Jordan

IS.

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ABC's TGIF line-up. They are "Full House," "Family Matters," "Married...With Children" and "The Simpsons."

To help you reduce your risk in determining what network sitcoms will work for you in syndication, don't look in a crystal ball. Just look at history. If they're hits on FOX or ABC's TGIF, they'll be hits five-days-a-week for your station.

FUNNY SHOWS. SERIOUS BUSINESS.



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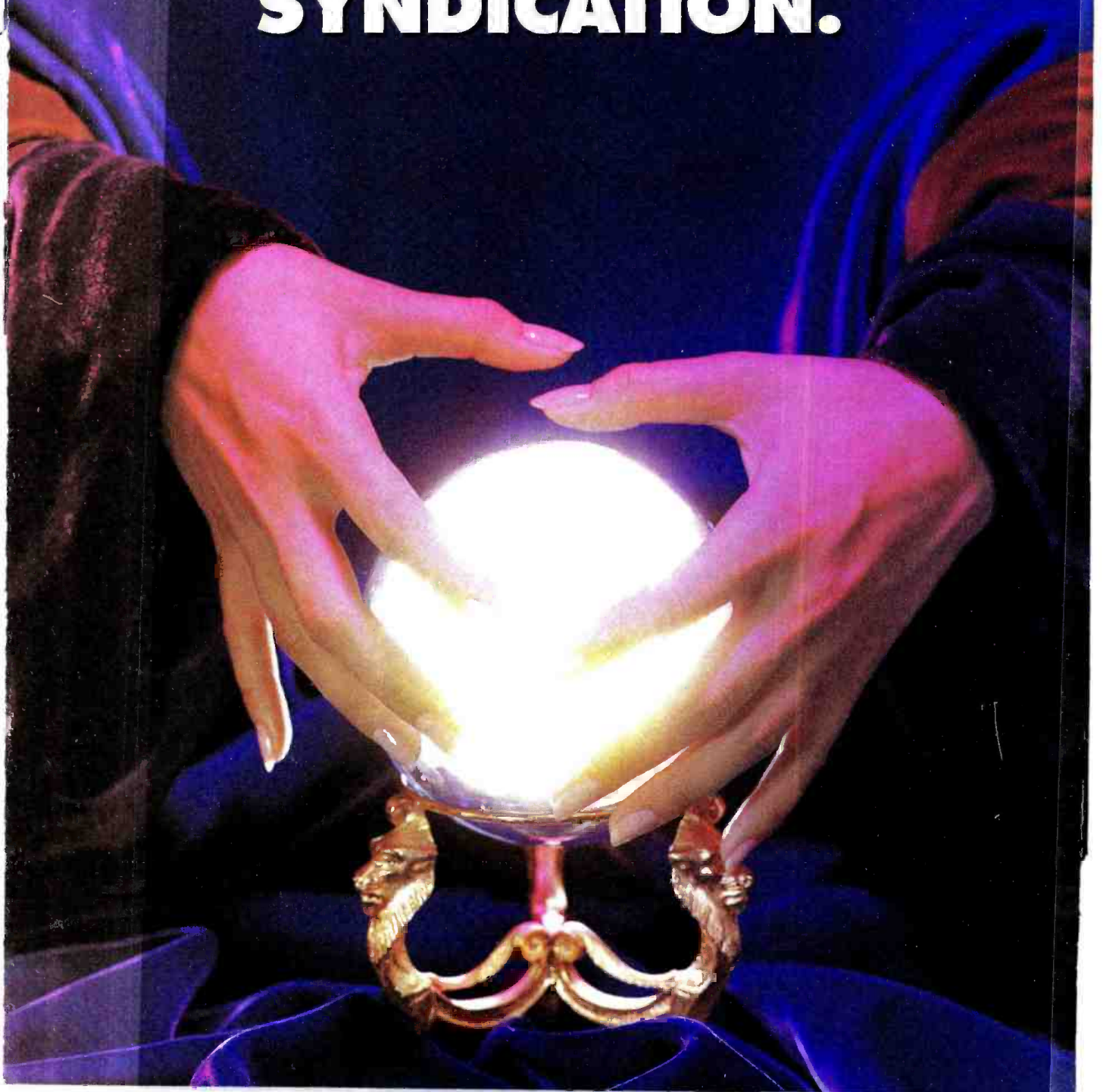
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Predicting syndication success with network sitcoms is never easy.

Since the 1986-87 season, 270 sitcoms have premiered on CBS, NBC, ABC and FOX. Of those, only 18 made it to syndication. Surprised? Even more shocking, of those strips, only 6 have really worked.

What's the secret of the "successful six"? Look where they came from. Four of the six that worked came from FOX or

**THIS IS NOT THE
WAY TO TELL IF A
NETWORK SITCOM
WILL WORK IN
SYNDICATION.**



Fast Track

MUST READING FROM BROADCASTING & CABLE

AUGUST 7, 1995

TOP OF THE WEEK

COVER STORY: Mega begins The Megamedia Age opened last week with Disney's purchase of Capital Cities/ABC for \$18.5 billion—the second-highest price ever paid for a U.S. company. The ink wasn't dry before Westinghouse said it would buy CBS for \$5.4 billion. **On the cover: Disney's Michael Eisner and Westinghouse's Michael Jordan. Photos by Lisa Quinones/Blackstar / 4**

The deal that roared The advantages of a Disney-Capcities/ABC deal extend to international improvements for ABC, cross-marketing and promoting "in-home" along with "out-of-home" entertainment. / 14

No final word on Westinghouse/CBS Few are convinced that Westinghouse's \$5.4 billion-plus bid for CBS will be the only one. Competing bids could come from Ted Turner and MCA. Even CBS isn't entirely sold on the deal. / 18



House adopts telecommunications reform The House has joined the Senate in passing a version of telecommunications reform. Democrat Ed Markey won important victories on broadcast ownership and the V-chip, but lost in his effort to limit cable rate regulation. / 10

TCI eyes broadcast play Under telecommunications reform, TCI may be able to take control of Silver King's 12 UHF stations for as little as \$3 million. / 12

SPECIAL REPORT

News services

The past year has been a busy one for the news services of ABC, CBS and NBC television affiliates. / 24

Joe Peyronnin, the head of Fox's affiliate news service, has set himself a goal of rivaling the other networks in two years. / 26

The increasing demand for TV news is being met by Conus and CNN Newsource. / 28

Radio has a growing number of companies offering news to go with any format. / 32



A Conus satellite truck in Houston uplinks the NBA playoffs. / 28

ing cable networks, including a 24-hour news channel. / 21

ESPN and Motorola are teaming up for ESPN Net To Go, a wireless sports service that will be delivered to pager-size receivers like this one. / 22



TELEMEDIA WEEK

Disney, ABC plot interactive strategy

Once the merger is complete, Disney and ABC are planning projects that include CD-ROMs, video games and online services. / 36

RADIO

Radio's new giant

Following the Westinghouse/CBS merger, the new company will have 39 stations, with annual billings of \$455 million. / 41

WASHINGTON

Warm reception at FCC

While not saying what they will do, FCC commissioners last week generally were enthusiastic about the Disney-Capcities and Westinghouse/CBS mergers. / 46



It was smiles all around when Capcities/ABC CEO Thomas Murphy (l) and Disney CEO Michael Eisner (r) visited FCC Commissioner James Quello a day after announcing their merger.



PROGRAMMING

Searching for 'tweens

Although advertisers love the 10-17 demographic, syndicators find it hard to create hits in this category. / 19

New Line Television is looking to tap the 'tween market this fall with live-action half-hours based on the popular 'Nancy Drew' and 'Hardy Boys' books. / 19

CABLE

Group W/CBS: the cable connection

The new megamedia company is considering launch-
Broadcasting & Cable August 7 1995

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The Dawning of Megamedia: Broadcasting's \$25 Billion Week

Disney buys Capcities/ABC for \$18.5 billion, Westinghouse buys CBS for \$5.4 billion; House passes deregulatory telcom bill but raises ownership limits and endorses V-chip

By Don West

Last week was more than the week that was. It was the week that foreshadowed how the future will be—in broadcasting and in telecommunications as a whole. It was the beginning of the Megamedia Age.

The opener, of course, was the *Good Morning America* announcement on Monday (July 31) that Walt Disney Co. would purchase Capital Cities/ABC for \$18.5 billion, the second-highest price ever paid for a U.S. company (the record: RJR Nabisco's \$25 billion merger with Kohlberg Kravis Roberts in 1989). Together they would create an entertainment-information conglomerate with annual revenue of \$16.4 billion and operating profit of \$3.2 billion (at 1994 levels). (See page 14.)

The ink wasn't dry on that story before Westinghouse Electric Co. announced that it would buy CBS Inc. for \$5.4 billion. Considering the size of the Disney multiple, the Westinghouse bid seemed conservative—so much so that observers began to speculate that other buyers might emerge; the CBS staff was said to be cheering for Ted Turner. Westinghouse and CBS together could be expected to produce \$4.6 billion in revenue and \$629 million in profit—again, at 1994 levels. Their combined 15 television stations would reach 33% of the audience—three stations and 8% higher than is permitted by existing FCC rules—and their combined radio stations would number 39, one over the limit on FMs, but within the existing AM cap (see story page 18.)

No matter. Like other major players in the broadcasting industry, Westinghouse and CBS are counting on Congress to raise the roof to match their new digs. And indeed, by Friday the House had joined the Senate in doing just that (see page 10). If the information-superhighway bill isn't yet a fait accompli, its outlines are now reasonably apparent.

(Both deals are a far cry from the first network sale, in which Westinghouse also participated. That was in 1926, when NBC was incorporated by RCA to take over the RCA and AT&T broadcast properties. RCA paid \$1 million for AT&T's WEA(AM) New York. The NBC stock was divided among RCA [50%], GE [30%] and Westinghouse [20%]. RCA bought out GE and Westinghouse in 1930.)

As BROADCASTING & CABLE reported July 31, the new name of the game is to get ahead of the curve in broadcast ownership



Changing hands: ABC to Disney, CBS to Westinghouse

by purchasing, or at least optioning, target acquisitions before the spectrum landrush of 1995. Three weeks ago Evergreen Media paid \$306.5 million for the Pyramid radio group (becoming prospectively radio's number-two group), and two weeks ago Gannett bought Multimedia for \$1.7 billion. In just the past two weeks,

BROADCASTING & CABLE's "Changing Hands" department has reported \$145 million in "routine" station sales.

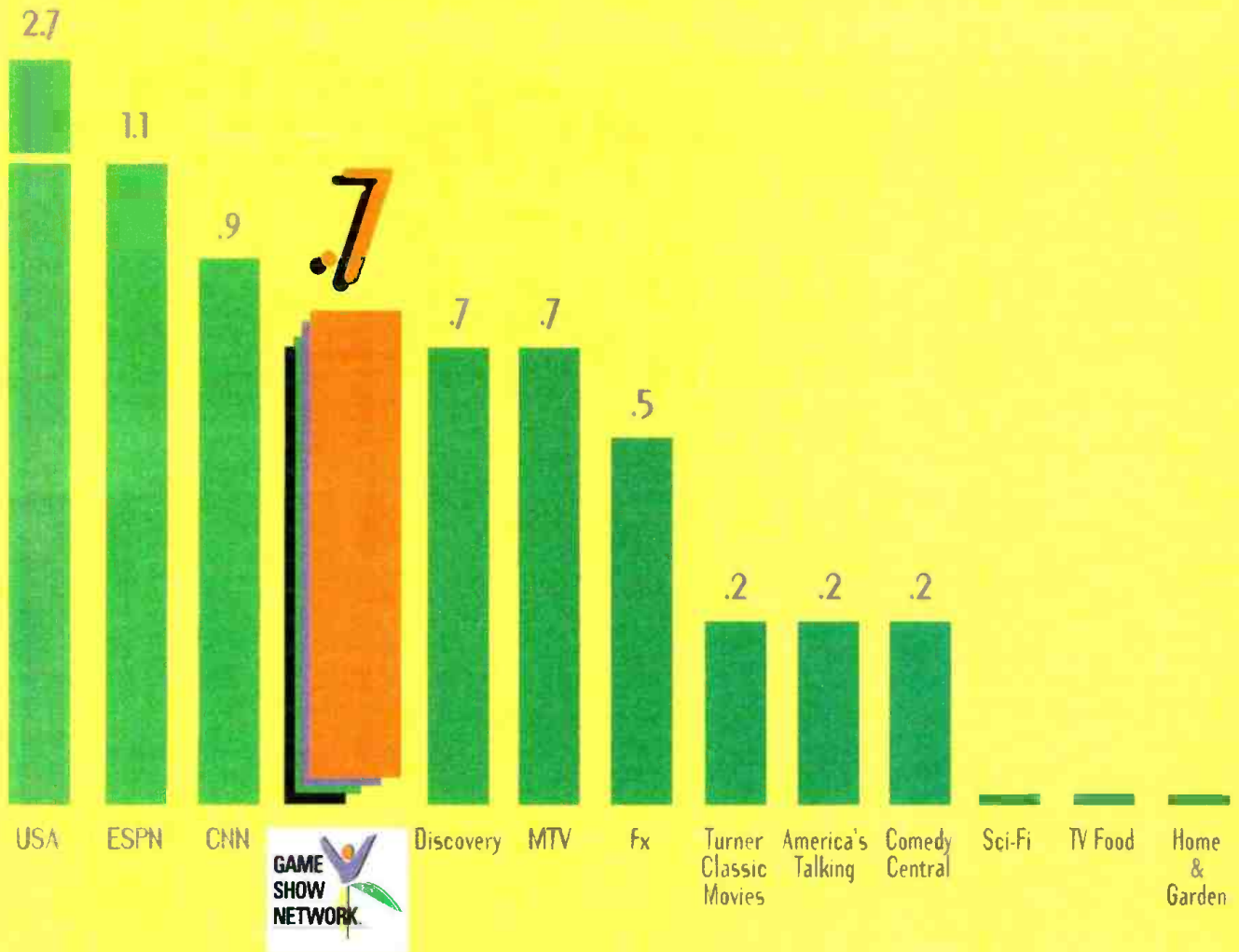
■ While the Disney and Westinghouse buys were hard to top, last week's trading didn't end with those announcements. On Monday afternoon, NBC offered \$396 million for Outlet Communications (see page 64). On Wednesday, ITT and Dow Jones purchased previously noncommercial WNYC-TV New York for \$207 million (see page 12). On Thursday, Chancellor Broadcasting acquired Shamrock Broadcasting for \$395 million (see page 64). All together, the week's sales added up to a record—and breathtaking—\$25.4 billion.

The Disney/Capcities and Westinghouse/CBS pacts changed the order of battle in the telecommunications industry, as well as the order of magnitude. A BROADCASTING & CABLE status report on the state of the industry (see pages 6 and 7) shows 13 conglomerates, ranging from Walt Disney to the *Washington Post*, in dominant positions. Together, the 13 had 1994 revenue of \$81.23 billion and profit of \$8.525 billion.

■ And then, in its last act before the August recess, the House of Representatives passed H.R. 1555—officially, the Communications Act of 1995—joining the Senate in preparing the country for the information age. The bill was virtually as deregulatory as expected, although an Ed Markey (D-Mass.) amendment on broadcast ownership caps successfully pulled the possibility down from 50% to 35% in television. Far worse still, to broadcasters and fans of the First Amendment everywhere, the House accepted another Markey amendment that would install a V-chip in every new television set and set up a government ratings system that would trigger it. The Markey gambit succeeded after passage of a broadcast industry-sponsored amendment that encouraged development of parental choice technology without imposing the government ratings system. The Markey success was laid to a parliamentary maneuver that

Continues on page 8

Nielsen Doesn't Play Games...



So Why Are We Jumping For Joy?

.7! That's why. Nielsen surveys are serious business, especially when it's your first national rating and you're only six months old. So are we excited by a .7? You bet. Surprised? Not really. **After all, it's no secret that over 35 million viewers watch - and play - game shows every day.** Still a .7 from Nielsen is nice confirmation. Confirmation that our daily mix of original, live, interactive game shows and classic television programs from a library of over **45,000 episodes** is already a new favorite with viewers. **Isn't it time for you to get in the game? For more information, call (310) 280-2222.**



1 Walt Disney Co.

\$16.44 billion (REV.) \$3.2 billion (O.P.)

Disney:

\$10.06 billion (REV.)

\$1.96 billion (O.P.)

TV: KCAL-TV Los

Angeles; Walt Disney Television; Touchstone Television; Buena Vista Television; Buena Vista Home Video

Cable: Disney Channel

Feature films: Walt Disney Pictures, Touchstone Pictures, Caravan Pictures; Hollywood Pictures; Miramax Films; Buena Vista Pictures Distribution

Publications: Magazines; books; comics

Retail: Licensing and retail ventures, including Disney Stores

Misc.: Audio and computer software; Disney Interactive; Disney Theatrical Productions; Mighty Ducks NHL team; theme parks

Investments/joint ventures: Joint venture with Ameritech, BellSouth and SBC Communications (video dialtone programming, delivery); 25% California Angels baseball team

Capital Cities/ABC Inc.:

\$6.38 billion (REV.)

\$1.24 billion (O.P.)

TV: ABC broadcast network; 10 TVs including KABC-TV Los Angeles; 50% Tele-Munchen (Germany); 33.3% Hammer Productions (France); 33% Eurosport; 23% RTL 2 (Germany); 23% Scandinavian Broadcasting System SA; 14% Young Broadcasting (owns 5 TVs); broadcasts children's programming to China (partner DIC Entertainment); home video

Radio: 10 FMs; 11 AMs; ABC Radio networks (+3,400 affiliates)

Cable: 80% ESPN; 50% Lifetime Television; 37.5% Arts & Entertainment Network; cable programming interests in Japan, Germany, Scandinavia; Sports Ticker news service

Publications: Newspapers; Fairchild Publications; other specialized publications

Misc.: ABC Online

Joint ventures: TV studio joint venture with DreamWorks SKG; venture partnership with IMAX; joint venture with Electronic Arts (software)



The Walt Disney Company



Chairman/CEO
Michael Eisner



MEGA MEDIA TOP 13

A baker's dozen of U.S. telecommunications players

The megamedia company formed by Disney and Capital Cities/ABC jumps to the top of any list of the country's biggest media firms. Here is how the other megamedia companies fall into place, based on their 1994 revenue.

The companies' holdings are broken down by TV; radio; cable; feature films; publications; music; retail; miscellaneous holdings, and investments and joint ventures. Non-media revenue and profit have been excluded.

EMI, Polygram and German radio executive); developing cable systems in Japan with Toshiba, ITOCHU and US West; pay per view

Feature films: Warner Bros. Studio; 3% Savoy Pictures; film-licensing agreements with 20th Century Fox, Sony Pictures, Paramount; co-owns 349 screens in 65 U.S. theaters with Viacom

Publications: Time Inc. magazines, books

Music: Warner Music; Time Inc. music; 50%

Columbia House music and video club

Retail: Licensing; WB Studio Stores

Misc.: Time Inc. CD-ROM; switched telephony service and Time Warner Cellular, Rochester, N.Y.; Full Service (interactive) Network, Orlando, Fla.; theme parks

Investments/joint ventures: 30% PrimeStar Partners direct broadcast satellite (partners GE American Communications and cable companies Comcast, Cox Communications, Continental Cablevision, Newhouse and TCI); 25% Atari; 10% videogame software developer Crystal Dynamics; 15% multimedia technology developer 3DO Co.; Inscap software venture with Michael Nash; 14% Hasbro toys

3 Viacom Inc.

\$10.12 billion (REV.) \$1.79 billion (O.P.)

VIACOM

TV: 12 TVs; 77% Spelling Entertainment; domestic and international TV programming; agreement with Procter & Gamble Productions to co-finance network and first-run syndicated programming; distributes pre-

1971 libraries of Big Three networks (partner Worldvision)

Radio: 9 FMs; 3 AMs

Cable: Viacom Cable Television (1.2 million customers; sold last month to TCI for \$2.25 billion); MTV Networks; Showtime Networks; Movie Channel; FLIX; joint venture partner in cable channels USA Networks (with MCA), Comedy Central (with Time Warner) and All News Channel (with Conus Communications)

Feature films: Paramount Pictures; domestic and international feature film syndication; co-owns 349 screens in 65 U.S. theaters with Time Warner

Publications: Books

Retail: 4,069 Blockbuster Video and music stores; 49.6% Discovery Zone

Misc.: Showtime Satellite Networks; Virgin Interactive Entertainment Ltd. (video games); Viacom New Media (interactive software); 25% StarSight Telecast interactive programming guide; theme parks

Investments: Option to buy United Paramount broadcast network from Chris Craft Industries; amphitheaters with Sony Music Entertainment and PACE Entertainment [Redstone's National Amusements owns 61% of Viacom]



Chairman
Sumner Redstone

4 News Corp. Ltd.

\$7.98 billion (REV.)
\$1.26 billion (O.P.)

TV: Fox broadcast network; 8 TVs; Fox Broadcasting; Twentieth Television; Fox Children's Network; Fox

Video: 20% New World Communications; network affiliation agreement with New World; PPV

Cable: fX; El Canal Fox (Latin America); 50% interest in Nickelodeon UK and QVC overseas; TV Guide On-Screen; exclusive pay-TV agreement with HBO

Feature films: 20th Century Fox

Publications: 123 newspapers worldwide, including New York Post; magazines, including TV Guide; Pacific Magazines and Printing; HarperCollins Publishers

Music: Fox Music

Misc.: Overseas satellite networks: Star TV, BSKYB, Sky Sports; News Datacom; Delphi Internet Services; 50% Ansett Airlines; free-standing inserts



Chairman/CEO
Rupert Murdoch

2 Time Warner Inc.

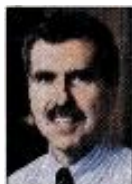
\$15.9 billion (REV.) (\$91 million) (LOSS)

TIME WARNER

TV: WB Television Network; Warner Bros. Television; Warner Bros. Domestic Television Distribution; New York 1 News channel; home video

Cable: Time Warner Cable (10 million subscribers); Home Box Office; HBO Ole (Latin America); Cinemax; 67% of cable TV venture with Advance Publications and Newhouse Broadcasting (1.4 million subs); 55% Court TV; 50%

Channel [V] Mandarin-language music-video services with Sony Pictures, EMI and Bertelsmann Music; 50% Comedy Central (partner Viacom); 50% Catalog 1 home-shopping channel (partner Spiegel); 49% E! Entertainment Television; 33% Sega Channel (partners Tele-Communications Inc. and Sega of America); 19.6% Turner Broadcasting System; 15% Black Entertainment Television; interest in QVC; HBO Asia with Sony, Universal and Paramount; VIVA German-language music-video channel (partners Sony,



Chairman/CEO
Gerald M. Levin

5 Sony Corp.

\$7.66 billion (REV.)
\$243.45 million (O.P.)

SONY

TV: Columbia TriStar Television; Columbia TriStar Television Distribution; Columbia TriStar International Television; Columbia TriStar Home Video; Sony Classical Film & Video

Cable: Game Show Network

Feature films: Sony Pictures Entertainment; Columbia Pictures; TriStar Pictures; Sony Pictures Classics; Triumph Releasing Corp.; Sony Theaters; Sony Pictures Studios; Culver Studios

Music: Sony Music Entertainment; Columbia Records; Epic Records; TriStar Music; Sony Music International

Investments: HBO Ole; satellite channels in Germany, Latin America, Asia; amphitheaters with Blockbuster Entertainment and PACE Entertainment



President/CEO
Norio Ohga

6 Tele-Communications Inc.

\$4.94 billion (REV.)



Chairman/CEO
John Malone

\$788 million (O.P.)

Radio: Interest in Prime Sports Radio

Cable: TCI Communications' cable systems (11.7 million subs, including satellite); Liberty Media (content); Heritage Communications; Home Shopping Network; 49.3% Discovery Communications; 43% QVC; 12% TBS; interests in Black Entertainment Television, Court TV, Encore Media, Family Channel, E!, TCI Technology Ventures' Sega Channel (partners Time Warner and Sega of America), national sports networks America One and Prime Network; Prime Sports and Prime Ticket regional sports networks; PPV; Tele-Communications International: 36% TeleWest Communications (UK cable/telephony) and other cable interests in Japan, Chile and other countries; video distribution and programming businesses in UK, Europe, Asia, Latin America and elsewhere

Misc.: Netlink USA (home satellite); Southern Satellite Systems; Internet services over cable

Investments/joint ventures: PrimeStar; Wireless-Co PCS venture with Comcast, Cox Communications and Sprint; Microsoft Network; Netscape Communications; virtual reality headgear

7 Seagram Co. Ltd.

\$4.82 billion (REV.) NA (O.P.)



President/CEO
Edgar Bronfman Jr.

TV: Universal Television; MCA

TV: MCA Home Entertainment

Cable: 50% USA Networks (with Viacom)

Feature films: Universal Pictures; United Cinemas International (joint venture with Paramount Pictures)

Publications: Putnam Berkley Group

Music: MCA Records; Geffen Records; MCA Concerts

Retail: MCA/Universal Merchandising; Spencer Gifts

Misc.: 25% Interplay Productions (interactive software publisher); theme parks

Investments: 14.9% Time Warner; Cineplex Odeon [Seagram owns 80% of MCA]

8 Westinghouse-CBS Inc.

\$4.58 billion (REV.) \$629.2 million (O.P.)

Westinghouse Broadcasting Co. (Group W):

\$870 million (REV.)

\$203 million (O.P.)

TV: 8 TVs (3 owned in joint venture with CBS); Group W Productions; joint programming venture with CBS; Westinghouse Broadcasting International

Radio: 8 FMs; 10 AMs

Misc.: Group W Videoservices; Group W Satellite Communications



Chairman/CEO
Michael H. Jordan

CBS: \$3.71 billion (REV.) \$426.2 million (O.P.)

TV: CBS broadcast network; 7 TVs; CBS Entertainment Productions; CBS Enterprises; syndication ventures with Genesis Entertainment and International Family Entertainment (parent of MTM Enterprises, Family Channel); CBS Video; CBS Broadcasting International; CBS News-Path news service

Radio: 13 FMs; 8 AMs; CBS Radio Networks

Cable: Production and licensing arrangements with A&E, Travel Channel and Disney Channel

Publications: Books based on programming

Joint venture: Home videos with Fox



9 Gannett Co. Inc.

\$4.45 billion (REV.)

\$1 billion (O.P.)

Gannett:

\$3.82 billion (REV.)

\$813 million (O.P.)

TV: 10 TVs

Radio: 6 FMs; 5 AMs

Publications: 82 daily newspapers, including USA TODAY

Misc.: Louis Harris & Associates polling; outdoor advertising; commercial printing



Chairman/CEO
John Curley

Multimedia:

\$630.48 million (REV.)

\$189.44 million (O.P.)

TV: 5 TVs; Multimedia Entertainment (talk-show production); Multimedia Motion Pictures

Radio: 1 FM; 1 AM

Cable: Multimedia Cablevision (432,000 subs); NewsTalk Television; TNi (regional news-talk channel with WBIR-TV Knoxville and Scripps Howard Cable)

Publications: 11 daily newspapers; 49 non-daily publications

Misc.: Long-distance access, Wichita, Kan. (partner Hyperion Telecommunications); home security



10 General Electric Co.

\$3.36 billion (REV.)

\$500 million (O.P.)

TV: NBC broadcast network; 6 TVs;

NBC News Channel

(news service);

Canal de Noticias NBC (Spanish-language news service, Latin America)

Cable: CNBC; America's Talking; interest in Court TV

Misc.: NBC Super Channel (DBS, Europe); NBC Desktop Video



Chairman
Jack Welch

11 Cox Enterprises Inc.

\$2.94 billion (REV.)

\$204.1 million* (O.P.)



TV: 6 TVs; Rysher Entertainment; programming venture with Times Mirror

Radio: 11 FMs; 5 AMs



Chairman/CEO
Jim Kennedy

Cable: Cox Communications (3.2 million subs after Feb. 1 merger with Times Mirror Co.); 50% GEMS Television (Spanish-language); 24.6% Discovery Communications; 10.5% E!; 20% Viewer's Choice PPV; Cox Video Marketing; UK cable/telecommunications venture with SBC; interest in StarSight

Feature films: Movie studio

Publications: 18 daily, six weekly newspapers; Longstreet Press

Misc.: Cox Satellite Programming; telephone service; online newspaper; 35.4% ICTV; 10% PrimeStar; automobile auctions

Joint venture: WirelessCo PCS venture with TCI, Comcast, Sprint

12 Turner Broadcasting System Inc.

\$2.81 billion (REV.)

\$287.64 million (O.P.)



Chairman/CEO
Ted Turner

TV: New Line Television; Hanna-Barbera Cartoons and MGM film libraries; Turner Home Entertainment; 30.3% n-tv (Germany)

Cable: CNN; TBS SuperStation; TNT; Cartoon Network; Turner Classic Movies; 44% SportSouth network (partners Scripps Howard Production and LMC Southeast Sports)

Feature films: New Line Cinema; Castle Rock Entertainment; Turner Pictures Worldwide

Publications: Turner Publishing

Retail: Merchandising; licensing

Misc.: CNN At Work; Turner Interactive; World Championship Wrestling; Atlanta Braves baseball team; Atlanta Hawks NBA team

13 Washington Post Co.

\$1.61 billion (REV.)

\$297 million (O.P.)



TV: 6 TVs

Cable: Post-Newsweek Cable (498,000 subs); PASS Sports (regional); UK operations; PPV

Publications: Newspapers, including Washington Post and 50% International Herald Tribune; Newsweek and Newsweek International magazines

Misc: News service; Kaplan Educational Centers; Post online; online legislative service; multimedia development; 25% ACTV



Chairman/CEO
Don Graham

Compiled by Elizabeth Rathbun

KEY

Rev.=Revenue

O.P.=Operating profit: difference between revenue, and related costs and expenses

NA = Not available

Sources: Annual reports; Form 10Ks; BROADCASTING & CABLE Yearbook; Moody's; Standard & Poor's; news reports

Broadcasting's \$25 billion week

continued from page 4

caught the Republican leadership napping.

Legislatively, the country was putting its faith in competition to hold back the monopolistic demons that traditional laws had been expected to keep in check. RBOCs were admitted into the long-distance business. Cable was admitted into local telephone service competition. Radio was totally deregulated, to the extent that one owner conceivably could own every station in the land. Television owners were permitted to own stations covering 35% of the country, with no numerical cap. TV broadcasters were assured of a second

channel to make the changeover from analog to digital.

It is this prospective telecommunications legislation that has triggered all the hopes and recent action by multimedia buyers. Ironically, all will be for naught if the telcom bill again fails of eventual passage (as it did in 1994). Its next hurdle is a conference between Senate and House versions, followed by a return to those bodies for endorsement. It then goes to the President, who has threatened a veto if the ownership limits aren't curbed and the V-chip provision not incorporated. Whether a veto could be overturned is problematical. The success of the Markey amendments on multiple ownership and crossownership and on the V-chip has lessened a veto threat. ■

Where do we go from here?

Among possible megamergers is Turner bid for CBS

By Harry A. Jessell

What's next? How about a competing Turner bid for CBS backed by Telecommunications Inc. and Seagram Co., the new Montreal-based owner of MCA?

That was the hottest bit of speculation in the wake of Westinghouse's \$5.4 billion bid for CBS and Disney's \$18.5 billion agreement to snap up Capcities/ABC.

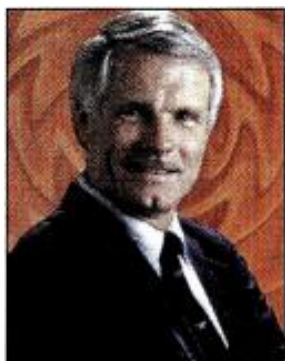
Here's the scenario: Turner's board is dominated by its two principal investors, TCI and Time Warner. At the prodding of Turner and TCI, Time Warner would swap its 18% interest in Turner for Seagram's 15% interest in Time Warner.

With Time Warner, long an obstacle to Turner's network ambitions, out of the picture, Turner would make his play for CBS with TCI and Seagram pumping in needed cash.

The scenario is a twist on earlier versions that had MCA making a lone bid for CBS.

Reigniting such talk last week was TCI President John Malone. Speaking at TCI's annual shareholder's meeting in Denver on Thursday, he reaffirmed his faith in Turner: "It's his company. We invest in it. If he comes up with something that he wants to do—and it makes sense—we'll support him."

Malone told reporters he had held "exploratory" discussions with Seagram President Edgar Bronfman Jr. last month at the annual media mogul get-



Ted Turner is still 'focused' on CBS, says NBC President Bob Wright.

together, in Sun Valley, Idaho. But he declined to confirm reports that the subject was a Seagram-Time Warner swap.

The scenario is fraught with obstacles. For one thing, the Seagram and Time Warner interests are not equal. For another, Seagram is a Canadian company and could run up against the statutory prohibition against foreign ownership of broadcast properties.

All the parties—Turner, TCI, Time Warner and Seagram—declined further comment.

The only solid evidence of Turner's continuing interest in broadcasting was Turner's and TCI's losing fight in Washington against the Markey amendment to the House telecommunications bill that preserves the ban against ownership of cable systems and TV stations in the same market. Because of TCI's ubiquitous cable holdings, the ban effectively blocks TCI ownership of a major broadcast group.

Despite the setback in the House, TCI and Turner are not giving up. They now will push for language in the companion Senate bill, which in essence throws the broadcast-cable crossownership question to the FCC.

TCI may have another reason to root for relaxation of the broadcast-cable restriction. With it gone, TCI could exercise its option to buy control of the Silver King broadcast group, the nation's sixth largest (see page 12).

Aside from Capcities/ABC shareholders, the principal beneficiary of

last week's news may have been NBC. By NBC President Bob Wright's reckoning, the deals established NBC's value at \$11 billion, \$4 billion more than two weeks ago.

Although TCI-Turner could turn its sights on NBC, Wright doesn't think so. Turner is still "focused" on CBS, he said. "That is where his head is right now."

Last week, NBC wasn't selling, it was buying. It outbid Renaissance Broadcasting to acquire Outlet Communications for \$396 million (see "In Brief").

Although the NBC-Outlet deal was dwarfed by last week's megamerge, it's more typical of the deals to come. With Congress now virtually certain to raise the national TV ownership limit from 25% of TV homes to 35%, NBC and the three other networks will have room to grow by buying up smaller broadcast groups.

Look for Fox to lead the buying spree. Making good on an earlier agreement, MCI last week acquired a \$1 billion (6.5%) stake in News Corp., Fox's parent. And the long-distance company is prepared to later double its investment.

With that kind of money, Fox should have all the money it needs to buy stations directly or through groups in which it has substantial minority interests: New World, SF Broadcasting and Blackstar Communications.

Despite their increased debt load, Westinghouse/CBS and Disney-ABC also are likely to remain active in the broadcast market as they continue to convert fickle and sometimes troublesome affiliates into owned-and-operated stations.

If nothing else, the events of last week mean "you certainly can't stand still," said Wright. ■

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Markey wins on V-chip

To chants of "V-chip, V-chip," the House voted 225-195 last Friday to require every TV set sold in the U.S. to come equipped with the technology to block violent and sexually explicit programming.

The vote was a surprise defeat for broadcasters and Republican House leadership, both of which opposed the V-chip amendment sponsored by Representative Ed Markey (D-Mass.). Since the Senate version of the telcom bill also includes a version of the V-chip, it appears likely the chip will become law.

In addition to the requirement for TV set makers, the bill gives the broadcasting and cable industries a year to devise a program ratings system. If they fail, the bill requires the FCC to establish an advisory board to develop a ratings system and rules for transmitting a program's rating to the chip installed in the sets.

Unlike the Senate version, the House bill does not require the industry to implement the ratings system. "We hope the parents of this nation will put pressure on the industry to adopt the ratings system," said Representative Dan Burton (R-Ind.).

Although the V-chip eventually was included in the

House bill, it was indirectly rejected during a vote on a rival amendment backed by the broadcasting industry.

The broadcaster-backed amendment "encouraged" the TV industry to create a "technology fund" that would provide seed money for companies working on alternatives to the V-chip. Broadcasters favor add-on, rather than built-in, set technology that would require parents to have some knowledge of programming schedules.

The House adopted the broadcasters' amendment in a 222-201 vote. Markey and other supporters of the ratings system had claimed that adoption of the broadcasters' alternative would effectively kill the V-chip. But as soon as the House passed the broadcasters' amendment, Markey stood up and in effect reintroduced his bill, forcing a direct vote on the V-chip. Markey said many members reversed their votes once they realized that they would be held accountable for a vote against television violence.

In the end, broadcasters got the worst of both worlds. They agreed to contribute \$2 million for a technology fund, but failed to head off the V-chip.

But one broadcast industry source predicted that the technology fund would be central to their legal strategy when it inevitably is challenged in court. Broadcasters will argue that the V-chip is not the "least intrusive means" to limit their right to free speech. —CSS

House advances telcom reform

Measure caps TV ownership cap at 35%, mandates V-chip, deregulates cable rates

By Christopher Stern

The House served up its version of telecommunications reform last week, but while others celebrated, the TV networks came up short on broadcast ownership and the V-chip.

By a vote of 305 to 117, the House set the national audience caps at 35%, rather than the 50% the networks had lobbied for. Currently, broadcasters are limited to owning stations with less than 25% of the national audience.

The bill also opens the long-distance and local phone business to competition, deregulates cable rates and provides spectrum flexibility.

The Clinton administration is still threatening to veto the bill over concerns about cable deregulation and media concentration, according to National Telecommunications and Information Administration Chief Larry Irving.

Although the bill was crafted by Commerce Committee Chairman



Fields and Bliley crafted the House bill whose passage last week took the industry closer to a sweeping rewrite of the Communications Act.

Thomas Bliley (R-Va.) and Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), Democrat Ed Markey (D-Mass.) dominated Friday's debate with his three amendments to the bill.

In the end, Markey went two for three, winning important victories on broadcast ownership and the V-chip, but losing in his effort to limit cable rate deregulation.

Markey, backed by network affili-

ates, was able to set the cap at 35%. In addition to limiting broadcast ownership, Markey's amendment—adopted 228-195—retains the broadcast/cable crossownership ban.

"We are obviously disappointed; it was rough day," said CBS lobbyist Martin Franks. However, Franks was quick to point out that even with the 35% cap, Westinghouse could proceed with its takeover of CBS without disposing

of any stations. However, "it does limit our opportunity for growth in terms of owning more stations," Franks said.

Both Bliley and Fields claimed victory for their efforts to deregulate the telephone and cable industries. The bill will speed up Baby Bell entry into long distance and deregulate all cable rates within 15 months. Long distance companies oppose the bill, saying it allows the Bells into their business before opening up the local telco industry to

competition.

The House overwhelmingly defeated Markey's amendment on cable deregulation 275 to 148. Markey lamented that it is several years too early to count on competition to regulate rates. "In two months do you think you are going to have cable competition in your town?" asked Markey, who maintains video competition from telcos is 10 to 15 years away.

While most of the country will have to wait 15 months for rate deregulation, small cable systems will be allowed to raise their monthly bills upon enactment. The bill defines small cable systems as those with less than 600,000 subscribers and revenues of less than \$250 million annually. The National Cable Television Association estimates that 27% of all cable companies would be defined as small under the bill.

Some Republicans used the debate

over Markey's amendment to criticize the FCC. Representative Mike Oxley (Ohio) called the FCC one of the fastest-growing bureaucracies in the federal government. "Most of that growth has been in the Cable Services Bureau," said Oxley, adding: "we don't need more bureaucrats telling Americans what they can and can't pay for MTV."

Markey, along with the Clinton administration, has been very critical of the degree of media concentration allowed under the House bill. By his own concession, his amendment affected only a small "slice" of the cross ownership the bill would allow.

In addition to TV duopoly, the bill retains broadcast/cable crossownership and deletes all local and national radio ownership rules. The Senate also ends radio ownership regulation, but is silent on crossownership issues.

The Network Affiliated Stations Alliance also applauded Markey's victory. "Today's strong vote by the House on the Markey TV ownership amendment shows the commitment of the United Congress to localism and diversity in our national broadcast system."

Broadcasters did win big on spectrum flexibility for digital TV. The bill gives broadcasters the second channel to provide digital services but does not impose any high-definition TV requirements. It also does not establish a date for return of the original channel.

The House bill requires the FCC to decide reclamation of the analog spectrum on a market-by-market basis. In addition, that decision must be based "on acceptance of new technology," or "the potential loss of reception for a substantial portion of the public." ■

RADIO OWNERSHIP

Senate: Eliminates all radio ownership caps.

House: Same

NATIONAL TV OWNERSHIP

S: Permits one company to own unlimited number of stations covering 35% of TV homes.

H: Same.

LOCAL TV OWNERSHIP

S: Grandfathers existing local marketing agreements, retains ban against one company owning two stations in a market.

H: Permits one company to own two TV stations in same market (UHF/UHF or VHF/UHF; VHF/VHF with FCC approval).

CABLE-BROADCAST CROSSOWNERSHIP

S: Repeals statutory ban against one company owning TV station and cable systems in same market; directs FCC to review parallel rules.

H: Retains statutory ban.

OTHER CROSSOWNERSHIP

S: Retains broadcast network-cable and broadcast station-newspaper restrictions, but requires biennial FCC review of them.

H: Permits one company to own TV and radio stations and one other media property (telephone, MMDS, or newspaper) in same market, repeal network-cable restrictions.

BROADCAST LICENSING

S: Establishes two-step broadcast license renewal process that protects stations from license challenges; extends TV and radio license terms to 10 years.

H: Same, except that TV license term is extended to seven years to mirror that of radio.

DIGITAL TV

S: Authorizes FCC to give each station a second channel for HDTV and other digital services. Stations would pay fees for

subscription services.

H: Similar; directs FCC to award second channel.

TELEPHONE MUST-CARRY

S: No provision.

H: Requires telephone network providing video to carry local broadcast signals and to black out shows on imported distant signals if local stations have exclusive local rights to shows.

ANTIVIOLENCE

S: Requires broadcasters and cable programmers to establish ratings for violence and "other objectionable content" in programming; requires TV sets to be equipped so that viewers may block such programming (V-chip).

H: Similar; encourages, rather than requires, ratings system.

CABLE RATES

S: Eliminates rate regulation of expanded basic tiers, except for "bad actors" charging substantially more than national average as of June 1, 1995.

H: Eliminates rate regulation of expanded basic tiers for small systems upon enactment, all systems after about 15 months.

TELEPHONE ENTRY INTO CABLE

S: Permits telephone companies to own cable systems in telephone service areas; prohibits joint ventures and buy-outs between telcos and cable companies, except in "non-urban" markets with fewer than 50,000 people.

H: Same, except that joint venture prohibition includes all markets with fewer than 50,000 people.

CABLE ENTRY INTO TELEPHONY

S: Preempts state and local barriers to cable and others offering telephone service and requires telcos to provide interconnection with competitors on reasonable terms.

H: Same



Cable giant eyes broadcast play

TCI control of Silver King stations could provide seed for new network

By Rich Brown

Cable giant Tele-Communications Inc. could wind up becoming a broadcast giant as well.

Passage of communications legislation may allow it to take control of Silver King Communications' 12 independent full-power UHF TV stations for as little as \$3 million. TCI's Liberty Media programming arm has been sitting on the option to buy the nation's sixth-largest TV station group since February 1993 but has been unable to exercise the option under the existing media crossownership ban.

TCI's broadcasting ambitions suffered a setback last week as the House adopted a telecommunications bill that preserves the broadcast-cable ban. But Senate language would permit the FCC to repeal or relax the prohibition. If the Senate version makes it into the final bill and the bill becomes law, TCI will be able to take its case for station ownership to the FCC.

The Silver King stations serve eight of the 12 largest metropolitan TV markets in the U.S. and reach approximately 28 million households covering 18% of the country. The 12 UHF stations

plus two-dozen SKC-owned low-power TV stations were once a part of Home Shopping Network and continue to be HSN affiliates. Silver King has been a stand-alone company since a stock spin-off to HSN shareholders in December 1992 (Liberty owns 41.5% of the common equity of HSN and approximately 80% voting control). SKC stock has doubled since May, from about \$10 per share to \$21.5.

Liberty's option would give the company voting control over the Silver King stations by acquiring 2 million shares of SKC Class B common stock at a current option exercise price of \$1.50 per share. Liberty has until February 1999 to exercise it or assign the option to a third party. Whether TCI will exercise the option is unclear.

"We don't know what direction we're going to jump next," says TCI spokesman Bob Thomson.

It is conceivable that TCI could drop home shopping programming from the



Malone holds an option for the sixth-largest broadcast group.

SKC stations and build a new network of its own. Home Shopping Network, after all, is in a slump that resulted in second-quarter losses of \$9.7 million and a 10% drop in sales. It is also conceivable that Turner Broadcasting System, which has sought TCI's help in making a broadcast network bid, could jointly develop an SKC group bid with TCI.

Liberty is building a huge portfolio of program-

ing that could be tapped to feed the SKC stations. And Liberty already owns a fledgling broadcast network, America One, which reaches about 15 million homes via 95 affiliated low-power TV stations. Liberty quietly launched the 24-hour general entertainment network in December after purchasing the bankrupt Main Street Television Network. Programming on the network includes sports news and fitness shows provided by Liberty Sports plus an 1,100-title library of old movies and TV series. ■

ITT, Dow Jones score WNYC-TV for \$207 million

By Donna Petrozzello

ITT Corp. and Dow Jones & Co. last week purchased WNYC-TV New York, promising to transform the noncommercial station into a local sports and business programming powerhouse with national ambitions. The companies are paying the City of New York \$207 million, the highest price ever paid for a UHF station.

Announcing the deal last week, ITT Chairman Rand Araskog and Dow Jones Chairman Peter Kann said they will replace the UHF (ch. 31) station's public TV lineup with a mix of sports, business news and entertainment. The partners will change the calls to WBIS-

TV, but market it as the "S+ Station."

Responding to reporters, Araskog said that elevating the facility into a cable superstation "would be exceedingly attractive...to the extent that we can do it without stepping on the toes" of the NBA and the National Hockey League. "We'll look into it," he said.

A Dow Jones spokesman said the programming could form the basis for a cable network.

"This acquisition gives us a major presence in the largest television market in the U.S.," Araskog said, noting the area's 6.7 million households. "This station has significant strategic value."

The heart of WBIS-TV's planned

schedule is prime time and weekend coverage of New York-area professional and collegiate sports teams, including Knicks basketball, Rangers hockey and Yankees baseball. WBIS-TV also will broadcast concerts from Madison Square Garden, shows from New York-area theaters and sports events from Caesars Palace in Las Vegas.

ITT holds TV rights to the Knicks, Rangers and Yankees through a joint venture with Cablevision Systems. The venture also owns the MSG Network and Madison Square Garden, where the Knicks and Rangers play. ITT/Cablevision now sublicenses WPIX New York to broadcast Yankees games.

With consent from the teams, WBIS-TV will add "limited coverage of other area teams, including the Mets, Islanders, New Jersey Nets and Devils."

Dow Jones will direct the business programming on weekdays and overnight. It will feature national and international financial news. ■

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*Top 35 Television Markets based on
Nielsen Media Research, Late News / May 1995*

By Steve McClellan

During the past year, reams have been written about who would buy CBS or NBC and for what price. Capital Cities/ABC was said to be the one network not in play—too expensive, with an estimated market value of \$16 billion–\$17 billion. Well, \$18.5 billion later, Capital Cities/ABC is joining the Magic Kingdom, prompting questions about whether the merged companies will conjure up the synergies needed to justify the hefty premium Disney agreed to pay.

Executives involved hope to close the deal early next year. The combined company would have revenue exceeding \$16.5 billion and operating profit of more than \$3.2 billion annually.

The deal proves, among other things, that you can't always believe Wall Street. Disney Chairman Michael Eisner, Wall Streeters used to say, was a "bottom-fisher," who would never pay the premium required to get into network television.

The sound of jaws dropping to the floor could be heard throughout the entertainment industry last Monday when Disney and Capcities/ABC announced their planned merger.

Wall Street immediately blessed the union as made in heaven. Capcities' stock soared \$20 in one day (July 31) and held the gain throughout the week. Disney was up \$1.25 last week, which also was taken as a strong signal from the market that Disney was making the right move despite going \$10 billion into debt. Usually, the stock price of would-be acquirers goes down, particularly when a large amount of debt is involved, no matter how good the proposed marriage.

Hal Vogel, senior media and entertainment analyst at Cowen & Co., echoing the opinion of many analysts, said last week that the proposed merger was "a good strategic fit. Program production and marketing costs are so high these days that Disney would want to amortize its programs over as many audiences as possible. A network presents them with a mass audience."

But executives involved in the deal say the advantages go much deeper. "It's not just domestic distribution merged with production, which, as



Megamedia's megadeal

Disney adds Capcities/ABC to its Magic Kingdom for \$18.5 billion (one Disney share plus \$65 for an ABC share); Wall Street blesses union, but some question hefty premium studio is paying for broadcast/cable/distribution



you know, we have been doing a lot of," says Robert Iger, who has a signed a five-year contract to remain president of Capcities/ABC, which would become an operating division of Disney. "It is improvements internationally" as well as an ability to cross-market and promote "in-home entertainment," such as network and cable television, with "out-of-home entertainment," such as theme parks and movie theaters.

Other sources note that during the past year Disney informally has sought Capcities' advice on overseas media activity, seen as one of the last great expansion opportunities for U.S. entertainment companies. Capcities' international holdings are extensive, including ownership interests in Germany's Tele-Munchen, Scandinavian Broadcasting System, Eurosport and Japan Sports Channel. It also recently started two children's cable channels in China, and has a one-third stake in Paris-based Hamster Productions.

Disney's most visible international foray is the EuroDisney theme park outside Paris. It is known primarily as a gusher of red ink that has failed to capture the fancy of Europeans the way Disneyland and Disney World have won the hearts of families in the U.S.



Although the deal shocked the industry, Eisner (far left), shown with Murphy and Iger last week, said the two companies flirted with each other for a decade.

Iger also says the merger will give the two companies a leg up in the field of new media, where Disney has focused on distribution through its joint venture with BellSouth, Ameritech and SBC Communications, while ABC has focused on content development through its Multimedia Group.

By most accounts, the merger would seem to greatly benefit Disney and Capcities, placing them in the top tier of a rapidly consolidating media world. But is it good for the industry? "I don't know about the industry," Capcities Chairman Thomas Murphy told BROADCASTING & CABLE last week. "I think it's good for the public because we'll have the ability to make the best possible entertainment and news programs we can for the future."

Murphy also said the financial terms of the deal were sensational for Capcities' shareholders, who will get \$65 cash for each share owned as well as one share of Disney stock, expected to grow significantly in the

coming months from its current \$58-plus value. "We wanted to be sure our stockholders had a ticket on the horse race for the future. That's why we were very interested in having Disney stock, because we think the combined companies are going to do even better than they are separately."

Eisner told reporters last week that Disney and Capital Cities have been flirting with each as potential marriage partners for well over a decade. "We had met with Leonard Golden-son" before ABC's sale to Capcities, recalled Eisner. "We were just outmaneuvered and -negotiated by Tom Murphy and [major Capcities shareholder] Warren [Buffett]." He continued, "There's has been a lot of discussion over the last eight years with [major Disney shareholder] Sid [Bass] and myself and Warren and Dan Burke and Tom."

Bass and Buffett were on hand at last week's press conference to show their support for the merger. With that support, analysts say, shareholder approval is a shoe-in.

Eisner said the combined entity will spin synergies making "one and one add up to four." Many analysts agree, although some question whether Disney could accomplish similar goals through strategic alliances and joint

"I think it's good for the public because we'll have the ability to make the best possible entertainment and news programs we can for the future."

Capcities Chairman
Thomas Murphy

ventures, as opposed to going \$10 billion in debt to buy a network.

Iger challenged that notion, arguing that more often than not, "alliances" turn into wheel-spinning with no positive result. "With a merger, you tear down walls. When you sit across the table to talk business with people, you're working for the same company and you're not sitting there trying to protect the property you bring to the table. In an alliance, you often spend more time negotiating

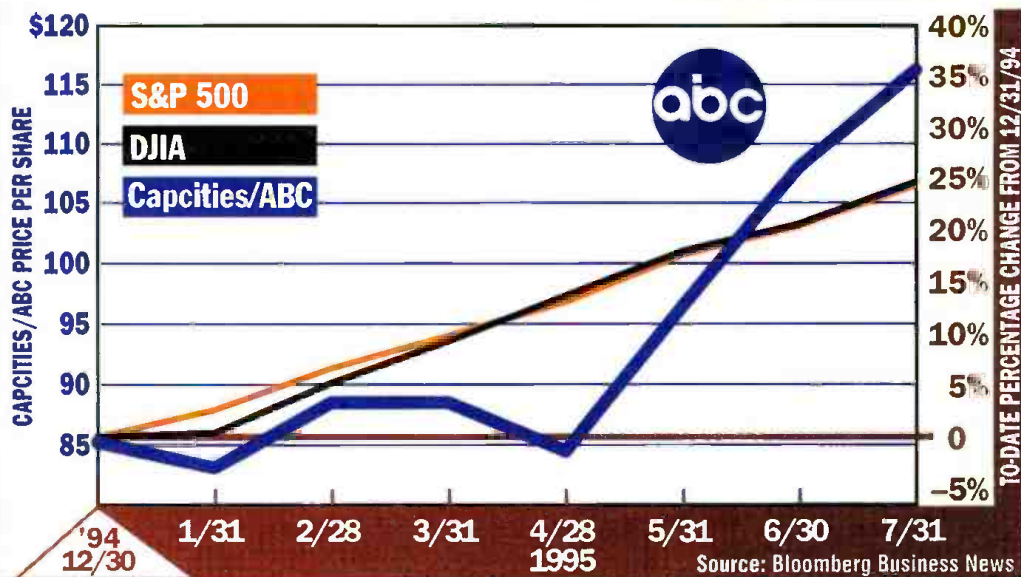
how you're going to manage the alliance—and sometimes even how you're going to deal with it when it ends—than you do conducting business."

At the press conference, Eisner introduced his chief financial officer, Steve Bollenbach, saying, "without him, I would never have had the courage to take on this much debt."

But Bollenbach said that taking on \$10 billion in debt won't cause problems and, in fact, probably will be paid off in five to six years, given the huge income the combined entity will generate.

"When I came to the company [last year], my challenge was to find a way to use the debt capacity of the company. It's not good for a company to have no debt, because it's tax deductible and makes it a cheap form of capital." In

CAPCITIES/ABC: BETTER THAN AVERAGE



relation to the size of the company, said Bollenbach, "it's not much debt."

Murphy and Eisner have talked at length with FCC commissioners about permanent or temporary waivers they may need to get the deal done, including a waiver to possibly keep KCAL-TV and KABC-TV, both in Los Angeles.

As part of the merger agreement, Disney will program ABC's Saturday morning cartoon block. That arrangement poses questions about ABC's existing alliance with DreamWorks. Capcities/ABC officials, however, said they were hopeful that the DreamWorks alliance would survive the Disney merger.

Disney will earn a \$400 million breakup fee if the merger does not go

through.

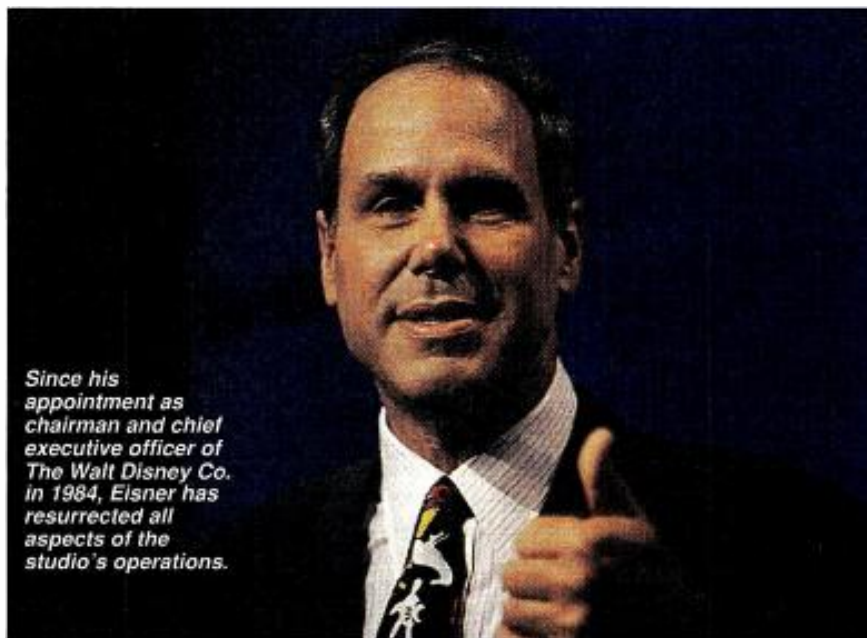
The contractual deadline for completing the deal is Oct. 1. The breakup fee would be payable if the deal has not been completed by then. Asked if there were other options if the deal doesn't close by then, Murphy responded, "I guess we'll worry about that if that happens. We don't expect something like that to happen."

But last week, no one at the three companies involved was prepared to say the DreamWorks-ABC alliance would proceed as planned. In fact, sources confirmed that the alliance has an out clause for either party in the event of a change of control of Capital Cities/ABC. With the Disney merger, Dreamworks can therefore simply

walk away from its ABC deal.

Whether that happens remains to be seen. Sources close to the situation said, "no hasty decisions will be made. Everyone involved would like it to keep going. And the decision will ultimately come down to business considerations and not personal things," such as the ongoing spat between Eisner and DreamWorks principal Jeffrey Katzenberg.

The DreamWorks-ABC venture, forged last fall, is wide-ranging but the details have never been fully divulged. Both sides are to commit \$100 million to produce and distribute shows for various media and dayparts for Capcities and non-Capcities exhibition outlets. A key interest of both DreamWorks and Disney is animation programming. ■



Since his appointment as chairman and chief executive officer of The Walt Disney Co. in 1984, Eisner has resurrected all aspects of the studio's operations.

Disney's Michael Eisner: No Mickey Mouse CEO

Holding the Disney banner high, the former NBC page has taken the studio to the top of the entertainment industry

By Steve Coe

Disney's acquisition of ABC last week makes Disney CEO Michael Eisner, already the captain of one of the biggest ships in Hollywood, arguably the most powerful man in television—if not in all Hollywood.

Known most recently for the hugely

successful animated theatricals produced by the studio, such as "The Lion King" and "Pocahontas," the ABC deal now returns the 53-year-old Eisner to his broadcasting roots.

Eisner began his career as an NBC page after graduating from Denison University in Ohio and eventually

landed at ABC as a programming executive responsible for overseeing some of the network's 1970s hits, such as *Happy Days*, *Barney Miller* and *Laverne & Shirley*, that made the network number one. While at ABC, Eisner worked closely with Barry Diller and followed the former Fox CEO to Paramount. After Diller left Paramount to run Fox in 1984, Eisner was passed over for the top job at the studio, paving the way for his appointment at Disney.

It was at Disney that Eisner built his reputation as an executive of the first order. During those same 11 years, however, his reputation as an enigmatic manager almost paralleled the rise in Disney's stock price.

Since his appointment as chairman and CEO of The Walt Disney Co. in 1984, Eisner has resurrected all aspects of the studio's operations. On the television side, Disney is the children's programming leader with its top-rated Disney Afternoon syndicated block.

Also during his tenure, Walt Disney Television, which produces prime time fare for the networks, has risen to number two (behind Warner Bros. Television) in total output. Buena Vista Television, the company's syndication arm, is responsible for the daytime success *Live with Regis and Kathie Lee* and most recently sold *Home Improvement* into off-net syndication for \$3 million per episode, making it one of the most financially successful launches ever.

According to Disney, the company's annual revenue rose from \$1.5 billion to \$8.5 billion during Eisner's first nine

years, and during that time its stock value jumped 1,500%.

"A lot of people say he can be a petulant child when he's moody and an absolute taskmaster," says one entertainment lawyer who has dealt with the Disney chief. "He can be egotistical about his place at the company and key executives below him to the point of either allowing them to leave or driving them away. On the positive side, he clearly is a leader who is capable of recognizing talent or valuable assets and going after them and making it happen. This deal is a perfect example of that. As for his management style, look at his record [at Disney]—he's earned it."

Although it came as a surprise that word of the impending deal didn't appear in print before Monday's announcement, those familiar with Eisner say it is evidence of his hatred of press leaks. Said one Hollywood executive: "He's obsessive about leaks to the point of checking phone lists of executives to try to find out who's talking."

During the past couple of years, Eisner's management style has come under scrutiny for the loss of two key executives. In March 1994, Frank Wells, Eisner's second-in-command and co-architect of the Disney resurrection, was killed in a helicopter crash. It was widely assumed that Jeffrey Katzenberg, chairman of Walt Disney Studio, would be named to the post. When Eisner decided not to fill the position, Katzenberg left the company to form DreamWorks studio with record and movie mogul David Geffen and Oscar winning director Steven Spielberg.

Most recently, Rich Frank, who oversaw all of Disney's television activities and was considered one of the brightest executives in the business, also left, citing a desire to explore other opportunities. Speculation at the time of his exit, denied by Frank, was that Frank left because Eisner would not grant him oversight of the film studio.

Problems with other executives aside, Eisner is credited with being one of those rare executives who is a shrewd businessman with keen creative skills. The head of a competing

"He pushes you to the limit, but knows just when to stop in order to make the deal."

studio says Eisner "is very creative, with a terrific creative imagination. He believes in doing first-rate programming."

"He's quite extraordinary," says Craig Zadan, who produced the 1984 theatrical "Footloose" for Paramount when Eisner was in charge of that studio's theatrical production. Zadan now has a three-year deal with Disney to develop and produce TV series and specials. "Michael saw the film in rough cuts and knew immediately [that] it was going to be a hit. He got involved in every aspect, including the

marketing of the film. He gets involved in all elements rather than just sitting back and letting it happen. Usually you have a great businessman who is lousy creatively, or vice versa. But Michael is quite remarkable in both areas."

One agent who has had frequent dealings with Eisner during the past 20 years says that one of the biggest changes in the chairman of the newly formed Disney-ABC is his ability to focus his creative thinking. "He has matured so that he doesn't come up with 50 ideas at once only to be shot down on 49."

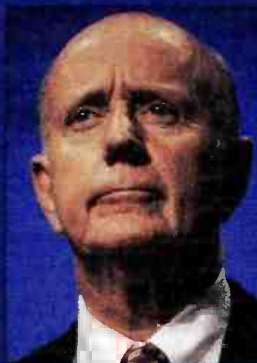
One thing that hasn't changed, he says, is Eisner's toughness in making a deal. "He pushes you to the limit, but knows just when to stop in order to make the deal." ■

ABC's winning players

No, it's not a list of state lottery winners, it's the handful of Capital Cities/ABC executives and board members making millions from Disney's acquisition of their company.



Warren Buffett



Thomas Murphy



Dan Burke

That doesn't include Berkshire Hathaway CEO **Warren Buffett**, the largest single shareholder in Capcities. He'll earn roughly \$1 billion on the sale through his 40% ownership stake in Berkshire.

Berkshire stands to earn \$2.5 billion from the sale of its 20 million shares, which it will trade for \$1.3 billion in cash and another \$1.2 billion in Disney stock (based on last Thursday's closing price of \$58.62).

Capcities Chairman and CEO **Thomas Murphy** will benefit nicely from the deal as well, earning \$65 million cash for his 1 million shares, and receiving 1 million shares of Disney stock, currently worth \$58.5 million. Total value: \$123.5 million. Company sources say it is likely that Murphy will reinvest his proceeds from the sale in Disney stock. Murphy will also take a seat on the Disney board. Buffett will not.

Retired Capcities CEO **Dan Burke** will earn almost \$28 million for the sale of 428,630 shares and get \$25 million in Disney shares, for a total value of \$53 million. **Ron Doerfler**, the company's CFO, will earn \$7 million from the sale of his stock and another \$6 million and change in Disney stock. Owned stations head **Michael Millardi** will earn about \$2 million in cash and stock. Cap-cities President and COO **Robert Iger** will earn about \$1.5 million in cash and stock.

—SM

Westinghouse/CBS: Big deal dwarfed by Disney-ABC

*Still, sale has history-making potential:
\$5.4 billion transaction would create
nation's largest broadcast group*

By Steve McClellan

The entertainment industry had been anxiously awaiting word of an anticipated \$5.4 billion-plus bid for CBS by Westinghouse last week. But by the time the bid was announced late last Tuesday, it seemed almost anticlimactic, coming in the wake of the \$19 billion sale of ABC to Disney that preceded it by one day (see page 14).

And few are convinced the deal will close without Westinghouse's having to ward off competing bids from the likes of Ted Turner and Edgar Bronfman Jr.'s MCA.

Even CBS isn't entirely convinced. Its attorneys pressed the FCC last week for approval of an earlier agreement between Westinghouse's Group W broadcast unit and CBS to jointly own four stations. CBS reportedly wants the approval in case another bidder steps forward willing to best Westinghouse's \$81-per-share bid (see page 8).

But if the deal goes through, the combination of Group W and CBS would create the nation's largest broadcast group, with 15 TV stations covering 33% of the nation's homes and 39 radio stations.

The deal technically violates a host of

FCC ownership restrictions, but judging from the comments of FCC officials, the agency likely will grant the necessary waivers, or at least temporary ones.

Curiously to some, Westinghouse did not pay any more for CBS than it was planning before Disney weighed in with its Capcities/ABC offer of \$19 billion—more than 3.5 times Westinghouse's offer for CBS.

The Disney-ABC deal probably spurred Westinghouse and CBS to get their deal done quickly, for different reasons, says NBC President Bob Wright. "Larry Tisch probably saw the Disney bid as bad news because the only cash buyer for a network disappeared," says Wright. "And Westinghouse probably thought Tisch would see that price and want more, so they were both motivated to get the deal done quickly."

Turner is mentioned most often as a possible spoiler, but the odds on Wall Street don't favor a successful Turner bid. Major Turner shareholder Time Warner isn't keen on the idea. What's more, Tisch wants cash, and conventional wisdom is that a Turner bid would include stock.

Asked whether he would entertain a

Turner bid, Tisch replied, "I've given my love to [Westinghouse Chairman and CEO Michael] Jordan, and I don't change my mind for a telephone call."

Tisch deflected other questions about competing bids, saying he wouldn't comment on "hypotheticals." But he allowed that the deal contains a "breakup" provision that would require CBS to pay Westinghouse up to \$150 million should the seal come apart.

Jordan told BROADCASTING & CABLE the decision to buy CBS came after looking at Westinghouse's core businesses and concluding that broadcasting "offered the greatest opportunity for investment and growth."

Indeed, part of the motivation to acquire CBS comes from Westinghouse's success with Group W Broadcasting during the past several years, as it has grown to become the company's top business in operating income and margins, contributing about 25% to Westinghouse's total cash flow.

Already highly leveraged, Westinghouse is borrowing at least \$2 billion to finance the deal, Jordan said. The conglomerate plans to trim overall debt by \$1.5 billion-\$2 billion through the sale of non-broadcast assets, he said.

Jordan thinks he can boost cash flow at CBS by \$200 million-\$300 million annually through a combination of cost cutting and revenue building. He looks to broadcasting to eventually contribute 50% of corporate cash flow.

Westinghouse/CBS also will explore new cable networks, including a challenger to Turner's CNN or Headline News, Jordan said (see page 21). And it's committed to radio, which Jordan called a "financial jewel" (see page 41).

But the company's best bet for improving finances is to turn around CBS's dismal prime time TV ratings. ■



Jordan and Tisch
shake on the deal.

Who's in charge?

It is clear that Westinghouse plans to cut costs at CBS, but exactly who will do the cutting is a mystery.

When reports of the deal began to circulate three weeks ago, it was assumed that Group W Chairman Bill Korn would take over and work the same cash-flow magic at CBS that he performed at Group W. But Korn was kept out of the spotlight at last week's press conference as Jordan and CBS Chairman Larry Tisch heaped praise on current management.

"We have a pretty strong team of people with particular skills," Westinghouse Chairman Michael Jordan told BROADCASTING & CABLE.

Jordan said he will be personally involved in guiding what would be the nation's largest broadcast group.

—SM

Programmers woo elusive 'tweens'

Advertisers love this demo, but it is hard to reach

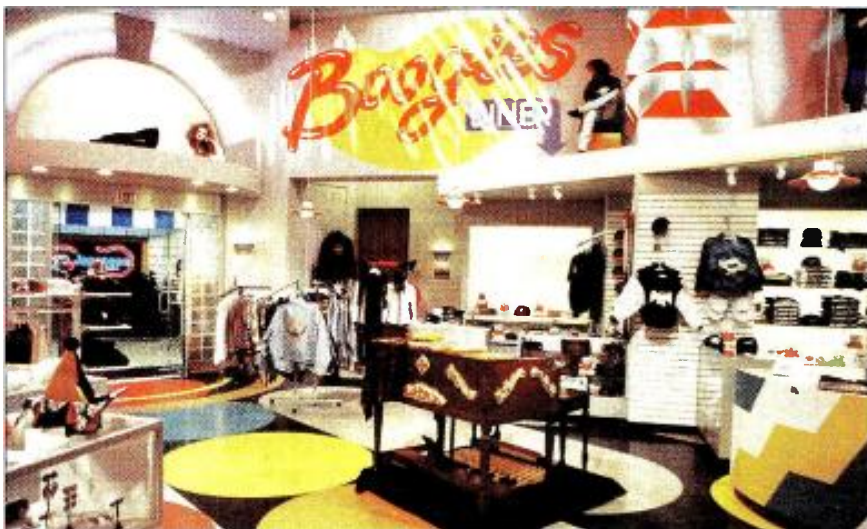
By Rich Brown

It's not always easy finding shows that will click with viewers in the 10-17 age group.

Syndicators in particular have found mixed results trying to launch first-run shows aimed at teens and "tweens" (kids entering their teens). International Family Entertainment distribution arm MTM earlier this year tried introducing *Boogie's Diner* in syndication but later moved it onto IFE-owned The Family Channel. And last month, SeaGull Entertainment decided not to go forward with *Beverly Hills Beach Club*, a weekly sitcom aimed at the teen set.

"It's a difficult audience to reach," says David Spiegelman, senior vice president of domestic distribution for New Line Television. "The advertisers love this demographic, but they also have a hard time reaching this demographic."

New Line Television is looking to tap into the market this fall with live-action half-hours based on the popular



IFE tried the syndication market with 'Boogie's Diner,' but eventually moved it to its co-owned Family Channel cable network.

"Nancy Drew" and "Hardy Boys" books. Spiegelman says one way New Line hopes to catch teen viewers is by airing the two shows back-to-back in weekend midday and early fringe time slots when teens are most likely to be home. He says the characters also have been updated to make the stories more appealing to teens.

"We've been on pins and needles about the visual look of the shows, and when we got the dailies back we popped the champagne because we captured what these characters need to be to work in the 1990s," says Toper Taylor, senior vice president of Nelvana Enterprises, which produced the show. "Our Nancy Drew [Tracy Ryan] is exotic and sensual looking instead of a Ralph Lauren model, and Joe and Frank Hardy [Paul Popowich and Colin Gray, respectively] are different and provide a good juxtaposition of characters."

Among other shows targeting the teen audience, *Sweet Valley High* will be coming back for a second season, says Saban Entertainment spokesman Barry Stagg. And a spokeswoman for Tribune's *Out of the Blue* says the planned sitcom for teens has so far cleared about 75% of the U.S.

"This is one of the most unpredictable groups of viewers," says Janeen Bjork of sales rep firm Seltel. "But if one of these shows takes off, it could be very good for a station."

NBC is reporting success with its teen-oriented Saturday morning lineup. Ratings for the network's so-called TNBC block (the "T" is for teen) are up 12% in total teens over last year (2.5 to 2.8); up 15% in female teens (3.3 to 3.8), and up 12% in male teens (1.7 to 1.9), according to A.C. Nielsen Co. data supplied by the network. Most of the advertisers in the NBC block are

Fox unveils fall rollout schedule

Fox Broadcasting has released the network's debut schedule for the upcoming season. It will roll out its new shows from Thursday, Aug. 31, to Sunday, Oct. 1.

The Thursday lineup of *Living Single* (8-8:30), *The Crew* (8:30-9) and *New York Undercover* makes its fall premiere Aug. 31.

On Saturday, Sept. 9, *Martin* (8-8:30), *The Preston Episodes* (8:30-9), *Cops* (9-9:30) and *America's Most Wanted* (9:30-10) debut.

The Monday schedule of *Melrose Place* (8-9), *Partners* (9-9:30) and *Ned and Stacey* (9:30-10) makes its debut on Sept. 11.

The Fox Tuesday Night Movie (8-10) opens on Sept. 12.

Beverly Hills, 90210 (8-9) has its sixth-season premiere on Wednesday, Sept. 13, with leadout *Party of Five* debuting for its second season on Sept. 27.

The Friday night schedule will debut over two weeks, with first-year *Strange Luck* (8-9) premiering on Sept. 15 and *The X-Files* (9-10) making its third-season bow one week later.

The Sunday lineup will debut over three weeks, with *The Simpsons* (8-8:30) and *Married...With Children* premiering on Sept. 17. *Space: Above and Beyond* (7-8) will make its network debut on Sept. 24 with a two-hour special. The two new comedies on the night, *Too Something* (8:30-9) and *Misery Loves Company* (9:30-10), make their network premieres on Oct. 1.

Additionally, Fox starts its second season of the NFL with a double-header on Sunday, Sept. 3. The network will air *The 47th Annual Emmy Awards* on Sunday, Sept. 10.

—SC



Photography by Michael Manheim

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PROGRAMING

for personal-care products and apparel manufacturers targeting the teen market, says Linda Mancuso, vice president, Saturday morning and family programs. NBC in September will add to the block a new live-action comedy series, *Hang Time*, which joins *California Dreams* and two episodes of *Saved by the Bell: The New Class*.

Mancuso says NBC has an advantage over syndicators because the network is able to present the teen shows as part of a block of programming. NBC also has the luxury of an audience of

kids that grew up with the habit of watching the network, she says.

Rysner Entertainment is also syndicating a strip of 65 off-NBC and off-first-run episodes of teen rock band show *California Dreams*. "We did a certain amount of shows in syndication and a certain amount for NBC, and we found that it didn't make much difference. The shows consistently delivered high [season-to-date total teen demographic composition] in the mid to high 30s," says Rysner President of Domestic Syndication Ira Bernstein. ■

SYNDICATION MARKETPLACE

'Seinfeld' launch

Columbia TriStar Television Distribution has set Sept. 11 as the launch date for the off-network debut of *Seinfeld*. The syndicated package of 108 episodes of the highly rated series has been cleared in more than 95% of the country.

Paranormal from Paragon

Beyond Reality, the weekly half-hour from ACI, has been sold in 90 markets representing 80% of the country. The reality show, hosted by Shari Belafonte, will air in 33 of the top 35 markets beginning Sept. 18. The show, which examines the paranormal and extraterrestrial, is produced by Paragon Entertainment in association with Four Point Entertainment.

Popular 'Pets'

Claster Television's *The Littlest Pet Shop* has been cleared on 87 stations covering 81% of the country, according to the distributor. The strip will debut on Sept. 11.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 23. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.7/229/99
2. Jeopardy!	9.0/219/99
3. Oprah Winfrey Show	7.0/239/99
4. Baywatch	6.5/230/97
5. Entertainment Tonight	6.1/181/93
6. Warner Bros. Vol. 3	6.0/167/90
7. Wheel of Fortune-wknd	5.6/181/84
8. Buena Vista I	5.5/167/98
8. Inside Edition	5.5/180/94
8. Ricki Lake	5.5/227/98
11. Family Matters	5.3/193/92
12. Jenny Jones	5.2/207/95
12. Star Trek: Deep Space Nine	5.2/237/99
14. Hard Copy	5.1/190/93
14. Roseanne	5.1/182/93

Paramount's 'Sightings' adds correspondent

Paramount's *Sightings* weekly syndicated series investigating paranormal activity and the supernatural has added Carla Wohl to its investigative team starting in the fall. Most recently, Wohl was a freelance correspondent for KCBS-TV Los Angeles and before that was host and correspondent for *The Crusaders* weekly news magazine. *Sightings*, which is cleared in more than 95% of the country, begins its second season Sept. 11.

Olympic effort

GGP's *Olympic Century* has been cleared on more than 70 stations, including WNBC-TV New York and KNBC-TV Los Angeles. The series of six half-hour episodes looks at the past 100 years of modern Olympic highlights. The series is being sold on a 3.5-/3.5-minute barter split, with stations airing the programs in the two months leading up to the July 1996 summer Olympics in Atlanta. The series is being produced by GGP and Trans World International and has been endorsed by the International Olympic Committee.

Turtle time

McM Communications has cleared its *Shelly T. Turtle Show* on 111 PBS stations for fall, including six of the top 10 markets. The show is a new half-hour animal series targeted at kids 2-5. Its host is Shelly T. Turtle, an inquisitive tortoise who introduces live-action segments of animals from around the world. Co-producer is Kids TV Ltd. of New Zealand.

—DT, JE

Group W/CBS ponders cable

Jordan says among possibilities is news channel challenger to CNN

By Rich Brown

Although neither company has managed to snare a large equity stake in the cable-programming business, CBS and Westinghouse may build a portfolio together.

Westinghouse Chairman Michael Jordan told *BROADCASTING & CABLE* last week that the company will consider launching cable networks, including a 24-hour news channel to go head-to-head with CNN. "We have a long background in cable channel development," said Jordan. "Several years ago, we were one of the bidders for what became CNBC, and we worked with The Nashville Network in really developing their business, so we think we understand the economics. It's something we would very seriously look at."

Westinghouse has had far better luck



than CBS in the cable-programming department. The company's Group W Satellite Communications division has a long-term revenue-sharing agreement with The Nashville Network, which is 100% owned by Gaylord Entertainment. GWSC owns a one-third interest in Country Music Television, a global network that is two-thirds owned by Gaylord. GWSC is also a majority owner in Home Team Sports, a Bethesda, Md.-based regional sports network

serving the Baltimore-Washington area.

CBS, by contrast, has a history of failed attempts at getting into the cable network business. The company abandoned a plan in the early 1980s to create an arts channel. More recently, it had shelved plans to launch a news channel to be used in retransmission consent negotiations.

Two years after broadcasters gained the right to compensation from cable operators for carriage of their signals, CBS has yet to come up with a retransmission consent deal. Although ABC used retransmission consent to gain distribution for ESPN2 and NBC used it to build distribution for America's Talking, CBS continues to grant extensions that relieve the operators from having to compensate the broadcaster. ■

ESPN on course in merger's wake

Disney purchase of parent ABC should not affect plans, says Bornstein

By Rich Brown

ESPN executives say company plans ranging from new spin-off networks to additional pay-per-view sports packages are expected to proceed in the wake of Disney's \$19 billion purchase of Capital Cities/ABC.

ESPN President and CEO Steve Bornstein says he has not yet discussed specific growth plans with executives at Disney, which will now own 80% of the channel (Hearst owns the remaining 20%). But Bornstein adds that the companies share a decentralized management strategy that should bode well for ESPN's growth plans.

Among those plans are a variety of spin-off networks including an "ESPN3" channel that would complement the existing ESPN and ESPN2. Other networks in development include an all-sports news network and an all-motor sports network. Another planned service, ESPNol, will enhance the domestic network with programming

designed specifically to appeal to the Hispanic audience. Bornstein offered no timetable for the launch of any of the channels other than to say that ESPNol likely would not launch before mid-1996.

ESPN also is looking to expand its distribution of out-of-market sports events via pay per view. The network is entering its third season of distributing out-of-market college football games via pay per view and is in the final stages of offering a similar package of college basketball games. Bornstein says ESPN is considering offering several hundred additional games on a pay basis, possibly as early as this season. The network is also "very close" to signing a deal with Major League Baseball to offer an out-of-market PPV baseball package via satellite.

Internationally, ESPN is moving forward on an overseas expansion that will extend its portfolio to 15 different networks by January 1996. ESPN's

newest additions will include two sports services set to debut in Australia this September and a new channel to launch in India on Oct. 15. It is possible that both ESPN and The Disney Channel could boost their overseas distribution in the future by offering the services in tandem, says Bornstein. In fact, at the press conference announcing the merger, Disney Chairman Michael Eisner talked eagerly of the potential of packaging the services together internationally.

"A 24-hour sports service and a 24-hour kids service make an awful lot of sense," says Bornstein.

One Disney-ESPN effort that is almost certain to continue is ESPN World, an existing joint venture designed to develop a chain of sports clubs and bars. ESPN World is just one of a fast-growing variety of ancillary ventures developed by the network under the ESPN Enterprises umbrella (see story, page 22). ■

ESPN plans wireless sports service

Teams with Motorola for mobile sports 'pager'

By Rich Brown

ESPN is building on its sports franchise with a new wireless service aimed at fans on the go.

ESPN Net To Go will enable sports fans to receive score updates and other information via pager-size receivers. ESPN and Motorola plan to debut the service this month. It will be available for \$11.99-\$14.99 per month after subscribers purchase a \$99 wireless receiver and pay a onetime \$25 activation fee.

The text-based receiver will display game information and scores every five minutes, along with sports headlines, trivia and commentary. Information will be sent directly to the fan's receiver via Motorola's Wireless Broadcast Net-



ESPN and Motorola are combining on ESPN Net To Go, a wireless sports service that will be delivered to pager-size receivers like the one shown above.

work of satellite-linked transmitters to 230 major metropolitan areas across the U.S. and Canada.

ESPN and Motorola plan to offer the service through online and direct mail promotion as well as select distributors, including sporting goods chains, electronic retailers and catalogues.

ESPN Net To Go marks the latest expansion effort by ESPN Enterprises, the ESPN subsidiary that operates a variety of ancillary businesses, including pay per view, electronic publishing, online services, home video, location-based entertainment and video games. ESPN Enterprises just last week teamed with Hearst Magazines to launch ESPN ProFootball95, the first of four special-interest titles to be published under the umbrella title ESPN Total Sports. ■

Lifetime adds threesome for fall

Programs on relationships, crafts and fashion are part of \$100 million commitment

By Jim McConville

Lifetime Television is adding an adult late-night talk show and three new daytime series to its fall lineup of female-skewing programming.

The shows are part of the network's plan to spend \$100 million on original programming (BROADCASTING & CABLE, April 24).

The half-hour *Late Date with Sari* will be hosted by 25-year-old Sari Locker, author of "Mindblowing Sex in the Real World." It's set to launch Oct. 16 (Monday-Friday at 12:30 a.m.).

"It's a relationship show skewed obviously from a woman's point of view," says Judy Girard, senior vice president of programming and production for Lifetime. "It's not a dysfunctional-sex kind of show; it is very much a show that says: Here's where a woman can come to get information about her relationship."

The program, says Girard, will cover various topics on personal relationships in the '90s. Its format will include studio work, "reporter in the street" pieces, occasional live coverage and

call-in segments.

Late Date likely will target the same audience that is drawn to CNBC's *Real Personal*, a sex talk show that airs nightly at 11.

Lifetime's program additions come as the network is posting strong ratings gains. In July, the network posted daytime ratings up 39 over last year and prime time Nielsen ratings up 25%.

New Lifetime daytime programming includes *Handmade by Design*, an arts and crafts series that will air weekdays at 1 p.m. starting Sept. 11, and *All About You*, a series on fashion and style that is expected to debut sometime in October.

Elsewhere on the development front, Lifetime is developing with Boston public station WGBH-TV *The World According to Us*, a weekly sitcom for women. It will air first on Lifetime, starting Sept. 9 at 11 p.m., and on WGBH-TV next February.

The show is the first of Lifetime's three planned joint projects with WGBH-TV. *The World According to Us* will either supplement or replace Lifetime's one-year-old stand-up comedy show

Girls Night Out, Girard says.

Girard says the network also has four other original series projects in development, with one that "should be on the air by June."

Lifetime will renew *Martha Stewart's Living*. Girard says the syndicated show has doubled its ratings during its three-month trial run.

Not on Lifetime's fall schedule, but finally coming to the network after a four-month delay, is *Let's Talk It Over*, an original women's talk show and advocacy series hosted by Blair Brown and Toukie Smith. Originally scheduled to air on Saturday at 11 a.m. starting May 6, the show will have a special trial run for eight weeks starting Aug. 26.

For next year, Girard says Lifetime will step up efforts to add newer syndicated programming to its lineup. "We may try to get in on some of the sitcoms earlier in their cycle than has been done to date," she says, adding that the network will make a "major purchase" of syndicated programming in the next six months for the 1997 season schedule. ■

Mayo invests in AHN

America's Health Network (AHN) has signed an agreement with the Mayo Health Clinic whereby the health-care clinic will provide programming content for the yet-to-be-launched cable network. AHN, scheduled to launch in first quarter 1996, is to be a 24-hour basic tier cable network that provides health and medical programming. Mayo,



through its electronic publishing arm IVI Publishing, will provide the network with medical illustrations, photographs, animation, background video and "second opinion" video presentations by Mayo's medical staff. Mayo segments will be used on AHN's proposed seven regularly scheduled "Ask the Doctor" series. The programming deal is part of AHN's previously announced exclusive, five-year, \$20 million agreement with the clinic and IVI.

Japan gets Playboy

Playboy has made its first inroads into the burgeoning Asian market. The Playboy Entertainment Group has signed an agreement with a Japanese TV company to provide the Playboy Channel to Japan. Under the agreement, the Tohokushinsha Film Corp. will supply the Playboy Channel to Japanese cable subscribers and hotels starting Oct. 1. Tohokushinsha, which operates two satellite-delivered cable channels, will control 80% and Playboy 20% of the venture. Playboy also will provide the channel with 700 hours of programming during its first five years and will receive a brand royalty for the use of the Playboy logo and trademark. The service is the second full-time international Playboy TV network. Playboy TV UK/Benelux, a joint venture of Playboy and BSkyB, was announced last May.

ABC executives plan cable net

Former ABC Network executive Squire Rushnell and a handful of other industry veterans are launching an information-based cable network, Our

Time, targeted to age 49-plus viewers. Members of the Our Time Advisory Council include former N.J. governor Thomas Kean; NBC News anchor Carol Jenkins; 20/20 host Hugh Downs, and former Capcities/ABC programming executive Phil Beuth. The network will debut on Oct. 2 with a two-hour block of programming on the Faith & Values Network and plans to expand to four hours in 1996 and eight in 1997.

VH1 fuming

Fumes from an air conditioner ventilation shaft forced 60 employees of music cable network VH1 to evacuate the station's New York production studio last Monday afternoon (July 31). Two employees required treatment at a nearby hospital for nausea, dizziness and palpitations; they were treated and released. A New York police spokesman said the source of the fumes wasn't found, but the air was ruled safe by later that afternoon.

USA renews 'Weird Science'

USA Network is renewing *Weird Science* for two more seasons for a total

40 episodes of the sitcom. Now in its third season, *Weird Science* airs with back-to-back episodes on Saturdays, 7-8 p.m. ET/PT.

TCI down Argentina way

Top multiple system cable operator Tele-Communications Inc. plans to acquire 35% of the issued and outstanding common shares of Torneos y Competencias S.A. (TyC), the largest sports programmer in Argentina.

TNN gets NASCAR vet

Veteran NASCAR sportscaster Eli Gold will join The Nashville Network in February 1996 as a play-by-play announcer for the network's live racing coverage. Gold also will host a weekly call-in motorsports show set to debut on TNN in February.

MTV in 'Flux'

MTV on Aug. 8 will debut an animated series, *Aeon Flux*, described by the network as "psychodrama disguised as action adventure." The series, a spin-off from MTV animation series *Liquid Television*, will air Tuesday nights at 10 ET/PT.

—RB/JM

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of July 24-30, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. Movie: 'Kindergarten Cop'	USA	Sun 7:00p	3,335	5.1 3.5
2. Movie: 'The Terminator'	USA	Sun 5:00p	2,893	4.4 3.0
3. O.J. Simpson Trial Coverage	CNN	Mon 5:00p	2,852	4.3 3.0
4. Movie: 'Kindergarten Cop'	USA	Sat 8:00p	2,831	4.3 3.0
5. Movie: 'Trading Places'	USA	Sat 4:30p	2,716	4.2 2.8
6. O.J. Simpson Trial Coverage	CNN	Mon 5:30p	2,519	3.8 2.6
7. WWF Monday Night Raw	USA	Mon 9:00p	2,487	3.8 2.6
8. O.J. Simpson Trial Coverage	CNN	Mon 6:00p	2,388	3.6 2.5
9. O.J. Simpson Trial Coverage	CNN	Mon 4:30p	2,344	3.5 2.5
10. O.J. Simpson Trial Coverage	CNN	Tue 5:30p	2,301	3.5 2.4
11. O.J. Simpson Trial Coverage	CNN	Tue 5:00p	2,259	3.4 2.4
12. News Update	CNN	Tue 5:50p	2,235	3.4 2.3
13. Silk Stalkings	USA	Sun 11:00p	2,210	3.4 2.3
14. Rugrats	NICK	Thu 6:30p	2,203	3.5 2.3
15. Rugrats	NICK	Sun 10:00a	2,188	3.4 2.3

Following are the top five pay cable programs for the week of July 24-30, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'Baby's Day Out'	HBO	Sat 8:00p	2,717	11.6 2.8
2. Movie: 'Body Language'	HBO	Sun 11:15p	1,957	8.3 2.1
3. Movie: 'Showdown in Little Tokyo'	HBO	Mon 8:00p	1,902	8.1 2.0
4. Movie: 'On Deadly Ground'	HBO	Sun 8:00p	1,868	7.9 2.0
5. Movie: 'Poetic Justice'	HBO	Tue 10:00p	1,768	7.5 1.9



Affiliate news services come into their own

Past year's coverage has set records; among highlights were O.J. and Oklahoma City

By Steve McClellan

The past year has strenuously tested the network affiliate news services on two fronts. Exceptionally heavy demand for hard-news coverage of such stories as O.J. Simpson and Oklahoma City strained the services' capacity to produce live shots on a continuous basis. Behind the cameras, the services devoted considerable resources to advising—and in some cases setting up—new affiliates in the news business.

"It's just been a time of extraordinary reliance on our work," Robert Horner, the NBC news executive in charge of Charlotte, N.C.-based NBC News Channel, says of all the news services.

All three news services report doing up to twice as many live shots in the first half of this year compared with the first half of 1994. Horner had the most precise data: "As of July 15 we counted 5,487 live shots just for the O.J. Simpson case." Live shots for other stories through July 15 totaled 2,753—for a grand total of 8,240.

By comparison, News Channel's live-shots total in 1994 was only 7,200. "We've done more than that in roughly the first half of the year," Horner says.

Horner and executives at the other news services agree that much of the extra demand has come from stations covering the Simpson trial. Each of the network affiliate operations is spending hundreds of thousands of dollars to cover the trial—costs that mainly are attributable to employee and satellite time.

"It's a very expensive story to cover, and many people in the business [think] they would rather have spent that money to cover other news," says John Frazee, vice president, CBS NewsPath, the CBS-affiliate newsfeed service formerly known as Newsnet. Costs of covering Simpson are high, says Frazee, because the news services are providing two or three live-shot opportunities per day per time zone. "We have to have a presence at the courthouse 14 to 18 hours a day, and

having people standing by to do it is a big expense."

At ABC, NewsOne Vice President Don Dunphy says live shots represent the news feed's major growth area. Last year, he says, NewsOne provided about 1,500 generic live shots (available to all affiliates) and perhaps 4,000 customized live shots (tailored to individual station needs), for a total 5,500. Dunphy expects that in 1995 NewsOne will provide 2,500 generic live shots and perhaps 5,000 customized live shots, for a total 7,500. By comparison, in 1992, the news service provided about 200 live shots.

Helping new affiliates to get acquainted with their new network news partner, or in some cases start news operations from scratch, has been a key area of involvement for the three major affiliate news services.

"That's been the major thing on my plate over the past 12 months, and that will continue to be the top priority as we continue to add affiliates," says

Dunphy. A handful of new ABC affiliates, including stations in Tampa, Fla., Phoenix and St. Louis, are starting local news operations from scratch. "Coverage-wise, we'll be fine in all those markets," Dunphy says. "The ratings may take a little while to come their way."

In addition to tying new affiliates into the NewsOne operation, Dunphy says, he's familiarizing them with the entire ABC News operation and programs from the local-station point of view.

At CBS, says Frazee, "the support range for new affiliates is from talking about talent and where to find it to bringing vendors and stations together to design entire news operations. We



ABC NewsOne's Vice President Don Dunphy

affiliates exclusive access to PHOENIX's Sports News Satellite sports highlights feed. The agreement takes effect in September.

News Channel had been editing its



gories. Two weeks ago, News Channel and Hackensack, N.J.-based PHOENIX Communications signed a deal giving the service and NBC

Another project in development: working with NBC affiliates in Florida that are planning a well-publicized effort to start a 24-hour regional cable news service.

At CBS, Frazee says, the news organization devised a plan for a 24-hour news channel last year. "We would still very much like to be in that business," he says. "And many of our affiliates have expressed interest in doing it with us. There is no magic to it, and we think we could do it very well."

If the CBS sale to Westinghouse, announced last week, goes through, there is a better chance that CBS would take a risk on such a venture. Under current CBS Chairman Laurence Tisch's watch, the network has not invested in such ventures, but Westinghouse Chairman Michael Jordan says he intends to do so.

Frazee also says he's been adding more "news you can use" features, such as health and consumer reports. "One of the things we'll continue to emphasize is that we want the

service to be easy to use." Hence the implementation in the past year of a single 24-hour transponder from which station producers can access all the NewsPath material.

NewsOne's Dunphy says that he also has added medical reports and other features. "There has also been a major thrust to improve newsgathering efforts," he says, adding that the news service is adding 15 satellite newsgathering trucks and 10 fixed uplinks around the country this year. ■

Robert Horner, vice president in charge of NBC News Channel based in Charlotte, N.C.



In the NewsPath newsroom in New York, staffers cover hard news, but are adding more health and consumer stories.

have one guy, [Dean Daniels], who does nothing but full-time working with them."

Some stations starting news operations are weighing whether to go all or partially digital. Frazee says it's probable that one of the CBS stations will be the first all-digital, video server-based news operation in the world.

Others have opted to move into digital, but not all the way. The new CBS affiliate in Austin, Tex., for example, is using Avid digital editing technology throughout its news operation. "They just skipped a whole capital phase," says Frazee. "But they decided the technology wasn't ready for a server, and they didn't want to spend the money on something that was premature."

Meanwhile, all three services continue to fine-tune their editorial operations in the hard-news and feature cate-

own highlights package in Charlotte, N.C. "We basically admitted to ourselves that while we did a decent job of editing a sports highlights package, PHOENIX is the best," says Horner. Other outside program suppliers for News Channel include E! The Entertainment Channel and co-owned CNBC. Horner says other deals are in the works.

This past year, News Channel started a "Pet Vet" segment in conjunction with the University of North Carolina school of veterinary medicine that is now picked up by more than 100 stations.



NBC NEWS CHANNEL

Fox's Peyronnin: Making news from the ground up

He's set himself the goal of building a news service to rival those of the Big Three affiliates in two years

By Steve McClellan

Fox News President Joe Peyronnin says that in two years he wants the network's fledgling affiliate news service to be as good as the ones established by ABC, CBS and NBC. That's the goal, and Peyronnin knows as well as anyone that he has a long way to go to meet it.

Many obstacles stand in his way. Perhaps the biggest is the fact that more than one-third of the network's affiliates (53 stations out of 199, including the O&Os) have local news operations, the backbone of the affiliate news services at the Big Three.

As a result, Fox will have to forge relationships with non-Fox stations in many markets. That, in turn, will make it a news service not exclusive to Fox affiliates and more akin to CNN's NewsSource than to ABC NewsOne, CBS NewsPath or NBC News Channel.

The name of the service has not been decided on. But since the service probably will have many non-Fox stations around the country contributing material, executives say it likely won't have Fox in the title.

Meanwhile, Peyronnin confirms that the network and Reuters still are negotiating the terms of their joint venture and that, contrary to common belief, a long-term agreement has not been reached.

Reuters's contribution largely is confined to providing international news footage. Beyond that, its role as defined so far is to provide facilities in Washington including office space, technicians, satellite time and other infrastructure support.

The international news agency is not in a position to provide domestic news coverage. About 55 Fox affiliates are now in the news business, and the net-



Fox's Joe Peyronnin:

"We will focus heavily on live coverage...because it's promotable and gives added energy."

work is urging other affiliates to start news operations. In addition, Peyronnin is trying to forge relationships with non-Fox stations "to fill in those holes" where the network doesn't have coverage—in roughly 40% of the country.

"We're looking at a two-year build up. We think we can be as good as any of the existing news services in two years," says Peyronnin.

It's been a challenging start. After the Oklahoma City bombing, Fox, which had no news affiliate in that market, sent in a network team that had been developing a news magazine. Peyronnin subsequently

struck a deal with the CBS affiliate in the market to provide Fox with footage.

Meanwhile, the buildup is under way. The news service has hired two reporters—Eric Shawn and Rita Cosby. Peyronnin plans to hire three more reporters soon. The news service also has formed an investigative unit.

The fledgling news service has provided 1,000 live shots from the O.J. Simpson trial, says Peyronnin. The three daily news feeds have doubled in length for a combined 2 hours and 15 minutes, and another three daily feeds will be added by September, he says.

"We will focus heavily on live coverage in both the morning and evening," says Peyronnin. "Live is an important commodity for a newscast because it's promotable and gives it added energy."

The Fox service also will put satellite trucks and uplinks in the field, albeit on a smaller scale than do the other news services. So far the network has bought four trucks and a portable uplink. By comparison, the news services at the Big Three have subsidized about 70 trucks each at various affiliates and 25 fixed uplinks around the country. ■

SPECIAL DELIVERY

There is a host of specialty services providing customized news to radio stations (see story, page 32), TV stations and cable systems. The following is a look at the wide range of news available, taken from the Radio-Television News Directors Association newsfeed directory.

AMI News—Provides skiing, camping, fishing and recreation news.

Broadcast News Limited—Delivers live sports and remote broadcasts from Canada.

Consumer Reports TV News—Syndicated 90-second news features based on Consumers Union testing.

Court TV—Broadcast clip service—Video from more than 300 trials and hearings.

Earth Minute—Environmental news inserts and vignettes.

Entertainment News Calendar—Daily entertainment news service.

Hammer Distributing—Car-care news inserts.

Independent Television News—News, sports and entertainment bureau specializing in satellite and fiber-optic transmission.

Ivanhoe Broadcast News—Weekly service providing medical, family health, education and crime prevention news.

Kansas Farm Bureau—Agricultural commodities news.

Kiplinger's Personal Finance Report—Financial news features.

Monitor Radio—Broadcast service of the *Christian Science Monitor* including hour daily news magazines and top-of-the-hour headline service.

News Travel Network—Travel, environmental and medical reports.

Potomac News Service—Live, customized coverage from Capitol Hill.

The Sports Network—Provides 24-hour real-time sports information via satellite.

Sports Newsatellite—Daily sports feed for early and late news.

Sports Ticker—ESPN/Dow Jones joint venture for sports news and information.

TV Direct—Daily feeds, live shots, custom reports, crew, newsroom, archives and studio support.

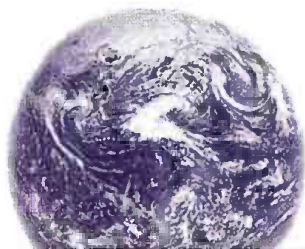
U.S. Chamber of Commerce-Biznet—Half-hour business news and public affairs programming.

Wall Street Journal TV—Half-hour news program plus daily customized pre-market and market updates.

WSI Corp.—Color weather graphics and data.

Zapnews—24-hour news and feature wire service.

—JE



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Conus, CNN change with times

By Rich Brown

Although television news services Conus and CNN Newsource are well established in the marketplace, both companies continue to develop program feeds and features to accommodate their demanding, growing list of affiliates.

Among the newer services offered to Conus affiliates is *Weird News Tonight*, a daily compilation of odd news stories, designed for use as kickers on evening newscasts. Stories have ranged from a report on "doggie daycare" to a Jell-O pool for kids. The package is fed to affiliates each night at 8.

More than a dozen Conus affiliates also are participating in a newly expanded exchange of live weekend programming that was developed for the growing number of weekend local newscasts around the country. Under the Conus "Weekend Warrior" program, participating stations can tap into



Conus satellite truck in Houston uplinks the NBA playoffs.

live weekend coverage such as KOB-TV Albuquerque, N.M.'s presentation of a popular annual hot-air balloon festival.

Conus is fast approaching its self-imposed limit of 125 affiliates and expects to reach that number by the end of the year, according to Charles H. Dutcher III, president/general manager of Conus Communications and the Conus Satellite Newsgathering Cooperative. Approximately 90% of the Conus affiliates also are network affiliates; the rest is a mix of independent stations and

24-hour cable news channels, such as New York 1, News12 Long Island, News12 Connecticut, Chicagoland, Newschannel 8 Washington and the newly launched *New York Times* channel in Sarasota, Fla. Conus also occasionally provides footage to syndicated talk shows.

The station news cooperative is just one of several profit centers for Conus and accounts for roughly 20% of the company's business, says Dutcher. Other

profit centers include Conus's transponder brokering business; outside production, including news shows for USA Network and SportsChannel America; and All-News Channel, a joint venture with Viacom that delivers 24-hour news to 70 U.S. TV stations, 12 low-power TV stations and the USSB direct broadcast satellite service.

Another profit center for Conus is its growing Washington bureau. Dutcher says the company is investing about \$400,000 to expand the existing

U.S. broadcasters get scoop from international services

Major U.S. broadcast networks still rely heavily on international news agencies for video to put together their daily newscasts.

Network executives say their demand for international video feed services has developed into a \$10 million-\$20 million-a-year business domestically. Reuters and Worldwide Television News (WTN) dominate the U.S. market, with Reuters reportedly owning 50%-55% and WTN, 40%-45%. A handful of small overseas accounts picks up the crumbs.

Looking to inject more competition into the market is the Associated Press. Last year, the wire service launched APTV, which packages raw video of top international news stories. APTV has been selling mostly overseas, but plans to serve the domestic market.

APTV already is providing footage to PBS's *McNeil/Lehrer NewsHour*. And CNN and NBC have been using the service on a trial basis.

"Essentially, video is the last frontier," says Bob Keyes, director of broadcast planning for the Associated Press. "It's a component that AP needed to provide broadcasters with a complete package of video content."

Reliance on the international video news agencies, which slackened in the '70s when networks built up

their overseas news bureaus, picked up again in the late '80s after the networks reduced bureaus in fiscal cost cutting.

"Broadcasters essentially are buying an insurance policy," says Terry O'Reilly, vice president of the Americas, WTN. "Even with their multimillion-dollar budgets, networks can't afford to have major news crews all over Bosnia. We can."

"There are more places where things are happening," agrees Richard Wald, senior vice president, ABC News. "The agencies are sort of a first line of defense."

News services account for roughly 33% of NBC's yearly international video news needs, says one executive, up from approximately 20% five years ago when overseas bureaus succumbed to cost cutters.

At CBS News, news agencies today supply about 30% of the network's international video, says CBS Foreign News Editor Allen Alter. "There are some days there is more and some days when we won't use a stitch of their video because we'll have shot our own."

Reuters's World Wide TV supplies raw video footage from its 70 bureaus. Customers include ABC, NBC, CBS and CNN. Reuters's around-the-clock service—six times daily—includes live feeds of breaking news. —JM



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- Over 900 Items of Natural Sound Every Week
- Fifty Features and Franchise Pieces Each Week
 - Custom and Generic Live Shots
 - Custom Tags • Guestsource
- Five Newsource Correspondents
 - Twenty-nine Bureaus
 - Triple Path SNG Trucks

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TELEVISION

D I S T R I B U T E D B Y



PROGRAM SERVICES

18,000-square foot facility by 5,000 square feet. The facility now houses three studios used for Conus projects as well as the Washington-based activities of NBC-owned cable networks CNBC and America's Talking.

The 36-person Washington bureau provides news not only for Conus cooperative members but also for outside clients. Conus now has 40 clients signed on for TVDirect, which provides four daily feeds of Washington coverage to outside clients on a non-exclusive basis. "It costs millions of dollars to operate," Dutcher says of the Washington facility.

Competing news service CNN Newsource also is expanding its Washington presence with more hours of coverage, says CNN Headline News Executive Vice President Jon Petrovich. He says CNN Newsource interviews traditionally were limited to the 9-5 workday, but the service has expanded its coverage. The service conducted 85 "after 5" interviews in June alone.

CNN Newsource is busy developing more signature pieces and customized

packages for its affiliates. One of the most recent additions is "Guest Service," which enables affiliates to set up one-on-one interviews with personalities in the news. The service officially launched a month ago and already has included timely interviews with such personalities as Denise Brown and former Defense Secretary Robert McNamara. Affiliates can schedule five-minute interviews on a first-come, first-served basis. CNN Newsource has accommodated as many as 20 stations during a two-hour period with its Guest Service operation.

The news service also is developing more franchise pieces that easily can be plugged into local newscasts. Weekly features designed specifically for Newsource affiliates include separate packages on computers, parenting and business briefs.

CNN Newsource's primary effort continues to be in breaking news. During the week of the Oklahoma City bombing, for example, CNN Newsource provided 126 generic shots of the scene plus 542 custom shots

booked by affiliate stations. Newsource feeds are transmitted via Ku-band 11 times each weekday and eight times each weekend day, feeding an average 180 stories and 90 stories, respectively, plus topical news and weather graphics. Affiliates also have the ability to excerpt from sister services CNN and Headline News.

Petrovich says CNN Television has some 400 affiliates nationally, 350 of which receive CNN Newsource. The remaining 50 affiliates do not have access to the full resources of CNN Newsource but instead are able to carry the prepackaged Headline News network feed. Those affiliates tend to be independent TV stations that do not have their own news shows. CNN Television includes about 90 affiliates of each of the Big Three broadcast networks.

Plans for CNN Newsource include adding a crew in New York City before the end of the year, says Petrovich. It has a reporter and crew in Washington and Los Angeles and three teams based in Atlanta. ■

Radio news never stops

Services beefing up consumer and financial news

By Donna Petrozzello

With news from the entertainment and business worlds making headlines daily, the nation's leading news providers are striving to provide more news that listeners can use in their leisure and professional lives and news programming attractive to FM music audiences.

During the past year, major radio news networks have added entertainment news reports and readjusted their news coverage to include gavel-to-gavel coverage of the O.J. Simpson trial. Other networks whose primary business is financial news plan to develop long-form consumer news features for 1996.

"We're finding a tremendous need for news about personal finances, consumer news and trends, written in layman's terms," says Peggy Belden, director of broadcast services for the *Wall Street Journal* radio and television broadcast service.

Other news providers are developing programming for FM music stations, which mainly take short-form newscasts, heavy on human interest and entertainment features. "The demand for news on FM music and talk stations is heavy, and more FM stations are doing news in their morning drive shows," says Bill Yeager, vice president of news at Metro Networks.

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

ABC Radio Networks

Daily newscasts covering local, national and world events. Live, anchored crisis coverage of breaking news and special news event coverage.

Peter Jennings Journal offers three-minute news commentaries; news coverage of special events such as the Academy Awards; weekend news programming including This Week with



UPI newscaster Craig Smith

David Brinkley, Perspective and World News This Week, business news from *Business Week* magazine correspondents, and debuting in September will be daily entertainment news reports from correspondents at Entertainment Weekly magazine. Also, ABC Data offers continuous updates on breaking news events and a news programming guide via a printer or computer listing.

In the past year, ABC has added sev-



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eral features to its ABC NewsWire, a 24-hour news and information service. They include reports from States News Service, ESPN SportsWire, Sports Ticker and show prep services.

American Urban Radio Networks

Hourly reports, regular news commentaries, White House reports, specials, reports from Capitol Hill and Congress, *Bev Smith Commentary* and *Night Talk with Bob Law* with focus on African-American concerns.

Associated Press Broadcast Services

Serving 4,900 radio stations nationwide, Associated Press provides AP All News Radio, a 24-hour news service that includes live reports. Its offerings include six national and worldwide news reports hourly, state and local news segments, business news reports twice hourly on weekdays and two sports reports each hour.

AP Network News provides five-minute top-of-the-hour and two-minute

bottom-of-the-hour newscasts, live coverage of special reports, closed-circuit feeds, special event coverage and sports news.

AP Radio Wires provides newswire and show prep services to stations, through AP MegaStream, AP NewsTalk, AP NewsPower, AP Headlines, AP DriveTime and AP NewsDesk.

Accu-Weather Inc.

Taped and live, anchored local weather forecasts available 24-hours daily to 120 radio affiliates and four state radio networks. Reports vary in length from 10 seconds to 12 minutes, depending on stations' needs.

Bloomberg Information Radio

Continuous breaking and business news reports starting every 15 minutes every day. Special news segments offered during every report include world and national news, financial market reports, *Business Talk*, sports news and lifestyle features. More than 50 affiliates air

either all or part of Bloomberg's reports. Ten full-time affiliates, including WBBR(AM) New York, continuously air Bloomberg news.

CBS Radio Network

Six-minute breaking world and national news reports every hour, news analysis and commentary from CBS correspondents, special coverage of major and breaking news events and features. CBS Spectrum Radio Network offers morning and afternoon drive-time newscasts, custom news wrap-ups and feature reports and news feed reports 19 times daily.

CBS Americas Network launched a Spanish-language daily newscast last year. The estimated audience of CBS radio news affiliates is more than 50 million each week. Also, CBS Radio Stations News Service provides syndicated news to the group's AM stations.

Metro Networks

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More than 1,200 affiliates for traffic reports; approximately 200 affiliates for other news reports. Entertainment news segments have been added in the past year.

Salem Radio Network

Five-minute top-of-the-hour and 60-second bottom-of-the-hour newscasts tailored to Christian commercial radio formats.

Shadow Broadcast Services

Reports on local traffic conditions to 250 affiliates in nine major markets. Traffic news is tailored to fit each station's needs and can be provided six times per hour during drive-time hours to all-news and news/talk stations.

StandardNews

Four-minute hourly newscasts at the top of the hour and one-minute headline newscasts at the bottom of the hour. Also provides ZapNews, a fax wire news service. Provides daily newscasts to Salem Radio Networks tailored for a Christian music-format listenership. One hundred and five affiliates for StandardNews; 200 affiliates for ZapNews.

UPI Radio Network

Two divisions—UPI Broadcast Division and UPI Broadcast Wire—serve a total 5,000 affiliates worldwide on a subscription basis worldwide. Broadcast Division offers four-minute newscasts each hour, news updates at 30 minutes past the hour and regular hourly sports and business news updates.

USA Radio Network

Five-minute top-of-the-hour and two-minute bottom-of-the-hour reports on local, national and world news. Additional *USA Sports* news reports, two-minute news features, and *USA Business* news briefs.

Wall Street Journal Radio Network

Network services include several reports tailored to various business news needs for approximately 145 affiliates.

The Wall Street Journal Report provides two-minute reports each hour covering breaking business, economic, financial market and consumer news

from newsmakers, analysts and *Wall Street Journal* reporters.

The Wall Street Journal Overnight News offers business news reports from Asia and Europe along with a first look at business news in the next day's *Wall Street Journal*.

The Dow Jones Report caters to music stations, with a one-minute hourly news update focused on consumer, economic, business and stock market news.

Weather Channel Radio Network

Live and prerecorded reports on local and national weather conditions, available in 30-second and two-minute segments. Longer reports during severe weather conditions. Daily fax service available to stations. One hundred and thirty station affiliates.

Westwood One News

Westwood One distributes news programs from CNN Radio News, the Mutual Broadcasting System, CNN Headline News, NBC Radio News, CNBC Business Radio, Optinews and

The Source.

CNN Radio News delivers top- and bottom-of-the-hour newscasts daily, updates on business news, sports news and lifestyle features. Live coverage of breaking news and special events. CNN Headline News provides the audio portion of CNN's cable news-briefs to radio affiliates.

Mutual Broadcasting provides five-minute top-of-the-hour newscasts daily with correspondent reports, features and special programming designed for use by a variety of formats. One-minute news summaries twice an hour and live, anchored coverage of breaking news stories.

Using the resources of NBC-TV News, NBC Radio News offers five-minute top-of-the-hour newscasts, special reports and in-depth news services. One-minute news summaries twice an hour and live, anchored coverage of breaking news stories.

The Source provides hourly news reports tailored to young adults to over 125 affiliates. Focus is on youth culture, trends, sports and music news. ■

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Interactive

Week

Disney, ABC to combine resources for interactive markets

Disney plans online venture; will expand staff to 600 in '96

By Mark Berniker

Disney plus Capital Cities/ABC equals a media powerhouse with the wherewithal to emerge as one of the leading content and distribution systems in the world.

As a result of Disney's \$19.5 billion purchase of Capcities/ABC, the new partners have the opportunity to fuse their interactive strategies into a potent combination. "We are two companies that are extremely complementary and potentially could become a powerhouse in the interactive world," says Steve McBeth, president of Disney Interactive.

McBeth says it is too soon to discuss specific projects, but that the deal with ABC will "open up access to brand names and content" for Disney.

In addition to ambitious

plans for creating CD-ROMs and video games, Disney also is looking to expand its presence online. McBeth says it will disclose details "within the next six to 12 months."

"We've been looking at how the commercial viability of going online is beginning to develop," says McBeth. He says that there are plans to "greatly expand" Disney's Internet site that will "not be limited" to setting up a home page to promote its theatrical releases.

Disney Chairman Michael Eisner said during a press conference last week that "we are going to go online with a subscription family service." But McBeth would not say whether that is a service Disney is developing on its own as a stand-alone service, or



whether it will be part of another network such as America Online.

"I'm encouraged by what's happened in the past year as far as the overall growth of the family computer market is concerned," says McBeth, adding that although there is excitement about the Internet and

going online, the market for CD-ROMs and video games through retail channels has far exceeded his expectations.

Disney Interactive is rapidly expanding its staff. The division has more than 300 employees, and McBeth expects that number to grow to more than 600 next year.

Disney Interactive is focusing on the children's CD-ROM market and will release four titles before the end of the year. Those titles will include "Aladdin Activity Center," "Pocahontas," "Winnie the Pooh" and "Toy Story," which will be spun off from Disney's theatrical release of the same title scheduled for this Christmas.

Meanwhile, Capcities/ABC is publishing a number of CD-ROM titles and already has a well-developed area on America Online. It remains to be seen whether Disney content will be incorporated into that venture.

Interactive Network sues TCI; on verge of bankruptcy

Interactive Network, the fledgling play-along sports and game show network, has laid off its last 30 employees and is reported to have run out of cash. IN is suing its biggest investor, Tele-Communications Inc., which owns 37% of the struggling interactive TV developer.

IN alleges in its suit against TCI that the cable giant committed fraud, breach of contract, unfair competition and misappropriation of funds. IN says TCI took control of its finances and seized the company's patents, software, proprietary technology and market data. IN also alleges that Gary Howard, TCI vice president of programming and a former director of IN, prevented IN from raising independent funds to finance its plans for a national rollout of its inter-

active TV service.

"We believe we have a very strong case, and we have the resources to fight this to a successful conclusion, even considering TCI's undoubted ability to cloud the issues and cause delays with its legions of lawyers," says David Lockton, IN chairman/CEO.

IN received its most recent round of financing (\$42 million) last September from TCI, NBC, Motorola and Sprint. IN spent more than \$130 million during the past eight years to develop its interactive TV software and has lost \$76 million on just \$2 million in revenue during the past two years.

A TCI spokesperson said the company does not comment on pending litigation.

—MB

ABC has a short-term contract with America Online that is up for renewal, and it still is unclear whether ABC and Disney content will be available on other online services, such as The Microsoft Network.

Steve Weiswasser, president of Capital Cities/ABC Multimedia Group and senior vice president of Capital Cities/ABC Inc., declined an interview, and Veronica Polard, spokesperson for Capital Cities/ABC, offered no comment on the impact the Disney deal will have on ABC.

However, late last year, McBeth told BROADCASTING & CABLE that Disney Interactive would release 18-20 CD-ROMs and video games by the end of 1995. Those plans are still going forward, he says, but fewer titles will be published by year's end.

McBeth says Disney Interactive still plans to release 35-40 CD-ROM and video games

in 1996, and as many as 50-60 software titles in 1997. The division will begin publishing videogame titles for the Sega Saturn and Sony PlayStation platforms by the middle of next year.

Greg Bestick, president of Creative Wonders, the multimedia software joint venture of ABC and Electronic Arts, says the venture plans to continue developing CD-ROMs for the children's market. That would dovetail well with Disney's overall corporate strategy.

Creative Wonders will release three new CD-ROMs this fall, the fruit of its collaboration with ABC, says Bestick. Those titles will be "Schoolhouse Rock" and "Madeline"—based on the Saturday morning cartoons—



Disney's McBeth

and "Wide World of Animals," a title developed with ABC/Kane.

Bestick says Creative Wonders also is working with ABC News on "World News Insight," a CD-ROM that will contain video clips, images and sound contributed by ABC News reporters from around the world.

"World News Insight" also will have an online component on America Online.

Disney and ABC officials say it will take several months to determine precisely how the two companies' interactive divisions will be combined. Bestick says it will be a "multimonth task to integrate," and he does not think there will be any direct impact until "well into next year."

TMM

Calendar

Aug. 15-17—The Interactive Multimedia Forum 3, sponsored by Kagan Associates. Waldorf-Astoria Hotel, New York. Contact: (408) 624-1536.

Sept. 6-9—From the Airwaves to the Internet: The Changing Face of Electronic Journalism, sponsored by the Radio-Television News Directors Association. New Orleans Convention Center. Contact: (202) 223-4007.

Sept. 12-13—New Products and Services for Cable, sponsored by AIC Conferences. The New York Vista Hotel, New York. Contact: (800) 409-4242.

Sept. 18-19—Video on Demand, sponsored by The Institute for International Research. The Marriott Marquis, New York. Contact: (212) 661-8740.

Sept. 18-20—Telco-Cable VII, sponsored by Telecommunications Reports and The Yankee Group. Loews L'Enfant Plaza Hotel, Washington. Contact: (202) 842-3022.

Sept. 20-21—Interactive Gaming and Wagering, sponsored by AIC Conferences. MGM Grand Hotel, Las Vegas. Contact: (212) 952-1899.

Sept. 25-28—Convergence III: Interactive Television Conference & Expo and DAVID Developers Conference, sponsored by Multichannel CommPerspectives and Microware. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

Sept. 26-28—Third International Interactive Television Conference, sponsored by BIS Strategic Decisions. The Forte Crest Bloomsbury, London. Contact: 44-158-240-5678.

Oct. 17—The Cable Online Summit: Raising the Speed Limit on the Information Superhighway, sponsored by Kagan Associates. Waldorf-Astoria Hotel, New York. Contact: (408) 624-1536.

Oct. 23-24—Second annual Strategic Multimedia Conference: Where Multimedia Is Going in the 1990s, sponsored by Frost & Sullivan. San Francisco Airport Marriott Hotel. Contact: (800) 256-1076.

Telcos In Cable

Cablevision seeks Connecticut connection

Cable operator is first in state to ask permission to enter telephony

By Mark Berniker

Cablevision Lightpath has submitted an application to Connecticut regulators to offer local and intrastate telephone service. "This is the first time that a cable company has applied to offer telephone service in Connecticut," says Beryl Lyons, spokesperson for the Department of Public Utilities of Connecticut ("In Brief," July 31).

Connecticut regulators will review the application. If it is complete and meets all the state's guidelines, the department could act on the application within 60 days.

Cablevision's telephone service subsidiary wants to

offer local and in-state phone services to residents and businesses in Danbury, Stamford, New Haven and Bridgeport.

"We have filed an application for public convenience and necessity to provide dedicated and switched inter- and intra-exchange telecommunications services within Connecticut," says Charles Schueler, spokesman for Cablevision Systems.

Not only does Cablevision need the green light from Connecticut regulators, it also must strike an interconnection agreement with Southern New England Telephone (SNET). Schueler declined to comment on the possibility of a pact or on any details about

the company's application.

Cablevision already has an interconnection agreement with Nynex in the telco's bid to offer telephone service in New York City. Cablevision needs SNET to sign an interconnection agreement before it will be permitted to offer telephone services.

Cablevision Lightpath offers switched local telephone services to more than 60 business customers on Long Island. With the submission of its application in Connecticut, Cablevision is pushing hard to get into the telephone business just as telephone companies intend to challenge the cable company's entrenched franchise.

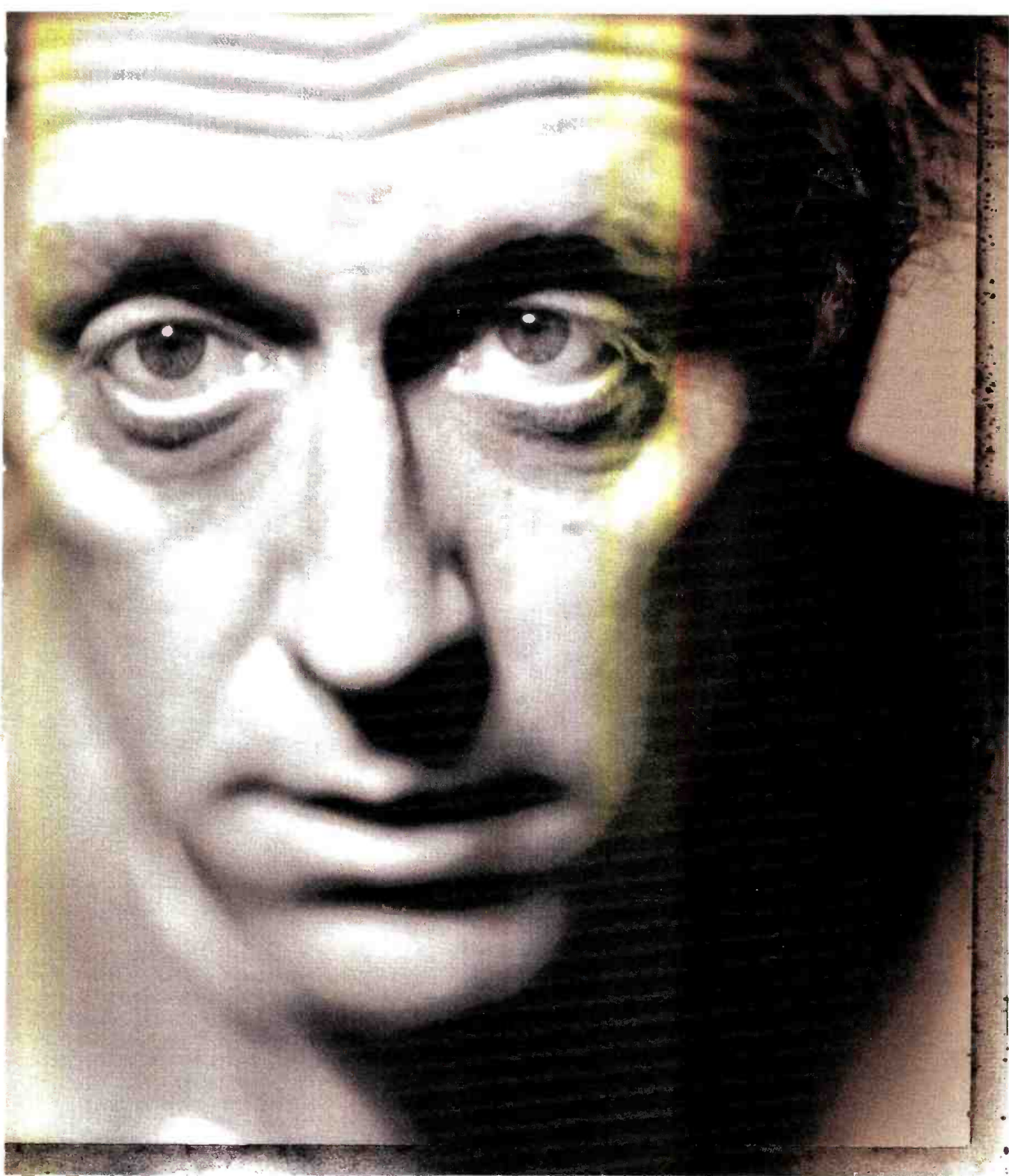
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Viacom launches 'Star Trek' CD-ROM

Simon & Schuster Interactive, a division of Viacom, will ship 300,000 copies of "Star Trek Omnimedia," a CD-ROM reference title targeted at the sci-fi enthusiast. "Omnimedia" will feature facts, trivia and history about *Star Trek*, including 6,000 indexed entries and 2,000 full-color photos and illustrations. There also are more than 100 QuickTime movie and animation segments for the Windows- and Macintosh-based CD-ROM expected to sell for \$50-\$75. Much of the content comes from the Paramount Television archive. The disc also features voice-activation software that allows the user to make voice commands for access of data, art and video clips.

International Channel gets Web site

The International Channel has launched a home page on the Internet's World Wide Web at <http://www.i-channel.com>. I-Channel provides cable programming in 22 different Asian, European and Middle Eastern languages, and will offer information about the cable channel and links to other related sites.—MB

The Internet

Music licensing gets caught up in Web

ASCAP and BMI developing agreements for Internet users

By Donna Petrozella

As upstart music services find their niche on Internet web sites, music licensing giants ASCAP and BMI are drafting licensing agreements to protect their playlists on the World Wide Web.

Last month, the American Society of Composers, Authors and Publishers issued its first performance license for computer transmission of music to Hajjar/Kaufman Advertising of Marina del Rey, Calif., whose Radio HK audio-on-demand service allows Internet users to select from a jukebox-type assortment of new music.

"In many ways the uses of the Internet and music over the Internet are new, and the venue is evolving," says Randy Castleman, ASCAP's director of new media and technology strategy. "We're



doing our best to recognize the multiplicity of uses for music over the Internet."

Before gaining the ASCAP licensing agreement, Radio HK programed exclusively the music of unsigned and independent bands and had a limited repertoire, says Norman Hajjar, HK president. With the ASCAP license providing Radio HK access to ASCAP's 3 million compositions, Hajjar says Radio HK's library took a major leap forward.

Months before forging the pact with Radio HK, ASCAP established a department of new media and technology strategy that was charged with drafting a license agreement applicable to online music services, says Bennett Lincoff, the society's director of legal affairs.

Lincoff says that ASCAP's licenses for online operators differ from its traditional arrangements because they offer a variety of rate schedules to fit the budget needs of fledgling online services.

Last week, Broadcast Music Inc. reached a licensing agreement with MultiPreviews music service, giving MultiPreviews access to BMI's repertoire of 3 million compositions.

Over its Web site, MultiPreviews allows users to listen to 30-second clips of up to five songs from various CDs of new artists licensed with BMI, including accompanying images of the CD cover and information about the artist.

John Shaker, BMI senior vice president of licensing, says that BMI also is establishing licensing agreements to cover a radio station's broadcast of its music programming over an Internet web site. **TW**

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JUPITER COMMUNICATIONS BC

Westinghouse/CBS to be radio giant

Merger will create 39-station group billing \$455 million

By Donna Petrozzello

With the planned acquisition of CBS for \$5.4 billion, Westinghouse Electric Corp. stands to rule over the nation's largest-billing radio group and merge several top-ranked, all-news stations from coast to coast.

Combined, the two groups form a 39-station radio group with estimated gross annual billings totaling \$455 million, based on 1994 station revenue estimates in *Duncan's 1995 Radio Market Guide*. The new group will be called Westinghouse/CBS, and the radio group will broadcast to approximately 35% of the nation's listeners. Westinghouse now refers to its radio properties as Group W Radio.

By comparison, *Duncan's* estimates that Infinity Broadcasting, the nation's largest radio-only ownership group, with 27 stations, billed \$322 million in 1994.

The merger of Westinghouse/Group W Radio stations and the CBS Radio Division would marry all-news stations in New York, Los Angeles, Chicago and San Francisco. In most other major markets, the Westinghouse stations are a clean fit with the CBS properties, except in Houston, where the merger will give Westinghouse three FM stations, and in Chicago, where the group would hold three AM stations.

At a press conference announcing the alliance, Michael Jordan, chairman and chief executive officer of Westinghouse Electric Corp., described the combined radio properties as "the hidden jewel of this merger."

"In radio, Westinghouse/CBS will also have the biggest presence, reaching almost 35% of U.S. households," Jordan said. "That means at least three radio stations in eight of the top 10 markets—12 more stations than our nearest competitor—and I believe that this radio combination in fact will be the hidden jewel of this merger. It is going to provide tremendous marketing synergies with our TV station presence."

In New York, the merger brings

together Westinghouse's all-news WINS(AM) and all-news WCBS(AM), which combined billed \$54.2 million last year, according to *Duncan's*.

Scott Herman, vice president and general manager of WINS, said that even if the two stations were combined under one owner, the competition would continue. "I don't necessarily see the competition ending," Herman said. "Most companies with successful duopolies in broadcasting compete with each other."

In Los Angeles, the combination would merge CBS's all-news KNX(AM) and Westinghouse's all-news KFWB (AM), two ratings leaders in the market. Last year, KFWB billed \$24.9 million and KNX billed \$22.4 million, according to the *Duncan's* guide.

A merger of the two stations could be beneficial and lead to cross-promotional opportunities, said KFWB Vice President/General Manager Chris Claus.

In Chicago, the alliance would bring Westinghouse's news/sports WMAQ(AM) and its recently acquired sports talk WSCR(AM) and rock WXRT(FM) together with CBS's all-news WBBM(AM) and contemporary hits WBBM-FM.

In Houston, the merger would combine CBS's oldies KKRW(FM) with Westinghouse's sports talk KILT(AM), country KILT-FM, country KIKK(AM) and country KIKK-FM.

In other markets, the two groups' holdings complement each other well in station formats, and the alliance would give Westinghouse ownership of stations in Minneapolis, St. Louis, Dallas and Washington for the first time.

During a press conference announcing the deal, Jordan said: "The two radio groups promise a substantial synergy both on the revenue side and the cost side, and we see these amounting to up to \$300 million a year." Jordan also noted that Westinghouse would take var-

A powerhouse portfolio

CBS's radio stations

WCBS-AM-FM New York
KNX(AM)-KCBS-FM Los Angeles
WBBM-AM-FM Chicago
WODS(FM) Boston
WCCO(AM)-WLTE(FM) Minneapolis
KTXQ(FM)/KRRW(FM) Dallas
WGMP(AM)-WOGL-FM Philadelphia
WARW(FM) Bethesda, Md. (Washington)
WWJ(AM)-WYST(FM) Detroit
KMOX(AM)-KLOU(FM) St. Louis
KCBS(AM)-KRQR(FM) San Francisco
KKRW(FM) Houston

Group W's radio stations

WINS(AM)-WNEW(FM) New York
KFWB(AM)-KTWV(FM) Los Angeles
WMAQ(AM)/WSCR(AM)*-WXRT(FM) Chicago*
KYW(AM)-WMMR(FM) Philadelphia
KILT-AM-FM/KIKK-AM-FM Houston
WLLZ(FM) Detroit
WBZ(AM) Boston
KPIX-AM-FM San Francisco
KDKA(AM) Pittsburgh

*purchase pending FCC approval

ious measures to cut costs in a merged Westinghouse/CBS group and did not rule out the possibility of job cuts.

In a press statement, CBS Radio Division President Nancy Widmann said: "The combination will have a significant impact on the future of the radio industry. The CBS Radio Division is made up of extraordinary professionals with a long tradition of excellence and success. Group W Radio has been a formidable competitor through the years and has its own impressive track record.

"It is business as usual at CBS Radio," Widmann said. "My management team and I will continue to operate CBS Radio until this acquisition has been completed. At that time, Westinghouse will determine the structure of the radio operation."

Group W Radio President Dan Mason said the merger "presents interesting opportunities" and said the two companies "do radio news better than anyone else."

"It is critical for a major market radio group to have a solid foundation in New York, Los Angeles and Chicago. With the tremendous news franchises and the superior music stations, the combined group will put both feet forward."

Changing Hands

This week's tabulation of station and system sales

TV

KWQC-TV Davenport, Iowa

Price: \$55 million

Buyer: Young Broadcasting Inc., New York (Vincent Young, chairman); also owns WKRN-TV Nashville and WATE-TV Knoxville, Tenn.; WTEN-TV Albany, N.Y.; WRIC-TV Richmond, Va.; WBAY-TV Green Bay and WKBT-TV La Crosse, Wis.; WTVO-TV Rockford, Ill.; WLNS-TV Lansing, Mich., and KLFY-TV Lafayette, La.

Seller: Broad Street Television LP, New Haven, Conn. (Fred Walker, president); no other broadcast interests

Facilities: ch. 6, 100 kw visual, 15.1 kw aural, ant. 940 ft.

Affiliation: NBC

WOGX(TV) Ocala, Fla. (Gainesville)

Price: \$14.5 million

Buyer: Meredith Corp., Des Moines, Iowa (Jack D. Rehm, chairman/CEO); also owns KPHO-TV Phoenix; WOFL(TV) Orlando, Fla.; WNEM-TV Saginaw/Flint, Mich.; KCTV(TV) Kansas City, Mo.; WSMV(TV) Nashville, and KVVU-TV Henderson, Nev. (Las Vegas)

Seller: Wabash Valley Broadcasting Corp., Indianapolis (John Newcomb, executive VP); owns WFTX(TV) Cape Coral/Fort Myers, Fla., and WTHI-TV-AM-FM Terre Haute, Ind. Majority stockholder Hulman & Co. also owns WNDY(TV) Marion, Ind.

Facilities: ch. 51, 2,750 kw visual, 275 kw aural, ant. 918 ft.

Affiliation: Fox

KEBN(TV) Salem, Ore.

Price: \$150,000

Buyer: Peregrine Communications Ltd., Beaverton, Ore. (Ray Rose, president); 33% owner, Ch. 32 Inc.; upon transfer of control from Ives, will own 66%

Seller: Victor Ives, Lake Oswego, Ore. (33% owner, Ch. 32 Inc.)

Facilities: ch. 32, 3,577 kw visual, 358 kw aural, ant. 1,786 ft.

Affiliation: WB Network

COMBOS

KSVI-TV Billings, Mont., and KZMQ-AM-FM Greybull, Wyo.

Price: \$7.35 million in management buyout

Buyer: Thomas Hendrickson, Gaithersburg, Md., and Ray Moser, Billings (president and VP, Big Horn Communications Inc.); no other

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$4,744,810 □ 24

FM □ \$11,583,450 □ 15

Combos □ \$17,369,600 □ 9

TVs □ \$69,650,000 □ 3

Total □ \$103,347,860 □ 51

So far in 1995:

AMs □ \$68,464,554 □ 120

FMs □ \$407,795,063 □ 219

Combos □ \$1,201,402,850 □ 130

TVs □ \$2,435,692,000 □ 78

Total □ \$4,113,354,467 □ 547

broadcast interests

Seller: Big Horn Communications Inc., Billings (Thomas Hendrickson, president); owns KYUS-TV Miles City, Mont.

Facilities: TV: ch. 6, 100 kw visual, 10 kw aural, ant. 817 ft.; AM: 1,140 khz, 10 kw; FM: 100.3 mhz, 56 kw, ant. 2,443 ft.

Format: AM: adult contemporary; FM: country

Affiliation: TV: ABC

Broker: Patrick Communications Corp.

WRPC(FM) San German and

WPRA(AM) Mayaguez, P.R.

Price: \$3.865 million

Buyer: Primedia Broadcast Group, San Juan, P.R. (Rafael Oller, chairman); also owns WZNT(FM) and WLDI(FM) San Juan, WOVE(FM) Mayaguez and has option to purchase WOQI(FM) Ponce, all P.R.

Seller: American National Broadcasting Co., Guaynabo, P.R. (Fernando Vigil Jr., president); also owns WBRQ(FM) San Juan

Facilities: FM: 95.1 mhz, 25,000 w, ant. 1,970 ft.; AM: 990 khz, 1,000 w

Format: FM: beautiful music; AM: top 40, Spanish

Broker: Media Venture Partners, Orlando, Fla.

WRRF(AM)-WDLX(FM) Washington, N.C.

Price: \$3.75 million

Buyer: Pinnacle Broadcasting Co., Grand Prairie, Tex. (Philip Marella, chairman); also owns WFXC(FM)-WDUR(AM) Raleigh-Durham and WRNS-AM-FM Greenville-New Bern, N.C.; WYNG(FM) Evansville, Ind.; KLLL-AM-FM Lubbock, Tex.; WYAV(FM) Conway/Myrtle Beach, S.C.; WSOY-AM-FM Decatur, Ill.; and is buying KAMA(AM) El Paso.

Seller: Tar Heel Broadcasting System Inc., Washington, N.C. (Charles Z. Potts, president); no other broadcast interests

Facilities: AM: 930 khz, 5 kw day, 1 kw night; FM: 93.3 mhz, 10 kw, ant. 1,780 ft.

Format: AM: talk; FM: adult contemporary

Broker: Star Media Group Inc., Dallas

WRBT(FM)-WYER(AM) Mt. Carmel, Ill.

Price: \$575,000

Buyer: Old Northwest Broadcasting Inc., Vincennes, Ind. (David L. Crooks, president/25% owner); also owns WAOV(AM) Vincennes. Crooks also is 25% owner of WAOV(AM)-WWBL(FM) Washington, Ind.

Seller: River Valley Radio Inc., Indianapolis

Facilities: AM: 1,360 khz, 500 w day, 20 w night; FM: 94.9 mhz, 50 kw, ant. 425 ft.

Format: AM: country; FM: classic rock

Broker: Bill Van Huss, Thoben Van Huss, Indianapolis

KSYC(AM)-KYRE(FM) Yreka, Calif.

Price: \$565,000

Buyer: Siskiyou Radio Partners Inc., Simi Valley, Calif. (Robert E. Darling, president); no other broadcast interests

Seller: Dalmatian Enterprises Inc., Yreka (Gary Hawke, president); no other broadcast interests

Facilities: AM: 1,490 khz, 1 kw; FM: 97.7 mhz, 1.4 kw, ant. 2,364 ft.

Format: AM: C&W; FM: adult contemporary

Broker: The Exline Co.

WRCC-AM-FM Warner Robins, Ga.

Price: \$500,000

Buyer: Taylor Communications Corp., Tulsa, Okla. (Edward L. Taylor, chairman/owner); also owns WTND(FM) Grifton, N.C.; WACT-AM-FM Tuscaloosa, Ala., and WBBB-AM-FM Macon/Fort Valley, Ga.

Seller: Viewers Inc., Tallahassee, Fla. (Bruce B. Timm, president)

Facilities: AM: 1,600 khz, 2.5 kw day, 500 w night; FM: 101.7 mhz, 2.5 kw, ant. 350 ft.

Format: AM: country, religious; FM: adult contemporary

Broker: Media Services Group Inc.

KRLW-AM-FM Walnut Ridge, Ark.

Price: \$314,600

Buyers: Don R. House and Dan, Ted and David Coker, Walnut Ridge, Ark.

(co-owners); no other broadcast interests

Seller: Voiced Unlimited Inc., Little Rock, Ark. (Lawrence Dale and Patsy Lynelle Nicholson, husband and wife, co-owners); no other broadcast interests

Facilities: AM: 1,320 khz, 1 kw day; FM: 106.3 mhz, 3 kw, ant. 328 ft.

Format: both country, news, talk

KQLX-AM-FM Lisbon, N.D.

Price: \$300,000

Buyer: Sheyenne Valley Broadcasting Inc., Lisbon (Rita K. Loomis and Terry K. Loomis, co-owners)

Seller: Robert Hein, Dickinson, N.D.

Facilities: AM: 890 khz, 1 kw day; FM: 106.1 mhz, 50 kw, ant. 249 ft.

Format: both C&W

25% of KGHS(AM)-KSDM(FM) International Falls, Minn.

Price: \$150,000

Buyer: LuVerne Walter, International Falls (becomes 62.5% owner)

Seller: Craig Peacock, Eden Prairie, Minn. (had been 25% owner)

Facilities: AM: 1,230 khz, 500 kw day; 250 w night; FM: 104.1 mhz, 8.5 kw, ant. 200 ft.

Format: AM: classic rock; FM: country

RADIO: FM

KHQ7-FM Los Altos, Calif.

Price: \$8.25 million

Buyer: Susquehanna Radio Corp., York, Pa. (Louis J. Appel Jr., chairman); also owns WSBA(AM)-WARM(FM) York, WARM(AM) Scranton and WMGS(FM) Wilkes-Barre, all Pa.; WNNX(FM) Atlanta; WGH-AM-FM Newport News, Va.; WGRL(FM) and WFMS(FM) Indianapolis; KRBE-FM Houston, KPLX(FM) Fort Worth and KLIF(AM) Dallas, all Tex.; WRRM(FM) Cincinnati, and KFOG(FM) and KNBR(AM) San Francisco

Seller: San Jose Broadcasting Corp., San Diego (Timothy R. Sullivan, president)

Facilities: 97.7 mhz, 1.65 kw, ant. 433 ft.

Format: CHR

WJUK(FM) Mt. Pleasant, S.C.

Price: \$900,000

Buyer: Point Communications Inc., Mt. Pleasant (William G. Dudley III, president/owner). Dudley also owns wwwz-FM Summerville and WMGL-FM Ravenel, S.C.

Seller: Lowcountry Media Inc., North Charleston, S.C. (Charles A. Barton, Ronald E. Hoover, co-owners); owns WBUB(FM)-WQJZ(AM) St. George, S.C.

Facilities: 104.5 mhz, 28 kw, ant. 656 ft.

Format: country

KLXK(FM) Duluth, Minn.

Price: \$700,000

Buyer: Brill Media Co. Inc., Evansville, Ind. (Alan R. Brill, president); also owns KQFN(AM)-KQWB(FM) Fargo, N.D.-Moorhead, Minn., and WEBC(AM)-WAVC(FM) Duluth. Brill also owns WIOV(AM) Reading and WIOV(FM) Ephrata, Pa.; KLIK(AM)-KTTY(FM) Jefferson City and KATI-FM California, all Mo.; KUAD-FM Windsor, Colo., and WOMI(AM)-WBKR(FM) Owensboro, Ky.; *The Morning Sun* newspaper in Mt. Pleasant and Alma, Mich., and wants to build FM at Evansville, Ind.

Seller: QB Broadcasting Inc., Cloquet, Minn. (Alan R. Quarstrom, owner); also owns WKLK-AM-FM Cloquet. Quarstrom also owns WHSM-AM-FM Hayward, Wis., and WMFG-AM-FM Hibbing and KYRS-FM Atwater, Minn.

Facilities: 101.7 mhz, 1.5 kw, ant. 730 ft.

Format: oldies

WIKN(FM) Port Matilda, Pa.

Price: \$475,000

Buyer: Tele-Media Broadcasting Co. of Centre Region, Bellefonte, Pa. (Robert E. Tudek and Everett I. Mundy, co-owners); also owns WRSC(AM) State College, wqwk(FM) University Park, WRKZ(FM) Hershey, WOKK(FM) Ebensburg, WGLU(FM) Johnstown, and WEST(AM)-WLEV(FM) Easton, all Pa.; WPRO-AM-FM and WLKW(AM)-WWLI(FM), all Providence, R.I., and WTAD(AM)-WQCY(FM)/WMOS(FM) Quincy, Ill. Tele-Media also is buying WQXA-AM-FM York, Pa.

Seller: STS Broadcasting Inc., Port Matilda, Pa. (Jeane V. Singer, president); no other broadcast interests

Facilities: 107.9 mhz, 350 w, ant. 469 ft.

Format: dark

KTUF(FM) Kirksville, Mo.

Price: \$400,000

Buyer: KIRX Inc., Appleton, Wis. (David L. Nelson, president, and Alvina M. Britz, co-owners). Nelson also owns KVOX-AM-FM Moorehead, Minn., and is 76% owner of KFJB(AM)-KXIA(FM) Marshalltown, Iowa; 65% owner of WAYY(AM) Chippewa Falls and WAXX(FM) Eau Claire, Wis., and half-owner of KIRX-AM-FM Kirksville, Mo.

Seller: Admiral Broadcasting Corp., St. Louis (Irwin Davis, president); owns KRTX(FM) Galveston and is building FM, Crystal Beach, both Tex.

Facilities: 93.7 mhz, 50 kw, ant. 492 ft.

Format: hot adult contemporary

WYMY(FM) Bedford, Va.

Price: \$300,000

Buyer: JLR Communications Inc.,

Moneta, Va. (Diane M. Newman, president/21% owner); also owns WLQE(AM) Moneta

Seller: J.R. McClure, Greenville, S.C.; also owns WFAM(AM) Augusta, Ga., and KKKK(FM) Odessa, Tex.

Facilities: 106.9 mhz, 180 w, ant. 1,276 ft.

Format: hot country

KDDQ(FM) Comanche, Okla.

Price: \$185,000

Buyer: Comanche Radio LLC, Dallas (Iris Cook, manager/90% owner); no other broadcast interests

Seller: Harold E. Cochran, Kingston, Okla.; owns KITX(FM) Hugo, Okla.

Facilities: 96.7 mhz, 3 kw, ant. 300 ft.

Format: country

WLPI-FM New Port Richey, Fla.

Price: \$100,000

Buyer: Radio Training Network Inc., Lakeland, Fla. (James L. Campbell, president/1/7 owner); also owns wjis(FM) Bradenton, Fla.; WLFI(FM) Greenville and WAFJ(FM) Belvedere, both S.C.; and is buying KWND(FM) Springfield, Mo. Campbell is principal of WFDR(FM)/WVFJ(FM) Manchester, Ga.

Seller: Showem Inc., East Brunswick, N.J. (Andrew Stamat, president). Stamat is building WRLJ-FM Freehold Township, N.J.

West Jewell Management, Inc.

has acquired the assets of

KARX-FM

Claude (Amarillo), Texas
and

KBUD-FM

Amarillo, Texas

from

Karx Broadcasting Corporation of Texas

Bob Austin & Al Perry, Brokers


Satterfield & Perry, Inc.

Media Brokers • Appraisers • Consultants
Philadelphia • Denver • Tampa • Kansas City • Vail • St. Louis

Facilities: 91.5 mhz, 2.7 kw, ant. 185 ft.
Format: Religion, talk, adult contemporary
Broker: Gammon Media Brokers Inc.

KSUA(FM) College/Fairbanks, Alaska

Price: \$77,200
Buyer: Borealis Broadcasting Inc., Fairbanks (Louis F. DeLong, president/25% owner); also owns KFAR (AM)-KWLF(FM) Fairbanks
Seller: University of Alaska-Fairbanks (Jerome B. Komisar, president); also owns KUAC-FM-TV Fairbanks, KRUA(FM) Anchorage and KSUA(FM) College; and is buying KUWL(FM) Fairbanks (see following item), all Alaska
Facilities: 103.9 mhz, 3 kw, ant. 120 ft.

Format: AOR, progressive

KUWL(FM) Fairbanks, Alaska

Price: \$38,000
Buyer: University of Alaska-Fairbanks (see KSUA(FM), above)
Seller: Fairbanks Educational Broadcasting Foundation Inc.
Facilities: 91.5 mhz, 380 w, ant. 48 ft.
Format: dark

CP for KZXA(FM) Santa Fe, N.M.

Price: \$96,250
Buyer: W. Russell Withers Jr., Mount Vernon, Ill.; also owns WDTV(TV) Weston, W. Va.; KREX-TV Grand Junction, Colo.; KAVU-TV and KNAL (AM) Victoria, Tex.; WMIX-AM-FM Mount Vernon; KOKX-AM-FM Keokuk, Iowa, and KAPE(AM)-KGMO(FM) Cape Girardeau, Mo.; and is buying KVSF (AM) Santa Fe
Seller: John Strelitz, Norfolk, Va.; no other broadcast interests
Facilities: 94.7 mhz, 35 kw, ant. 2,916 ft.

KWEO(FM) Garberville, Calif.

Price: \$27,000
Buyer: Educational Media Foundation, Sacramento, Calif. (Richard Jenkins, president); also owns KEZF (AM) Tigard, Ore., and KLVC-FM Magalia, KLVN(FM) Chowchilla, KLVF(FM) Santa Rosa and KLVF(FM) Kingsburg, all Calif.; and wants to build noncommercial FMs in Fountain Hills, Ariz., and Redding and Fairmead, Calif.
Seller: Brett E. Miller, Santa Ynez, Calif.; owns 33.3% of KVVY(FM) Wilson Creek, Wash.
Facilities: 103.7 mhz, 7.64 kw, ant. 2,647 ft.
Format: dark

CP for WVZD(FM) Dennysville, Me.

Price: \$15,000
Buyer: Four Seasons Communications Inc./Quantum Investments Inc., Chagrin Falls, Ohio (Timothy D.

Martz, president). Martz also owns WFNL(FM) Sturgeon Bay, Wis.; WYUL (FM) Chateaugay, N.Y.; WKNW(FM) Canaan, Vt., and WBPW(FM) Presque Isle, Me.; and WUPQ(FM) Newberry, WZNL(FM) Norway, WENL(FM) Gladstone, WQLL(FM) Baraga and WKNW(FM) and WYSS(FM) Sault Ste. Marie, all Mich.

Seller: Brian E. Lamont, Mapleton, Maine; no other broadcast interests
Facilities: 102.9 mhz, 3 kw, ant. 328 ft.

KRBH(FM) Hondo, Tex.

Price: \$10,000 for CP
Buyer: U.S. Ninety West Communications Inc., Rockwall, Tex. (Tim L. Walker, president/33.3% owner); also owns KCWM(AM) Hondo and wants CP for FM in Uvalde, Tex.
Seller: Five Points Broadcasting Inc., Rock Hill, Mo. (James G. Withers, president). Withers also owns KEEP (FM) Bandera, Tex.; 49% of KKNG(FM) Laramie, Wyo., and is applying for CP for new FM in Jefferson City, Mo.
Facilities: 98.5 mhz, 3 kw, ant. 272 ft.

KWLT(FM) North Crossett, Ark.

Price: \$10,000 for CP
Buyer: Brian K. Medlin, Crossett, Ark.; owns 49% of South Ark Broadcasting Inc.
Seller: South Ark Broadcasting Inc., Cleveland, Miss. (Larry G. Fuss, 51% owner). Fuss holds CP for KOZ(FM) Great Falls, Mont., and is president of Delta Radio Inc., which owns WKZB (AM)-WDTL(FM) Cleveland and WOHT (FM) Drew, both Miss. Fuss also is applicant for new FM in Greenville and is 25% owner of applicant for new FM in Tunica, both Miss.
Facilities: 102.7 mhz, 25 kw, ant. 328 ft.

RADIO: AM

KHNR(AM) Honolulu

Price: \$600,000
Buyer: DCP Broadcasting Corp., Minneapolis (Melvin E. Paradis, president); also owns KKA(AM)-KQAA(FM) Aberdeen, S.D.; KIZZ-FM Minot, N.D.; KNUQ-FM Paauilo, Hawaii, and KSCJ (AM)-KSUX-FM Sioux City, Iowa; and wants to build FM in Bismarck, N.D. Paradis owns KXRA-AM-FM Alexandria and KBJJ-FM Marshall, Minn.
Seller: Coral Communications Corp., Honolulu (Tom Gentry, president); no other broadcast interests
Facilities: 650 khz, 10 kw
Format: news

KIEZ(AM) Carmel Valley, Calif.

Price: \$375,000
Buyer: Cypress Communications Inc., San Mateo, Calif. (Diane LaTour,

president)

Seller: Central Coast Communications Inc., Chula Vista, Calif. (Jaime Bonilla Valdez, president/owner); owns KKL(FM) Gonzales and KKL(FM) Carmel Valley, Calif. Valdez also is 62% owner of KURS(AM) San Diego and 90% owner of KJDI(AM) San Luis Obispo; KRQK(FM) Lompoc; KSBQ(AM) Santa Maria, and KQSC(FM) Willows, all Calif.

Facilities: 540 khz, 10 kw day, 500 w night

Format: oldies, MOR

KRCV(AM) Reno

Price: \$325,000
Buyer: Lotus Communications Corp., L.A. (Howard Kalmenson, president); also owns KEKO(FM) Green Valley and KTKT(AM)-KLFX(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., and KZEP(FM)-KZDC(AM) San Antonio; and KENO(AM)-KOMP(FM) and KORK(AM)-KXPT(FM) Las Vegas, KHIT-FM, KOZZ-AM-FM and KHIT-FM Reno, and KHIT (AM) Sun Valley, all Nev.
Seller: Olympic Broadcasters Inc., Gold River, Calif. (Douglas Kahle, president); owns KSSJ(FM) Shingle Springs-Sacramento and KQNC(FM) Quincy, Calif. Its KRN(FM) Reno is being sold to Sierra Radio Co.
Facilities: 630 khz, 5 kw day, 1 kw night

Format: religious

Broker: Sailors & Associates

WKDA(AM) Nashville

Price: \$325,000
Buyer: Bart-Evins Broadcasting LLC, Nashville (Teddy Bart and Karen Evins, co-owners); no other broadcast interests
Seller: Dick Broadcasting Co. Inc., Greensboro, N.C. (James Allen Dick Jr., president); owns WKDF(FM) Nashville and WGFX(FM) Gallatin, Tenn.
Facilities: 1240 khz, 1 kw
Format: news

KLO(AM) Ogden, Utah

Price: \$312,500
Buyer: First National Broadcasting (Brent Larson, president); also owns KSOS-AM-FM Ogden/Salt Lake City
Seller: KLO Broadcasting Co.; owns KBZN-FM Ogden-Salt Lake City
Facilities: 1,430 khz, 5 kw
Format: adult contemporary, MOR
Broker: Media Services Group Inc.

KBKS(AM) Boulder, Colo.

Price: \$300,000
Buyer: Unicorn Productions LLC, Boulder (Richard A. Blumenhein,

owner/manager); no other broadcast interests

Seller: Visual Radio Productions Inc., Boulder

Facilities: 1,490 khz, 1 kw

Format: free-form children's

WARA-AM Attleboro, Me.

Price: \$275,000

Buyer: Michele Merolla, Deer Haven, Mass.; no other broadcast interests

Seller: Back Bay Broadcasters Inc., N. Attleboro (Peter Ottmar, CEO); owns WWKX-FM Woonsocket and WPNW-AM Providence, R.I., and WBNW-AM Boston

Facilities: 1,320 khz, 5 kw

Format: news, talk

Broker: Media Services Group Inc.

WLou-AM Louisville, Ky.

Price: \$265,000

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

Seller: Johnson Communications Inc., Chicago (June A. Rhinehart, VP); no other broadcast interests

Facilities: 1,350 khz, 5 kw

Format: adult contemporary

Broker: Henson Media Inc.

WGFT-AM Youngstown, Ohio

Price: \$250,000

Buyer: Esq. Communications Inc., Columbus, Ohio (Percy Squire, president/owner). Squire also is 33.3% owner of WRBP(FM) Hubbard, Ohio

Seller: WGFT Inc., Youngstown (Timothy and Kathleen DeCapua, half-owners). DeCapuas own WLKK(AM) Erie, Pa., and want to build FM at 93.9 mhz, Fairview, Pa.

Facilities: 1,500 khz, 500 w day

Format: religious

WXWY-AM Robertsedale, Ala.

Price: \$250,000

Buyer: JTL Broadcasting, Fairhope, Ala. (James T. Lee, president); no other broadcast interests

Seller: Opal Carrol Coley, Robertsedale; no other broadcast interests

Facilities: 1,000 khz, 1 kw day

Format: Christian, gospel

KCGS-AM Marshall, Ark.

Price: \$225,000

Buyer: Ragland Broadcasting Corp., Marshall (Roy C. Ragland, president, and Gayla Ragland, secretary, co-owners); no other broadcast interests

Seller: Marshall Broadcasting Co., Marshall (Rex Elliott, president); no other broadcast interests

Facilities: 960 khz, 5 kw
Format: religious, gospel

CP for WJXL-AM Jacksonville, Ala.

Price: \$205,300

Buyer: Peoples Network Inc., White Springs, Fla. (Charles E. Harder, president; Dianne M. Harder, secretary; Lawrence A. Lempert, trustee; co-owners); no other broadcast interests

Seller: Bussey-Hayes Communications Inc., Jacksonville; no other broadcast interests

WDXN-AM Clarksville, Tenn.

Price: \$160,000

Buyer: Southern Broadcasting Corp., Clarksville (Thomas T. Cassetty, president); owns WABD(AM)-WCVQ(FM) Fort Campbell, Ky.

Seller: TennAire Communications Inc., Russellville, Ky. (Fred G. Greene, president); no other broadcast interests

Facilities: 540 khz, 1 kw day, 54.5 kw night

Format: contemporary country

WFAV-AM Fort Walton Beach, Fla.

Price: \$142,500

Buyer: Liberty Broadcasting LC, Fort Walton Beach (Daniel A. Matuska, 29% owner; Gloria Hayes, 27% owner; Dean A. Crumley, president); no other broadcast interests

Seller: Multi-Service Corp., Hawkinsville, Ga. (James Popwell Sr., president). Popwell owns WCEH(AM)-WQSY(FM) Hawkinsville

Facilities: 1,400 khz, 1 kw

Format: easy listening

WARE-AM Ware, Mass.

Price: \$125,000

Buyer: Eastern Media Inc., Southbridge, Mass. (John Neuhooff Sr., president/49% owner; John Neuhooff Jr., VP/51% owner); also owns WQVR(FM)-WESO(AM) Southbridge. Neuhooff Jr. also is permittee of 107.7 mhz Merced, Calif., and 80% owner of 102.5 mhz Davenport, Wash.

Seller: Quadra Communications, Ware (Wayne R. Higney, president); no other broadcast interests

Facilities: 1,250 khz, 5 kw day, 2.5 kw night

Format: real country

Broker: Robert C. Costello

Amplification

The format of WGGR(FM) 106.1 mhz Greenwood, Ind., is oldies ("Changing Hands," July 31). Broker of the sale was Broadcast Services Ltd., Indianapolis.

KMET-AM Banning, Calif.

Price: \$103,000

Buyer: Robeson/Suttles Broadcasting Inc., Banning, Calif. (James W. and Darlene L. Robeson and Ray C. and Elfrida J. Suttles, co-owners); no other broadcast interests

Seller: Ray M. Stanfield, Van Nuys, Calif. (receiver)

Facilities: 1,490 khz, 1 kw

Format: adult contemporary, news, talk

KLBO-AM Monahans, Tex.

Price: \$100,000

Buyer: Harold and Patricia Ann Callaway, Monahans; no other broadcast interests

Seller: M.R. Batterton, Monahans; no other broadcast interests

Facilities: 1,330 khz, 5 kw day, 1 kw night

Format: adult contemporary, country, Spanish

KOLE-AM Port Arthur, Tex.

Price: \$80,000 and assignment of KKMV-FM Orange, Tex., to GulfStar Communications Port Arthur Inc.

Buyer: CityGate Media Inc., Orange, Tex. (Ralph McBride, president/owner); also owns KTFA-FM Groves, Tex.

Seller: Stanley D. Freidman, Phoenix (trustee for Uno Broadcasting Corp.); also selling KBLU(AM)-KTTI(FM) Yuma, Ariz., to Commonwealth Broadcasting of Northern California

Facilities: 1340 khz, 1 kw

Format: oldies, big band, classic rock

WPTB-AM Statesboro, Ga.

Price: \$80,000

Buyer: Statesboro Media Inc., Seattle (John S. Whetzell, president); also has an interest in KAND(AM) Corsicana, Tex.

Seller: T.C. Communications Inc., Statesboro, Ga. (Thomas Cowan, president); no other broadcast interests

Facilities: 850 khz, 1 kw

Format: Southern gospel

WBIV-AM Natick, Mass.

Price: \$71,000

Buyer: Langer Broadcasting Corp., Cudjoe Key, Fla. (Alexander G. Langer, president/owner).

Seller: Family Stations Inc., Sacramento, Calif. (Scott L. Smith, vice president); also owns KFTL(TV) Stockton, Calif., 32 FMs and seven AMs in 20 states. Smith also is half-owner of KKXX(AM) Paradise and KYIX(FM) South Oroville, Calif.; WCHP(AM) Champlain, N.Y., and WLJV(AM) Royal

Continues on page 60



At left, Capcities/ABC CEO Thomas Murphy (l) and Disney CEO Michael Eisner (r) visit FCC Commissioner James Quello a day after announcing their merger. The next day, Quello met with CBS CEO Laurence Tisch (l) and Westinghouse CEO Michael Jordan.

TIMOTHY A. MURPHY / MORRIS SEMIATIN

FCC smiles on Disney, Westinghouse

Commissioners offer no promises on ownership waivers for the two mega-mergers

By Chris McConnell

Multiple ownership waivers. Disney and Westinghouse will need a stack of them to consummate their purchases of Capcities/ABC and CBS, respectively. But with Congress preparing to ax ownership rules and the FCC conducting its own deregulatory campaign, none of the regulatory hurdles seem likely to block either deal.

In fact, FCC commissioners greeted

word of last week's mergers with enthusiastic reviews, although they insisted that they are keeping an open mind on specific waiver requests until they review the applications.

"It's getting to be a big-man's game," said Commissioner James Quello. He said the size of the media giants should not threaten the public interest so long as there are enough of them to compete.

Quello and others pointed to Disney's potential ownership of two VHF

stations in Los Angeles—KABC-TV and Disney's KCAL—as that deal's greatest regulatory obstacle. Commissioner Rachelle Chong, citing KCAL's local news programming, said she suggested to the company chiefs that they consider requesting a waiver to keep both stations. Chong added that she has not decided whether such a waiver should be granted, but said the large Los Angeles market would be the best in which to try it.

Both Disney and Westinghouse/CBS will need at least temporary rule waivers to give them time either to comply with existing ownership rules or to wait for new rules from Congress. Pending legislation would raise the national cap to allow a company to reach at least 35% of the national audience and give the FCC permission to approve ownership of two VHF stations in a single market. It also would relax most cross-media ownership restrictions.

In several locations Disney and Westinghouse/CBS will exceed current limits on the number of media outlets a firm can own in one market. To prepare the way for formal waiver requests, executives from all four parties—Disney Chairman/CEO Michael Eisner, Capcities/ABC Chairman/CEO Thomas Murphy, Westinghouse Chairman/CEO Michael Jordan and CBS Chairman/CEO Larry Tisch—last week visited FCC commissioners.

Westinghouse and CBS executives

The other Group W/CBS deal

CBS is not putting all its eggs in the Westinghouse basket.

Despite its plans to merge with Westinghouse, the network and Group W still are pushing for FCC approval of an earlier application by the two companies to jointly own TV stations in Philadelphia, Miami, Denver and Salt Lake City.

The Group W/CBS deal gives Group W a majority interest in the stations, but also gives CBS the option to install new management in them if the affiliation agreements between CBS and Group W are breached.

Although Westinghouse's purchase of CBS would appear to render the previous deal a moot point, those following it say not so. "Westinghouse has not been consummated," says one source. CBS will be less attractive to any competing bidders if the FCC does not approve the ownership arrangement and secure the jointly owned stations as long-term CBS affiliates, he says.

FCC officials have questioned whether the deal allows CBS to control the stations without having them count as owned stations under commission ownership limits.

Last week the commissioners appeared to favor approving the deal, but differed on what terms an approval should carry. Sources say some commissioners want simply to grant the application, while others prefer to condition an approval on the outcome of FCC proceedings to review the ownership rules.

—CM

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For information and registration contact Joan Miller at 212-337-6940 (in New York)
or Doris Kelly at 202-463-3700 (in Washington). Registration \$350 (\$300 for FCBA members), including lunch.

presented the commissioners with a wish list:

- Permanent rule waivers to accommodate radio/TV combinations in Boston and Baltimore.

- A permanent waiver of duopoly rules to allow ownership of TV stations in New York and Philadelphia.

- A temporary waiver of the national TV ownership rules, which limit a company's reach to 12 owned stations or 25% of the national market. Westinghouse/CBS would comprise 15 stations covering 33%.

- Temporary waivers of radio ownership caps to allow Westinghouse to own five stations in Chicago and Houston.

- A temporary waiver of duopoly rules to permit ownership of TV stations in Boston and Providence, R.I.

- Temporary waivers to accommodate radio/TV combinations in New York, Los Angeles, Chicago, Philadelphia, San Francisco and Detroit.

Westinghouse requested the permanent waivers in markets where it wants to keep all the stations, and temporary waivers in markets where it will sell stations to comply with existing rules. The company said it will reconsider spinning off stations if the ownership rules change, but maintained that it is not assuming they will.

Disney lawyers and executives were less certain what they will be asking for at the FCC. The greatest potential barrier to the Disney purchase—the financial interest and syndication rule—is scheduled to expire Nov. 10, unless the FCC acts even sooner to repeal it. That leaves the company's ownership of

KABC-TV and KCAL in Los Angeles as the merger's most significant regulatory issue.

As the new owner of ABC broadcast licenses, Disney also will have to rejustify past waivers granted to Capcities/ABC. These include:

- Crossownership waivers in Detroit and Fort Worth, where ABC owns newspapers and radio stations.

- A duopoly waiver allowing ABC to own stations in New York and Philadelphia.

- Multiple ownership waivers for ABC radio/TV combinations in Los Angeles, New York, Chicago, Detroit and San Francisco.

Disney might have required more multiple ownership waivers if two of its board members had remained on the board of Shamrock Broadcasting. The FCC counts individuals as a station owner if they are an officer or director of the broadcast licensee or hold stock in the broadcaster.

Because until last week Disney board members Roy Disney and Stanley Gold were Shamrock officers and directors, the commission would have treated Disney as the owner of Shamrock's radio holdings, which include stations in Los Angeles, San Francisco, Minneapolis and Detroit.

But Disney and Gold left the board after Chancellor Broadcasting bought Shamrock for \$395 million. A Shamrock executive conceded that the potential FCC ownership issues were a factor in the transaction, but attributed the deal primarily to the sale price.

Disney and ABC last week were still

deciding how they will resolve the dual VHF ownership issue. John Beisner of O'Melveny & Myers predicted that a likely strategy will be to ask for a temporary waiver.

Commissioners last week would not say whether they will grant it or any other waiver sought by Disney or Westinghouse. But they did greet word of the mergers warmly. "Two efficient, exceptionally well managed and public service-oriented communications giants are joining forces with Disney acquiring ABC," said Quello. "As long as there is robust marketplace competition, the public should be well served."

Commissioners Chong and Susan Ness cited Disney's potential in the family programming department. "I wouldn't be surprised if their merger produces a market response to the public outcry for family-friendly fare," said Ness.

Reactions were also positive to the Westinghouse announcement. Quello cited Westinghouse's past public interest performance as a broadcaster, while Chong pointed to similar interests and management styles between the companies: "I think the players are sensing an easing of the regulatory regime. I think it's smart."

That's just what worried Washington media watchdogs. "The activity reflects what I fear is an accurate reading of the political and regulatory climate," said Andrew Schwartzman of the Media Access Project.

Center for Media Education Executive Director Jeffrey Chester cited "serious antitrust and monopoly issues" with the mergers, which also will need approval by the Securities and Exchange Commission and either the Justice Department's antitrust division or the Federal Trade Commission.

But neither Chester nor Schwartzman was planning to take his concerns to the FCC. Chester voiced more interest in focusing attention on Congress, while Schwartzman maintained that battling temporary FCC waivers on the eve of new ownership laws would not be time well spent.

Communications lawyer David Honig, who frequently represents civil rights groups, said he does not yet know if either merger will present a problem, but stressed that they deserve close scrutiny. "There's no better time for the public to become involved in reviewing license stewardship than this," Honig said. ■

The Los Angeles question

Disney's ownership of KCAL(TV) and ABC's KABC-TV Los Angeles appears to be the lone overlap in what is being called the perfect deal. Although some observers suggest that the FCC may relax duopoly rules to allow ownership of two stations in a market, it is considered unlikely that one company will be able to retain an ownership stake in two VHF stations.

Allowing Disney to own two VHF stations in Los Angeles would be unfair, competitors say. Although Disney's KCAL ranks last in the seven-station market, general managers at other stations point to its leading news operation in the market (it programs five hours Monday-Friday and an hour on Saturday and Sunday nights). Under the same ownership, KCAL and ABC's KABC-TV might pool their news resources, the GMs say.

"On some stories only one crew might be needed to cover a story, which would be fed to both stations," says one Los Angeles general manager. "Also you could cross-promote the news on both stations."

"In this case, one plus one would equal more than two," says another GM. "In many areas, the costs would be divided, not plussed."

Most sources say the two stations probably would not benefit in acquiring programming. "As an affiliate, KABC doesn't have a big need for much syndicated programming."

—SC

Classifieds

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Station Manager qualified to be sales manager or straight sales manager. Strong background in sales, sales training and promotions. Minimum five years management experience or successful track record in sales and sales management. Position requires carrying an account list, representing the owners in the community and a contract. Starting compensation \$60,000 to \$70,000 including base and productivity incentives plus medical. All replies confidential. Interviews last week of August. Send resume, work history and references to: Jim Wallace, Jr. - President, KPQ Radio, P.O. Box 159, Wenatchee, WA 98807. KPQ is an Equal Opportunity Employer.

Local Sales Manager Major market FM seeking creative, experienced Sales Manager to take high performance sales staff to next level. Minimum 3 years managerial experience required. Responsible for training, daily sales supervision, new business development, reaching budget goals. People and computer skills essential, plus strong oral and written presentation skills required. Send resume to F. Epstein, GSM/KLDE/5353 W. Alabama/Suite 410/Houston, TX 77056.EOE.

Fast growing N.E. Group, focusing on small markets, looking for medium and large market GM's/GSM's, interested in making move into ownership. Sales expertise, a proven record, a desire to win, and an understanding that people are the asset are essential. Send all particulars to Box 00506 EOE.

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Sales Opportunity Awaits! Advertising Sales position for Shamrock Communications duopoly in Scranton/Wilkes-Barre, Rock 107, Z-Rock 92.1, WEJL/WBAX. New and experienced salespeople needed. Good account lists available for right individuals. Outside sales and college degree helpful. Must be driven to succeed, empathetic, and resourceful. Salary, commission, bonuses and benefits available. Send resume and cover letter now! Shane Reeve, GSM, 149 Penn Avenue, Scranton, PA 18503. EOE.

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Washington, D.C. consulting engineering firm seeks experienced engineer to work primarily in AM, FM and TV broadcasting matters, with some involvement in other areas of communications engineering (PCS, land mobile, new communications technologies). Applicants should have FCC consulting experience. BSEE or equivalent required. Submit resume to: Rubin, Bednarek and Associates, Inc., 1350 Connecticut Avenue, N.W., Suite 610, Washington, DC 20036.



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New Station. New Opportunities! KVRQ-FM, Atwater-Merced, CA. We are signing on this fall and are looking for talent in all areas: Morning Drive AT/PT, other air shifts (FT and PT), AM-Drive news, Sales Manager and Account Executives. Only those who can hit the ground running and intend to win the race need apply. Send resumes and tapes with salary history to: GM, KVRQ-FM, 342 South Washington Street, Sonoma, CA 95370. EOE.

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Assistant Director/Chief Operating Officer, Louisiana Public Broadcasting, Baton Rouge, LA. Louisiana Public Broadcasting (LPB), a statewide educational television network licensed to the Louisiana Educational Television Authority (LETA) and located in Baton Rouge, LA, seeks a highly motivated professional to serve as Assistant Director/Chief Operating Officer. The AD/COO reports directly to the President/CEO of LPB and is responsible for overseeing daily operations, providing management direction to department heads, and developing and implementing strategies to meet station needs. The AD/COO is responsible for organizational and operational management of LPB's statewide television network, with stations in Baton Rouge, Lafayette, Lake Charles, Monroe, Alexandria, Shreveport, and an affiliated station in New Orleans; and extensive satellite Distance Learning Program that distributes formal educational programs nationwide; a staff of ninety-plus and an annual budget of over \$10 million. The AD/COO must provide regular reports to LETA and serve as a liaison to the non-profit organizations that support LPB. Successful applicants must have a minimum of a Bachelor's degree in Communications or a related discipline and a minimum of ten years full-time experience in broadcasting or public telecommunications, five of which must have been at a senior management level. Requires strong leadership, financial and personnel management skills; knowledge of current technical developments in television and multi-media, and demonstrated skills in marketing, promotion and production techniques. Salary is competitive, commensurate with experience and qualifications. Letters of qualifications, including current resume, salary history and references, should be sent to Search Committee, LPB, 7860 Anselmo Lane, Baton Rouge, LA 70810. Deadline for applications is August 21. LPB is an Equal Opportunity Employer.

WPTY-TV (currently FOX...ABC Dec '95) in Memphis has an immediate opening for an experienced Local Sales Manager. Candidates will be assessed in these areas: Development of New Business, Inventory Control, Training, Sports, Scarborough / TV SCAN and Leadership! Respond today to: Chuck Spohn / GSM, WPTY-TV 24, 2225 Union Avenue, Memphis, TN 38104. (901)278-2424 (ph) (901)272-8744 (fx). A Clear Channel Television Station. EOE.

General Sales Manager, FOX 23 KBSI, Cape Girardeau, Missouri. Must be self starter, innovator, high achiever with strong new business background. Should have 3-5 years local and national sales management experience. Responsibilities will include hiring and training local sales people, rate and inventory management, supervision of national sales manager and Columbine Traffic System. Must have good people skills and high standards. Send resume, salary history and references to GSM, KBSI-TV, 806 Enterprise Street, Cape Girardeau, MO 63703. Equal Opportunity Employer.

General Sales Manager. Sinclair Broadcast Group, one of America's fastest growing broadcast companies, is offering an outstanding opportunity for a proven, aggressive, hard driving, dedicated sales leader. The winning candidate will manage both WTTQ (FOX) and WABM (UPN) sales team in a progressive and growing Southern market. NSM or rep background with knowledge of TV Scan and Scarborough a plus. This is the position for a people oriented sales professional with a vision for the future. Send resume and references to Stephen Mann, Director of Sales, WTTQ/WABM TV, P.O. Box 832100, Birmingham, AL 35283. EOE. M/F.

Local Sales Manager: WKJG-TV, an NBC affiliate in Ft. Wayne has an immediate opening for a Local Sales Manager. Applicants should have a minimum of five years experience in TV sales. Market research and computer skills are essential. Knowledge of rating service methodology and data a must. College education preferred, but not required. Must have leadership and management ability to direct motivated, professional sales group. Send resumes to Marv Gottlieb, GSM, WKJG-TV, 2633 West State, Ft. Wayne, Indiana 46808. No phone calls please. EOE.

Local Sales Manager. KARD/FOX 14 in West Monroe, LA seeks a creative, experienced, revenue-driven sales leader. Strong new business development skills and a history of selling special projects that attract incremental dollars a major asset. Candidates should possess exceptional leadership, organizational and "people" skills with the ability to create a positive environment that generates self-motivation of a local staff. Send resume and salary history to: FOX 14 KARD, 102 Thomas Road, Suite 400, West Monroe, LA 71291, Attn: Meg Keene. EOE.

National/Regional Sales Manager: CBS affiliate in Duluth, MN seeks energetic individual with experience in dealing with advertising agencies and rep firms. Computer literate, creative skills in total station marketing, and minimum of two years experience is required. Demanding job/excellent benefits/great opportunities with growing 9 station group. Send resume and brief letter on sales philosophy to Sandra Christian, Human Resources Manager, KDLH-TV, 425 West Superior Street, Duluth, MN 55802. EOE. Minorities encouraged to apply.

Local Sales Manager We're one of ABC-TV's top small-market affiliates, but the opportunity here is major league. If you are a successful, well-organized local rep with great people skills, this could be your opportunity to lead seven talented salespeople in your own department. Fax resume to EEO Officer, KQTV, St. Joseph, Missouri, 816-364-3787.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327 • INTERNET: AFASULO@BC.CAHNERS.COM

Post Production Facilities Manager. Hollywood based television production and distribution company seeks experienced manager for busy three shift post production facility. Must have television or news production experience, exemplary editing skills, and be capable of supervising on-line editing sessions, and training editors. Manage and supervise staff of 6-10 people. Fax resume to: Mr. Harvey at (213) 469-9729.

Promotion/Creative Services Director: KDLH-TV in Duluth, MN is looking for someone who wants to move up! Job requires news promotion experience and hands-on attitude. Five person staff with new Avid equipment. Ability to contribute to total station direction a must. Send resume with tape and letter to Terry Hurley, General Manager, KDLH-TV, 425 West Superior Street, Duluth, MN 55802. EOE. Women and minorities encouraged to apply.

Office Manager/Public Affairs: WNUV-TV, Baltimore, M.D. is looking for an individual with a command of the English language, types 60 wpm, extremely personable, ability to work well with others, self-motivated, well organized, will be responsible for maintaining the public files, basic knowledge of FCC rules and regulations helpful, production writing skills desired but not a must. EOE. Send resume to: WNUV-TV, Attention: Eddie Edwards, 3001 Druid Park Drive, Baltimore, M.D. 21215. Absolutely no phone calls.

HELP WANTED MARKETING

Marketing Director. KGUN-TV is recruiting for a Marketing Director. This position reports to the General Manager and is responsible for developing and implementing strategies to maximize Local and National Sales, New Media and new revenue opportunities. 3 years television sales and marketing experience in a management capacity. College degree in business or marketing. Respond to Human Resources, KGUN 9, 7280 East Rosewood, Tucson, AZ 85710 by August 21, 1995.

HELP WANTED SALES

New Business Development Manager. A unique opportunity with a leading southeast CBS affiliate. We have created a new position in our sales department for a creative, energetic individual, committed to building a career in television. Ability to work closely with account executives and communicate creative ideas to clients is important. Client promotions, vendor dollars, and "value-added" are all terms our candidate should be familiar with. Sales promotion and/or marketing background in television, radio or ad agency for a minimum of 2 years is required, as well as being a team player. Please send a letter and resume to WCTV, Skip Panton, Director of Sales and Marketing, P.O. Box 3048, Tallahassee, FL 32315. WCTV, John H. Phipps, Inc. is an Equal Opportunity Employer.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX?

Send resume/tape to: Box _____
245 West 17th St., New York, New York 10011

Consumer Advertising Manager. USSB is looking for someone with solid 5-10 years experience developing and executing all forms of advertising activities. Relevant experience within the PPV, Home Video or Broadcasting industry is preferred. Responsible for recommending, developing and managing the annual consumer advertising plan. Amy J. Stedman, USSB, 3415 University Avenue, St. Paul, MN 55114, Job #97-95. No phone calls. Equal Opportunity Employer.

HELP WANTED TECHNICAL



SENIOR TELEVISION ENGINEER

We're looking for a talented communications engineer to join the Science and Technology department of the National Association of Broadcasters.

This position involves assisting with policy and technical development of advanced digital television systems, multimedia and data broadcasting; working with high-level industry/government technical standards committees; development of technical publications and educational services for NAB members; organizing technical conferences and special technology demonstrations at the annual NAB Convention, the world's largest exposition of broadcast technology. Come join the team!

BSEE required (MSEE preferred); strong digital, computer and electronic communications background; superior interpersonal skills; some public speaking experience; excellent business writing. NAB is an Equal Opportunity Employer.

Send resume (with a cover letter) to S&T-BC, NAB Personnel, 1771 N Street, NW, Washington, DC, 20036-2891. Fax: (202) 429-3931.

Assistant Chief Engineer: Looking for well qualified Assistant CE who can eventually assume position of CE for UHF station. FCC general class license; SBE certified. Send detailed resume and salary requirements to Box 00505 EOE.

DIRECTOR OF BROADCAST ENGINEERING

Park Communications, Inc. is looking for the right engineering executive to provide technical direction for our group of nine television and twenty-two radio stations.

We need an experienced broadcast engineer to provide leadership and management for our group. Responsibilities will include designing, purchasing, installing and maintaining all TV/AM/FM & AM directional facilities.

If you're a team player with excellent technical skills, are willing to travel and want to be considered for this opportunity with one of the industry's best broadcast groups, send resume/fax to: **Park Communications, Inc., Broadcast Division, P.O. Box 550, Ithaca, NY 14851. Fax (607) 272-6057.**

No phone calls please. EOE



Television Maintenance Engineer/Television Engineer: State of the art television and radio broadcast facility with satellite uplink is accepting applications for the following positions: Television Maintenance Engineer - Three to five years experience in the installation and maintenance of television and radio production/broadcast equipment. Experience in RF troubleshooting, performance measurements for television, radio and satellite systems required. FCC license and/or SBE certification with two year degree required, four year degree preferred. Ability to design systems and circuits. Knowledge of computer operating systems. Ability to work under pressure and willingness to work any shift, weekends, holidays and overtime. Television Engineer II. One year minimum of experience in RF troubleshooting, operation and maintenance of television and radio production/broadcast equipment. FCC license and/or SBE certification with two year degree required, four year degree preferred. Knowledge of FCC rules and industry standards. Ability to work under pressure. Willingness to work any shift, weekend, holidays and overtime. Apply to Human Resources, Grand Valley State University, 158 AuSable Hall, Allendale, MI 49401. Deadline date is August 31, 1995. EEO/AA/ADA.

Engineer, Operations/Maintenance. 2 p-t vacation relief positions available. Work all year, up to 32 hrs/wk. Not an entry level position. Job requirements are: Technical school, college or equivalent experience in TV operation and maintenance. Previous experience a must. Some computer literacy important. FCC license required. If you have a positive attitude, are willing to work any shift, get along with others, take pride in quality workmanship, and are a team player; send resume to: R. Pritchard, WFMJ-TV, 101 West Boardman Street, Youngstown, OH 44503. No phone calls, please. EOE.

Assistant Chief Engineer Aggressive FOX affiliate in top 25 market seeks self-motivated, hands-on Assistant Chief Engineer to play key role in station's growth. Five+ years of broadcast engineering experience with emphasis on personnel supervision, as well as design and maintenance of studio and transmitter systems. Experience with microwave, LPTV, satellite, fiber optics, and digital video systems a plus. Four-year technical degree and Senior SBE certification preferred. Obtain the required employment application by calling (503)239-4949. Submit employment application, resume and salary history in person or by mail no later than August 21, 1995 to: KPDX-TV, 910 NE MLK Jr. Blvd, Portland, OR 97232. Women and minorities urged to apply.

Chief Engineer: Trinity Broadcasting station in the Atlanta area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, Mail: P.O. Box C-11949, Santa Ana, CA 92711; E-Mail: BMILLER614@AOL.COM; Fax: 714-665-2101. M/F. EOE.

Director Enthusiastic, multi-talented production person needed to call fast-paced newscasts. Previous TD exp. is necessary. Applicant must have min. 2 yrs. exp. on Ampex Century 235 Switcher, Ampex ADO 2000, and Dubner 20k. Non-returnable tape and resume to Cynthia Field, Production Supv. M. KSBY-TV, 467 Hill St., San Luis Obispo, CA 93405. EOE.

HELP WANTED NEWS

WLNE-TV 6 seeks two news stars

GENERAL ASSIGNMENT REPORTER

Aggressive. Enterprising. Passionate. If these are the words people use to describe your story-telling, then we need you on our Emmy-winning team.

At least three years commercial TV news on-air reporting experience, plus tons of energy and stories told from the people perspective are required.

NEWSCAST PRODUCER

Just what is the mission of a newscast? If you know and you're one of those rare folks who can turn vision into reality, then come be a part of our team.

Extensive live TV experience a must.

To be considered for either position, send resume and tape to:

WLNE-TV
ATT: PERSONNEL OFFICE
10 ORMS STREET
PROVIDENCE, RI 02904
Equal Opportunity Employer



Our People Make The Difference....And We Need More!

We are: KSAT-12, San Antonio's number one and growing! We are the nation's 39th metered market and best of all...a Post-Newsweek Station.

We've got: Competitive salaries, great benefits, stable working environment, state-of-the-art news/production gear and resources backed by one of the nation's best companies!

We're looking for: *News Executive Producer*
News Operations Manager
News Producers
Reporters
Production Directors
Technical Directors
Graphic Artist/Animator

We've got: The drive, track record, and willingness to be the best! Metered market experience is a plus.

Rush non-returnable tape and resumes to:

Human Resources
KSAT-TV, P.O. Box 2478
San Antonio, TX 78298

No phone calls please!



Any job offer contingent upon results of a pre-employment physical, including drug screen. EOE/M-F/DV/ADA.

But Wait There's More! If you're looking to broaden your horizons we're always looking for good people. Remember, you can't win if you don't enter!

News Expansion at KOAA-TV, NBC 5/30. Awarding winning TV station in the Rockies is expanding! On January 15, 1996, KOAA-TV will begin an hour long news program at 6:00 AM and a half hour news program at noon. We're looking for story tellers, team players, and people who can't wait to come to work in the morning (very early). Qualifications and compensation will vary. We will be hiring: 2-Producers, Anchor, Weather person, Master Control Operator, Photographer, Reporter, Tape Editor, Computer Graphics Operator, 2-Parttime Studio Camera Operators. Send non-returnable tape (3/4" or VHS) for appropriate positions and resume to: Greg Boyce, News Director, KOAA-TV, NBC 5/30, 2200 7th Avenue, Pueblo, CO 81003. EOE.

Newscast Director: Top 40 market NBC affiliate needs a proven Director for complex, fast-paced news shows. Must be a team leader, accepting only top quality results. If you're the best and can prove it, send resume and references to Box 00513 EOE.

WHIO-TV Dayton, OH. Director: Only apply for this job if you love TV news. To win this position you must be able to direct an error free, fast paced, technically complicated news show with a major market look. This director will also be a director or director/producer for a variety of special projects both in the studio and on remote locations. The successful candidate will be able to write well, work efficiently under professional team at a Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

WRDW-TV has opening for Assignments Manager. Thorough knowledge of news gathering techniques, superb organizational skills a must. Great opportunity for management-oriented journalist. Resume and news philosophy to Judith M. Tredore, HRO, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

News Producer: NewsChannel 2 in Baltimore needs top notch Producer to lead its nightside effort. Candidates must have excellent news judgement, writing ability and people skills. If you are up to the challenge of managing a quality crew and creating a high energy 11:00 broadcast, we want to hear from you. College degree and minimum three years television producing experience required. Tape, resume and references to Jack Cahalan, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

Producer. Midwest talent management company beginning to look for newscast producers. Only those with a recent tape need apply. Send VHS or 3/4" tape to: Talent Management, Attention: Producer Search, 544 East Ogden Avenue, #700-512, Milwaukee, WI 53202.

WRDW-TV has opening for Producer. Responsibilities include organizing and coordinating daily newscasts, writing, stacking and working with reporters and photographers. Resumes and tapes to Judith M. Tredore, HRO, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

WSMV Nashville is looking for a talented, experienced and eager Co-Anchor-Reporter for our market leading 5PM newscast. I am not looking for a "reader." I want a journalist ready to go to work. Send non-returnable tape, resume, and salary requirements to Al Tompkins, News Director, 5700 Knob Road, Nashville, Tennessee 37209.

We're looking for an Investigative Producer/Researcher. We're losing ours to Boston. The successful candidate will develop I-Team series and segments. We need a new team leader. Send resume and non-returnable tape to: Larry Henrichs, News Director, NewsChannel 13 -- WGME-TV, 1335 Washington Avenue, Portland, Maine 04103. WGME-TV is an Equal Opportunity Employer.

Our Weekend Sports Anchor just became somebody else's number one! Dakota's own KSFY Television, an Ellis Communications Company needs someone immediately to take his place. Can you enterprise stories? Can you write? Can you deliver? Send non-returnable VHS or 3/4 tape, plus resume and references to: Tom Claycomb, News Director, KSFY-TV, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. EOE. No phone calls.

Photographer/Reporter (Overnight). Need qualified person to photograph, write and edit breaking news stories on overnight shift. Minimum 1 year broadcast news photographic experience required along with good writing skills. Broadcast journalism degree preferred. EOE. Please provide resume tape representative of your work as a Photographer/Reporter to: WOWT/Human Resources, 3501 Farnam Street, Omaha, NE 68131-3356. No phone calls please.

Weekend Anchor/Reporter. Looking for a do all person. Can you bring in viewers with a solid anchor style plus put together a package that they'll be talking about for days? Need someone now to complement our female anchor. If it's you, rush me a resume and tape (no Beta) to sunny Florida's capital city. Bruce Cramer, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

News Director: Growing Northeast Indy seeks innovative, high energy, creative News Director. Applicant must be seasoned journalist with a minimum 5 years of successful news management experience. Outstanding benefit package. Send resume to Box 00492 EOE.

News Photographer. KCCI-TV has a part-time opening for a News Photographer. Week-ends and evenings. Video experience required. Send tape and resume to: Dave Busiek, News Director, KCCI-TV, 888 9th Street, Des Moines, IA 50309. EOE.

News Anchor/Producer, Reporters and News Videographer. Dynamic Northern California independent television station is expanding its news department. Live and work in the Wine country, 50 miles from the country's #5 market. We're looking for an experienced Anchor/Producer and Full and Part Time Reporters. Must have strong journalistic skills with on-camera/live shot experience, and be able to edit videotape. Also seeking a Full Time Videographer with excellent shooting and editing skills. Join the Northern California news leader. Send non-returnable tape and resume to Personnel Department, KFTY, 533 Mendocino Avenue, Santa Rosa, CA 95401. Applications accepted until 8/21. No phone calls please. Pre-employment drug testing. EOE. M/F.

Investigative Researcher. KTRK-TV, a Cap Cities/ABC station has a research position available within our investigative unit. Knowledge and experience in open records and libel law is desirable. Candidates should have professional broadcast experience including news writing, copy editing and interviewing. Computer literacy and a college degree are preferred. Please send resumes/tapes to: Investigative Unit, KTRK-TV, P.O. Box 13, Houston, TX 77001. Please, no phone calls. EOE.

Meteorologist: WROC NewsChannel 8 in Rochester, NY is accepting applications for an on-air Meteorologist. Candidates should have a degree in meteorology and at least two years on-air experience. Experience in forecasting for the northeast and particularly lake effect snow events is helpful. Fully-equipped weather center includes Kavours 17. Position includes opportunity to provide industrial and radio weather forecasts for a private firm operated by our director of meteorology. Women and minorities encouraged to apply. Send tape, resume, and references to: Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610.

Full-Time Assignment Editor. C-SPAN is seeking an Assignment Editor to identify relevant programming opportunities and research events; present info to editorial board; and work with logistics desk and weekend field crews to facilitate event coverage. Minimum 4 years related television experience; proven editorial/news judgement; strong knowledge of public policy and current events required. Full-time hours include weekends. Send resume and salary requirements to C-SPAN, Human Resources/B&C, 400 North Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

News 22, Dayton's NBC affiliate, is looking for a highly energetic Executive Producer. Candidates must be creative, able to motivate and lead young reporters and writers, drive the content and direction of the news and think visually and graphically. Serious inquiries from highly experienced professionals only. Send resume and show tape to Lori Webster, News Director, WKEF-TV, 1731 Soldiers Home Road, Dayton, Ohio 45418 (513) 268-9533. EOE/M/F.

News Photographer: CBS affiliate looking for a News Photographer to cover a wide variety of news stories throughout beautiful Alaska. Minimum of one year electronic news gathering experience and a valid drivers license. Send cover letter and non-returnable tapes/resumes to K. Ferrell, KTVA (CBS), 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date is 8/31/95. EOE.

Do you need that first break in television? Do you have a desire to become an Anchor, News Director or Producer? We will give you that opportunity! We are an Equal Opportunity Employer, minorities are encouraged to apply. NBC affiliate in Southeast United States small market. Send non-returnable VHS or 3/4 tape to: WOWL-TV, 840 Cypress Mill Road, Florence, AL 35630. No phone calls.

Weather opening for aggressive station that's shaking up the market and the market is responding! If you have a dynamic presentation that can hold viewers, let's talk. Full time position open now. Send non-returnable tape, (no more than 1 week old), resume, references and salary required to: Al Sandubrae, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE. M/F. Minorities are encouraged to reply.

Anchor-WSAZ NewsChannel 3, a division of Lee Enterprises and a dominant number one NBC affiliate, seeks a Co-Anchor and Reporter for its top-rated 5 PM newscast. Personable team player with extensive anchoring and reporting experience needed. Send tapes/resume to Ken Selvaggi, News Manager, 645 5th Avenue, Huntington, WV 25701. EOE.

HELP WANTED PRODUCTION

VIDEO PRODUCER/ SENIOR PUBLICIST

Disneyland Resort is seeking an experienced Video Producer/Senior Publicist. The selected candidate will write all edit plans and produce all video news releases, satellite press tours, electronic press kits, audio press kits and other related broadcast services. This individual will also develop and maintain media contacts and act as Park spokesperson.

Requires a Bachelor's degree in radio/television, broadcasting or equivalent and 7-10 years experience as a television producer, news director, on-air personality or equivalent. Must have strong television production credentials from both sides of the camera.

Please send your resume with salary requirement (resumes without salary requirement will not be considered) indicating position of interest to:

Disneyland Resort, Professional Staffing, Dept. P-68-95, 1313 Harbor Blvd., P.O. Box 3232, Anaheim, CA 92803-3232. Equal Opportunity Employer.



WHIO-TV Dayton, OH. Production Manager: Excellent management opportunity for a skilled Director/Producer. Successful candidate will supervise producer/directors, graphics department, retail production unit and edit staff. Excellent people skills a must as you'll work with clients and staff, scheduling production facilities and coordinating interchange of information between departments. Don't lose your creative and technical touch because you'll also have the opportunity to produce specials for news, local programming and sales. This is a great job for the right individual, a chance to join the professional management team at a strong Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Director/Technical Director. Position available immediately at WTLV Jacksonville. Applicant must be experienced in directing live newscasts and facilitating the production of commercials, promotions and special projects. Send your tape and resume to 1070 East Adams Street, Jacksonville, FL 32202 Attn: Production Manager.

Editors - Orlando UPN affiliate looking for a couple of Alladin Genies. Send a resume and letter telling us why you are going to be a star. John Lyons Production Manager, WRBW-TV, 2000 Universal Studios Plaza, Suite 200, Orlando, Florida 32819. An Equal Opportunity Employer.

Freelance Editors. Hollywood based television production and distribution company seeks experienced editors for entry level position/possible staff. Minimum one year experience; A/B Roll; Magazine style show. Fax resume to: Post Production Manager at (213) 469-6048.

Lead TV Commercial Producer: Our production department needs a person with 3-5 years experience making TV commercials, promos and PSA's. Beta and digital knowledge required. Experience in writing, editing, shooting, scheduling people and excellent client relations a must. Send non-returnable tape to K. Ferrell, KTVA-TV (CBS), 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date 8/14/95. EOE.

Master Control Operator. C-SPAN is seeking two full-time Master Control Operators to switch complicated on-air transitions including audio, multiple video tapes, stills and graphics. Position also includes responsibilities of monitoring and iding live and taped program feeds. Candidates should have an interest and knowledge of politics and current events. Must be a team player and possess excellent communication skills. Shift includes overnight and weekend hours. Send resume and salary requirement to C-SPAN, Human Resources/B&C, 400 North Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

WATL 36 seeks a Post Production Editor. 3:30-12AM shift. 3-5 years on-line editing experience, working knowledge of 2-channel ADO, ACE 200 Editor, AVC 33 switcher, Infini!. Excellent communications and client skills a must. EOE. No phone calls please. If qualified send resume and tape to: Personnel Department, One Monroe Place, Atlanta, GA 30324. Or fax to (404) 881-3749.

Local Programming Producer/Writer. WSB-TV is looking for an energetic, enthusiastic news oriented Producer/Writer who can sink their teeth into the Atlanta market and produce compelling local TV magazine stories or specials that have community impact. Must enjoy working hard and being involved in the community. Must be able to find and tell powerful stories. Minimum 5 years experience with related work in commercial television. EOE. Rush resume and tape by July 24 to Mark Engel, WSB-TV, 1601 West Peachtree Street, Atlanta, GA 30309. No calls please.

Graphics Designer - Orlando UPN affiliate needs an experienced Designer to start a Graphics Department. Responsible for on-air and print graphic design, creation and production. Help select your PC based graphics system. Exceptional opportunity for the right person. Tell us about yourself in a cover letter and resume. John Lyons, Production Manager, WRBW-TV, 2000 Universal Studios Plaza, Suite 200, Orlando, Florida 32819. An Equal Opportunity Employer.

Orlando area opportunity for Videographer/Editor. Must be fast, accurate, creative, able to work odd hours and able to travel. Opening September 1. Tape and resume to The Firm, P.O. Box 309, Citra, FL 32113.

HELP WANTED RESEARCH

Manager of Research. USSB is looking for applicants with 5-10 years experience in consumer research - industry research experience. Bachelor's degree preferred. Planning and executing all forms of quantitative exploratory research to uncover marketing insights and marketing opportunities (A&U, tracking studies). Coordinate and manage cooperative research with programmers. Establish and conduct qualitative focus groups to probe various consumer and subscriber issues. Conduct on-going subscriber database research and analysis. Establish and conduct subscriber attitudinal and behavior tracking studies. Subscriber segmentation and monitoring by package level and on the basis of geography, demographics and psychographics. Analysis of various kinds of data as it relates to advertising, direct response and other consumer promotion activities including creative and media research. Monitor competitive information and program trends and develop an on-going market intelligence plan. Amy J. Stedman, USSB, 3415 University Avenue, St. Paul, MN 55114. Job #58-95. No phone calls. Equal Opportunity Employer.

TV Research Manager: National Sales Rep seeking TV Research Manager. Candidate must have experience with TV Ratings, writing skills, affiliate knowledge and management. A minimum of two years experience required. Call 212-476-9465.

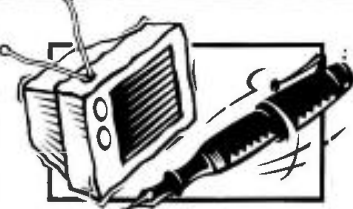
HELP WANTED ADMINISTRATION

Credit Manager. Looking for Credit Manager with Accounting and Business degree preferred. Three to five years experience in broadcasting or media. Strong collection skills required. Must be proficient in LOTUS and word processing. Communications skills a premium. Salary negotiable. EOE. Reply to Box 00515 EOE.

Customer/Systems Support Assistant for TV Rep Firm Data Center. Applicants should be detailed oriented, enthusiastic, and willing to travel. Good verbal and written skills a must to handle heavy telephone troubleshooting of communications lines and equipment with clients and vendors. Should be highly proficient in PC applications -- Windows, Word, Excel -- MS Office Products. Sales assistant or TV research analyst experience a plus. Typing 40 WPM. Competitive salary and benefits. Send resume to: FDR Station, P.O. Box 8500, New York, NY 10150. Attn: Director/Computer Department.

HELP WANTED PROMOTION

**Entry Level
Promotion Writer**



Tribune Broadcasting is considering entry level applications from creative people interested in TV advertising & promotion. You'll train at Tribune's group production operation in Atlanta, with opportunity to move up within the company nationwide. Candidates must have a college degree, be self-starting and have demonstrable creative writing ability. Prior broadcasting or advertising experience is preferred but not required. Please don't call. Instead, send your resume and samples to:

TRIBUNE CREATIVE SERVICES
Attention Jim Ellis
500 Plasters Ave.
Atlanta, GA 30324
An Equal Opportunity Employer

Promotion/Production Manager. Top 100 network affiliate seeks dynamic, innovative individual to develop and implement creative marketing and promotion concepts. Ideal candidate possesses experience in production and promotion, displays high energy, innovative thinking and self-motivation. If you're a team player who thinks out-of-the-box, rush your resume and cover letter describing your promotion philosophy and accomplishments to Box 00509 EOE.

Promotion/Audience Development Manager. Best job in the business! Creative, high energy professional wanted to head promotional efforts of aggressive Seattle VHF-FOX affiliate. Top 25 market management experience, great tape and book a must. If you're the best in promotion, here's an opportunity to join the best -- Kelly ownership, new facility coming, excellent quality of life market and super staff. Mail resume, non-returnable VHS tape, print samples (no phone calls) to: KCPQ-TV, Attn: PAD-138, P.O. Box 98828, Tacoma, WA 98498. EOE. Note: Position will be filled at earliest possible date.

SITUATIONS WANTED NEWS

Get me out of here! Part time announcer looking for a full time news and play-by-play job at a small market station. Tired of the hustle and bustle of the big city! All interested inquiries should contact Kevin Lawrence at (314) 867-9385 or write to this address: 5522 Acme, St. Louis, MO 63136.

SITUATIONS WANTED ANALYST

Multiple Emmy Award-winning basketball analyst and former Division I coach seeks opportunities. Six years experience in number one market. Call Kenny at (312) 415-0155.

SITUATIONS WANTED PRODUCTION

Hard working communication professional seeks on-air or behind the scenes employment. M.A. Degree, 2 years hands-on radio and television reporting and programming experience. "Charming" English accent. Call Patricia (301) 871-1408.

SITUATIONS WANTED ANNOUNCERS

Award winning Sportscaster seeks college/pro play-by-play opportunity. TV/Radio, 14 year vet, Sports talk experience as well. Reply to Box 00514.

SITUATIONS WANTED HOSTS

Attractive female show host with 11 years experience in live and taped productions, seeks position as host of shows pertaining to: travel, beauty, food, consumer affairs, or children - (201) 450-1632.

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Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

CABLE**HELP WANTED MANAGEMENT****INTERNATIONAL OPPORTUNITIES**

Leadng pay television company has immediate opportunities for experienced media professionals to play key roles as

Division Heads at various locations, worldwide. The successful candidates will handle multi-faceted responsibilities in positions ranging from general management, finance, sales and marketing, programming, scheduling, on-air promotions (writing and producing) and post-production/operations (engineers, technicians and editors). Additionally, we are seeking engineers specializing in CATV, video and MMDS.

These positions require a minimum of five to ten years media experience, with international exposure and regional language skills a tremendous plus. Candidates should possess strong interpersonal skills, as well as superior written and verbal communications abilities. The ideal candidates will also have outstanding leadership skills with a demonstrated ability in training and managing start-up workforces.

We offer competitive salaries and benefits, including annual home leave. Candidates must be willing to live in the region for 2-5 years.

Please send resumes and salary history, stating position of interest, in confidence to: **BOX 1169, 235 Park Avenue South, 4th Floor, New York, NY 10003.** An EOE M/F/D/V.

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United Church of Christ seeks Executive Director for Office of Communication, Cleveland, Ohio. If you are a seasoned communications professional with five years as a successful administrator, including demonstrated people and financial management skills, able to speak to church, industry and government on justice and equity issues in public communications from a faith perspective and to help denomination shape its communication strategies for the 21st century, send letter telling how, with resume and five professional references, by August 22 to Jeff Clarke, 10707 Chevy Chase, Houston, TX 77042.

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For Sale: KCMC - KMTA, Miles City, Montana. Regional coverage, well equipped. \$325,000 cash. Call Paul 612-222-5555.

For Sale - AM/FM small southern California retirement/recreational market. Reply to Box 00511.

By Owner, WCNX AM 1150, Middletown, Connecticut. 2.5Kw day (PSA and PSSA). Only commercial station in city of 45,000. Signal covers Hartford. Good equipment, studio building on 8 acre antenna site. \$375,000 cash. Contact Cory Thurston, 413-663-6567.

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- | | |
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| 02 Television | 05 Station Marketplace |
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*Press 9 at any time for fax of the classified section.
To place classified ads call (212) 337-7073 or fax (212) 206-8327.

Alan Box makes radio seem EZ

Like other teenagers he knew, Alan Box accompanied his father to work on Saturdays to lend a hand and learn a trade. But for Box, tagging along with his dad to an advertising jingle production house became his entree into radio.

After graduating from high school, Box worked for a commercial jingle house in Dallas known as PAMS, an acronym for Production, Advertising, Marketing and Service, where his father composed music. Box worked as an engineering assistant dubbing tapes, then later assisted in the sales department.

Box says that instead of fostering a desire to compose jingles, working at PAMS (since renamed TM Century) introduced him to radio's top program directors in the late 1960s and early '70s. The experience sparked an interest in station management, but Box says that he never envisioned running an ownership group.

"I just enjoyed the activity of radio," he says. "PAMS had a lot of interesting people coming through every week, and I really liked what I was doing. I was an engineering and sales assistant, which gave me a look at the industry from the technical and sales sides."

Box landed a job in 1974 as general manager of WEZR(FM) Manassas, Va., a Washington suburb. WEZR was owned by EZ Communications. The station later was sold to Infinity Broadcasting and is now WJFK-FM.

After five years at WEZR, Box became EZ's vice president of sales and continued to move up the corporate ladder. He was named executive vice president/GM in 1981 and president of EZ Communications in 1985. Box added chief executive officer to his title earlier this year.

During the past 10 years, Box has marketed EZ as being a step ahead of other radio groups. In 1991, before the FCC's introduction of duopoly ownership, EZ forged a local marketing agreement to operate two FMs in Jacksonville, Fla. "We anticipated that the rules would change and allow us to own them both—which they did. We knew we had to get two FMs in all of our markets."

Since the ownership rules have been relaxed, Box's strategy has been to concentrate on building duopolies in each market in which EZ owns stations. The group now owns and operates 15 FMs and five AMs, most in duopoly arrangements, and has an option to purchase another FM in Kansas City, Kan.



"I think we are about to go through far more radical changes in the next five years than I've certainly seen in the past 20."

Alan Lee Box

President/CEO, EZ Communications Inc., Fairfax, Va.; b. Oct. 20, 1951, Denton, Tex.; engineering/sales assistant, TM Communications, Dallas, 1972; GM, WEZR(FM) Manassas, Va., 1974-79; EZ Communications: VP/sales, 1979-80; executive VP/GM, 1980-85; president, 1985-94; current position since January 1995; m. Judy Kellar, Jan. 12, 1973; children: Nathan, 15; Casey, 10.

Box's ingenuity in forging ownership deals has pervaded other aspects of the company. He recently signed a deal for the Katz Radio Group to provide EZ with exclusive national advertising sales representation for each of the group's stations. The deal benefits EZ, Box says, by providing a Katz representative in New York and Los Angeles to handle the EZ stations exclusively and give the overall group "increased attention and clout."

Box also is moving the company into new marriages between radio, the Internet and personal computers. Last year, he hired Michael Rau, former NAB senior vice president, science and technology, to help create the Radio Data Group. An EZ subsidiary, RDG will develop Internet access for EZ stations and is working on a method for those stations to broadcast data to FM receivers installed in personal home computers.

Box says that data broadcasting offers "a tremendous opportunity for radio to become the information superhighway a long time before other information superhighways exist."

One of data broadcasting's key benefits, Box says, is that it does not require computer users to interact with the data or the stations. He envisions EZ's stations broadcasting a variety of information, from Little League baseball scores to the inventory of the local Ford dealer, through home PCs. "I think of it as a combination of a local version of Prodigy merged with the yellow pages."

"The vast majority of information [that] people are looking for is not interactive. That is the data I think we can broadcast more effectively, cheaper and quicker than a wire service could," Box says. He also considers selling advertising inventory on a data broadcasting "pipeline" a new source of revenue for EZ Communications.

An active member of the NAB task force on digital audio broadcasting and chairman of the NAB's radio futures committee, Box also is pushing forward in support of adopting a standard for digital audio broadcasting. Adopting an over-the-air DAB standard could eliminate the potential demand for subscription-based, satellite-delivered radio, Box contends, by bringing more diverse music formats to the AM and FM bands.

"I think that in-band, on-channel is going to not only work, but work incredibly well. I think we are about to go through far more radical changes in the next five years than I've certainly seen in the past 20." —DP

Changing Hands

continued from page 45

Palm Beach, Fla.

Facilities: 1,060 khz, 25 kw day, 2.5 kw night

Format: religious

WCHM(AM) Clarkesville, Ga.

Price: \$70,000

Buyer: Brian Rothell, Clarkesville, Ga.; no other broadcast interests

Seller: Joshua Communications Inc., Clarkesville, Ga. (Jeffery Scott Mote, owner); no other broadcast interests

Facilities: 1,490 khz, 1 kw

Format: news, talk, information

WGAS(AM) South Gastonia, N.C.

Price: \$60,000

Buyer: Victory Christian Center Inc., Charlotte, N.C. (Robyn Jay Gool, president/33.3% owner); also owns WOGR(AM) Charlotte

Seller: MGM Broadcasting Corp., Gastonia, N.C. (Glenn F. Mace, owner)

Facilities: 1,420 khz, 500 kw

Format: MOR, Christian

WSTT(AM) Thomasville, Ga.

Price: \$45,000

Buyer: John H. Pembroke, Tallahassee, Fla.; also owns WVIX(AM) Vicksburg and WONG(AM) Canton, Miss.,

and KJOP(AM) Lemoore, Calif.

Seller: Malren Broadcasting Inc., Tallahassee; no other broadcast interests

Facilities: 730 khz, 5 kw day, 27 w night

Format: news, talk, sports

WOTS(AM) Kissimmee, Fla.

Price: \$510 for 510 shares

Buyer: Bryanston Group Inc., Reno (Monty D. Hundley, president/half-owner); no other broadcast interests

Seller: W. Dion Hundley, Kissimmee; 51% owner of Winfield Broadcasting Inc., licensee of WOTS

Facilities: 1,220 khz, 1 kw

Format: vacation information

For the Record

NEW STATIONS

TVs

Harrison, Ark. (BPCT-950710KH)—Charles Scott Earles (424 Beeler Rd., Branson, MO 65616) for ch. 31, 15 kw visual, ant. 197 m., .8 km W of State Hwy 206, atop Kennedy Mountain, 8 km W of Harrison. Earles has interests in KTLO-AM-FM Mountain Home, Ark., and KOMC(AM) and KRZK(FM) Branson. *July 10*

Hutchinson, Kan. (BPCT-950703KE)—Three Feathers Communications Inc. (Glenn L. Bell, president, 2750 S. 167th West, Goddard, KS 67052) for ch. 36, 3,467 kw visual, ant. 324 m., 1 mi. NW of Colwich at intersection of 61 St. N and 183 Rd. W. Bell has interests in KGOK-FM and KVLH(AM) Pauls Valley, Okla., which are being sold. *July 3*

Elko, Nev. (BPCT-941116KI)—Sunbelt Broadcasting Co. for ch. 10, ERP .79 kw

visual, ant. 304 m., Elko Summit, 5.5 km E of Elko. *June 26*

Winnemucca, Nev. (BPCT-941121KH)—Sunbelt Broadcasting Co. for ch. 7, ERP .89 kw visual, ant. 650 m., Winnemucca Mountain, 5 km NW of Winnemucca. *June 26*

FMs

Chatom, Ala. (950417MC)—Capital Assets Inc. for 106.1 mhz, ERP 18.6 kw, ant. 116.4 m. *July 27*

Ludlow, Calif. (950329MA)—KHWY (Calif.) LP for 100.1 mhz, ERP 25 kw, ant. -66 m. *July 27*

Redding, Calif. (BPED-950714ME)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., No. 9, Sacramento, CA 95834) for noncommercial educational at 91.1 mhz, ERP 6 kw, ant. -4 m., 310 Lake Blvd., Redding. Foundation owns KEZF-AM Tigard, Ore., and KLVC-FM Magalia, KLVR-FM Santa Rosa, KLVN-FM Chowchilla and KLVN-FM Kingsburg, all Calif. *July 28*

Redding, Calif. (BPED-950713MB)—Southern Oregon State College (Les Swanson Jr., president, Oregon State Board of Higher Education, 808 SW 3rd Ave., No. 400, Portland, OR 97204) for 91.1 mhz, ERP 1.8 kw, ant. 482.8 m., South Fork Mountain, 13.2 km from Redding. College owns KSOR(FM), KSMF(FM) and KSRG(FM) Ashland, KSBA(FM) Coos Bay, KSKF(FM) Klamath Falls, KSRS(FM) Roseburg, KSJK(AM) Talent and KAGI(AM) Grants Pass, all Ore.; and KNSO(FM) Mt. Shasta, KNYR(FM) Yreka and KNCA(FM) Burney, all Calif. *July 28*

Perry, Iowa (BPED-950711MB)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS 38801) for noncommercial educational at 91.7 mhz, ERP 30 kw, ant. 101 m., 2.5 mi. N of Perry on Hwy 144. American Family owns WAFF(FM) Tupelo, WQST-AM-FM Forrest and WDFX(FM) Cleveland, all Miss., and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; and wants to build a noncommercial educational FM at 88.9 mhz, Steubenville, Ohio. *July 28*

Hill City, Kan. (950407MA)—Radio Inc. for 101.9 mhz, ERP 100 kw, ant. 247 m. *July 27*

Larned, Kan. (950417MN)—Western Kansas Wireless Inc. for 106.9 mhz, ERP 100 KW, ant. 147 m. *July 27*

Bemidji, Minn. (BPH-950714MC)—Harbor Broadcasting Inc. (J. Thomas Lijewski, president, 111 Marquette Ave. S., No. 1501, Minneapolis, MN 55401) for 95.5 mhz, ERP 100 kw, ant. 297 ft., 4.4 km SE of Blackduck. Harbor Broadcasting wants to build radios in Hermantown, Deer River and Dell Rapids, Minn., and Rapid City, S.D. Lijewski has interest in CP for WRSR-FM Two Harbors, Minn. *July 14*

Bemidji, Minn. (BPH-950713MF)—Paul Bunyan Broadcasting Co. (Louis H. Buron Jr., 1410 30th St. NW, Bemidji, MN 56601) for 95.5 mhz, ERP 100 kw, ant. 160.5 m., 6 mi. S of Bemidji, 1 mi. W of Hwy 71. Paul Bunyan owns KBUN(AM) and KBHP(FM) Bemidji. Buron owns WJY-FM Brainerd, KIVY-FM Alexandria; is buying KTCF-FM Crosby, and wants to build an FM at Nisswa, all Minn. *July 13*

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,913
Commercial FM	5,173
Educational FM	1,754
Total Radio	11,841
VHF LPTV	540
UHF LPTV	1,083
Total LPTV	1,623
FM translators & boosters	2,346
VHF translators	2,190
UHF translators	2,470
Total Translators	7,006

Service	Total
Commercial VHF TV	559
Commercial UHF TV	606
Educational VHF TV	123
Educational UHF TV	241
Total TV	1,531

CABLE

Total systems	11,217
Total subscribers	60,495,090
Homes passed	91,250,000
Cable penetration*	63.4%

*Based on TV household universe of 95.4 million.

Sources: Nielsen, NCTA and FCC

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BROADCAST TV



Abel

Dawn Abel, VP, research, Paramount Domestic Television, Hollywood, named VP, programing.

Erin Dittman, VP, The Lippin Group, Los Angeles, joins KNBC-TV there as director, communica-

tions.

Ron Kelly, GSM, KATV(TV) Little Rock, Ark., joins KJAC-TV Port Arthur, Tex., as VP/GM.

Tim Strickland, GSM, WDAU(TV) Dothan (Ozark), Ala., named GM.

John Quinn, director, marketing and promotion, WRQX(FM) Washington, joins WJLA-TV/News Channel 8 there as sales marketing coordinator.

Maura Grogan, marketing consultant, KPBS(TV) San Diego, named manager, marketing and communications.

Appointments at WBRE-TV Wilkes-Barre, Pa.: **Amy Kellogg**, reporter, and **John Duffy**, photographer, WNEP-TV Scranton, Pa., join as reporter/anchor and photographer, respectively; **Dia Wallace-Johnson**, reporter, WPXI(TV) Pittsburgh, joins as reporter/anchor; **Jonelle Fabian**, producer, WVIA-TV Scranton, joins as associate producer.

Sandra Peebles, weather anchor/reporter, WSCV(TV) Fort Lauderdale, Fla., joins WTVJ(TV) Miami as general assignment reporter/weathercaster.

Rick Sullivan, weekend sports anchor/reporter, WRAL-TV Raleigh, N.C., joins WFLA(TV) there as primary sports anchor.

Appointments at KRON-TV San Francisco: **Jim Swanson**, producer, KPIX(TV) San Francisco, joins as senior producer, special projects; **Tracy Flynn**, associate producer, *PrimeTime Live*, New York, joins as associate producer, *Next Step*.

Lori Grant, anchor/writer/producer, WHSW-TV Baltimore, joins WMAR-TV there as public affairs producer.

Bill Wilmore Jr., assistant news director, WDEL(AM), and reporter, WSTW(FM), both Wilmington, Del., joins WHYY-TV there as reporter/producer.

Bud Brown, creative services manager,

WVEC-TV Hampton, Va., joins KIRO-TV Seattle in same capacity.

Erik Storck, GSM, WECT(TV) Wilmington, N.C., joins WFXI(TV) Morehead City, N.C., in same capacity.

Cherie Curry, reporter/photographer, WPSD-TV Paducah, Ky., joins WSPA-TV Spartanburg, S.C., as news reporter.



Mennie

Robert Mennie, news director, WDTN(TV) Dayton, Ohio, joins WUSA (TV) Washington in same capacity.

Appointments at WGHP-TV High Point, N.C.: **Joe DelGrosso**, VP/GM, WJTV(TV) Jackson, Miss.,

joins as LSM; **Cheryl Carson**, producer, named executive producer.

Appointments at KHOU-TV Houston: **Mario Hewitt**, NSM, named LSM; **Jeff Lovins**, LSM, named NSM.

Ken Moody, senior research analyst, Katz Continental Television, New York, named research manager.

RADIO

Ira Berger, VP, West/Southwest manager, Westwood One, Dallas, joins MediaAmerica there as managing director, Southwest region.

Robin Rhodes, regional affiliate relations manager, Westwood One Entertainment, Los Angeles, joins ABC Radio Networks' *American Country Countdown* with **Bob Kingsley**, Dallas, as national manager, affiliate marketing.

Leon Van Gelder, account executive, D&R Radio, New York, named director, sales, and regional manager, Philadelphia office.

John Dortch, senior account executive, Eastman Radio, Chicago, named manager, Minneapolis office.

Leigh DeNoon, acting news director, WIBC(AM) Indianapolis, named news director.

Chuck Guerin, owner/operator, Interad, joins KSTP-FM St. Paul as director, new sales development.

Sue Ann Marohl, account executive, Banner Radio, New York, joins Fairfield Communications, Norwalk, Conn., as NSM.

PROGRAMING



Friedheim

Steven Friedheim, president/CEO, Pezold-Friedheim Communications, Augusta, Ga., joins Ventura Entertainment Broadcasting, Nashville, in same capacity.

Adam Yapkovitz, manager, sales

promotion, Premier Cruise Lines, Cape Canaveral, Fla., joins Turner Program Services, Atlanta, as director, affiliate relations.

Appointments at Saban Entertainment, Burbank, Calif.: **Dana Booton**, production manager, Graz Entertainment, joins as executive in charge of production; **Clive Mizumoto**, sound supervisor, named VP, sound operations; **Ron Coro**, senior creative director, Seiniger Advertising Group, joins as executive director, creative services.

Appointments at WETA-TV Washington, on-air promotions department: **Dan Wolf**, freelance producer, joins as manager, creative services; **Bob Reddersen**, producer, named senior producer; **Joe Bruncsak**, associate producer, named producer.

CABLE



Burke

William Burke, VP/GM, Turner Classic Movies, Atlanta, named president, TBS Superstation there.

Sanford Friedman, VP, domestic home video operations, Turner Home Entertainment,

Atlanta, named VP, business administration.

James F. Lightstone, VP/senior counsel, Sony Music Entertainment, New York, joins Your Choice TV, Bethesda, Md., as senior VP, business affairs, and general counsel.

Appointments at Continental Cablevision Inc., Boston: **Phyllis Traver**, VP, marketing, Homeview Realty Centers,

joins in same capacity; **Steve Feingold**, GM, cable advertising, named VP.



McCready

Nancy McCready, senior VP, marketing and sales promotion, licensing and merchandising, Turner Home Entertainment, Atlanta, named senior VP, marketing, Turner Entertainment Co., Los Angeles.

Appointments at Discovery Networks, Bethesda, Md.: **Andrew Holtzman**, head, Holtzman Associates, joins as VP, marketing and sales development; **Laura Masse**, VP/account supervisor, Earle Palmer Brown, New York, joins as divisional director, affiliate marketing.



Fuente

Lauren de la Fuente, senior director, creative marketing, NIKE Inc., joins MTV: Music Television, San Francisco, as VP, trade marketing.

Nancy Lavin, executive producer, WQED(TV) Pitts-

burgh, and **Sandra Gregory**, documentary and series producer/director/writer, BBC, London, join The Learning Channel, Bethesda, Md., as executive producers.

Appointments at ESPN Inc., New York: **Neal Tiles**, account supervisor, BBDO, New York, joins as director, advertising and program marketing; **Eric Handler**, account executive, Lapin East/West Public Relations, New York, joins as senior publicist, corporate communications.

Fernando Gomez, manager, affiliate relations, Western region/international, Inspirational Network, joins Prime Deportiva, Houston, as director, affiliate sales, Latin America.

MULTIMEDIA

Colleen Pittman, corporate tax director, Landmark Communications Inc., Norfolk, Va., named VP, finance.

Fred Schaefer, development executive, Walt Disney Television Animation, Burbank, Calif., joins PorchLight Entertainment, Los Angeles, as director, animation.

Patricia Goodrich, director, public ser-

vice outreach, Corporate Initiatives, Capital Cities/ABC Inc., New York, named director, corporate initiatives. **Donald Pascarella**, GM, Harron Communications Corp., Caseville, Mich., cable system, named regional manager, Texas division.

Beth O'Donnell, manager, government relations and marketing communications, Eastern TeleLogic Corp., King of Prussia, Pa., joins Comcast Corp., Philadelphia, as manager, government relations.

ADVERTISING/MARKETING

Arthur D'Angelo, chief administrative officer, Bates North America, New York, adds CFO, Bates Worldwide, to his responsibilities.

Michael Sugzda, executive VP/group account director, McCaffrey & McCall Direct (renamed Bates Direct), New York, named president.



Mancuso

Gary Mancuso, VP, national sales, Rainbow Sports Sales, New York, named senior VP.

Alan Schlossberg, VP, media development, Kelly, Scott and Madison Inc., Chicago, named senior VP.

Earl Medintz, planning manager, The Haworth Group, Minnetonka, Minn., named VP, planning and research.

Kathryn Lazar Sinnes, consultant, Sales Productivity Group, St. Helena, Calif., joins Rainbow Advertising Sales Corp., Woodbury, N.Y., as president.

SATELLITE/WIRELESS

Tony Wolf, director, information systems, LA Cellular, Cerritos, Calif., joins DIRECTV, Los Angeles, as VP, information technology.

George Lissandrello, president, Information Products International, joins ICG Wireless Services, Denver, as VP, sales and marketing.

WASHINGTON

William Hart, director, television service, NASA, Washington, joins Personal Communications Industry Association there as director, public affairs.

John Derr, international standards manager, National Electrical Manufacturers Association, joins Electronic Industries Association as director, standards and technology, engineering

department.

Miriam Crawford, director, communications policy, United States Catholic Conference, joins Corporation for Public Broadcasting as director, community relations.

Robert Ungar, VP/general counsel, Cable Telecommunications Association, Fairfax, Va., joins Arter & Had-den, Washington, as of counsel.

M.C. Antil, director, communications, CTAM, Alexandria, Va., named VP.

Michele Farquhar, chief of staff, NTIA, named acting deputy assistant secretary.

DEATHS



Thomas

Richard (Dick) Thomas, 69, retired television executive, died of complications following surgery in Brigham and Women's Hospital in Boston. In 1952, Thomas helped form the Ford Foundation

television workshop. He worked at several public television stations beginning in 1966, including WGBH-TV Boston, KERA-TV Dallas and WCNY-TV New York. In July of 1974, Thomas joined the Boston-based Eastern Educational Television Network (now the American Program Service), where he was instrumental in introducing overseas programming to American public television, including *All Creatures Great and Small*. He retired from APS in 1986, although he continued as a consultant until the time of his death. Thomas was a resident of Natick, Mass., and is survived by his wife, Sheila; his daughter; his son; two grandchildren, and his sister, Jane Stuart.

Duane Garrett, 48, political consultant and host of KGO(AM) San Francisco evening talk show *Duane's World*, was found dead on July 28 of an apparently self-inflicted gunshot wound beneath the Golden Gate Bridge. Garrett was well known for directing the campaigns of several major political figures, including Barbara Boxer and Dianne Feinstein, and served as political analyst for KGO since 1986 and KTVU(TV) since 1993. He began *Duane's World* in 1994. Garrett is survived by his wife and two daughters.

—Compiled by Denise Smith and Kenneth Ray
e-mail: d.smith@b&c.cahners.com

As expected, **Chancellor Broadcasting Co. announced its \$395 million purchase of 19 radio stations owned by Disney's Shamrock Broadcasting Inc.** (BROADCASTING & CABLE, July 31). Brokers call the \$395 million price tag the largest radio-group transaction in history. The acquisition makes Chancellor the nation's third-largest radio-only group, with 33 stations and estimated annual billings of \$164.4 million.

Bill Cosby is reteaming with Carsey-Werner Co. to star in a new sitcom (C-W produced *The Cosby Show* in the 1980s). As he did on the previous series, Cosby will have the title of executive producer. The project will be loosely based on the British comedy *One Foot in the Grave* about a man between jobs and battling the frustrations of everyday life.

The FCC last week adopted its "social contract" with Continental Cablevision and proposed a new contract with Time Warner Cable (TWC). The proposed contract calls for TWC to spend \$4 billion on domestic system upgrades during the next five years. The company would be required to establish "life-line basic service" tiers at 10% below benchmark regulated rates, but

Outlet sells for \$396 million to NBC

NBC will acquire Outlet Communications for \$47.25 per share, or \$396 million, topping a bid in late June from Renaissance Communications of \$42.25 per share, or \$360 million. In addition, NBC will pay Renaissance a breakup fee of \$6.5 million.

Earlier in the week, Renaissance had filed suit in Delaware against Outlet and NBC, but a judge there denied the company's request for a restraining order barring Outlet from accepting NBC's higher bid. Renaissance issued a statement afterward saying it had settled the suit against NBC.

Outlet Chairman/CEO James Babb said last week that there was no decision yet on whether he'd stay with NBC or move on, possibly to buy stations. Outlet stations include NBC affiliates WJAR-TV Providence, R.I., WCMH-TV Columbus, Ohio, and soon-to-be NBC affiliate WNCN-TV Raleigh-Durham, N.C. —SM

could boost costs on cable programming tiers by up to \$1 per year for each of the next five years. TWC said in the contract that it will not add going-forward rate markups for channel additions to the \$1 per year increases. The contract, which resolves 946 rate complaints, calls for TWC to issue \$4.7 million in subscriber refunds in the form of bill credits and for TWC to provide a free cable connection to all public schools with cable outlets passed by TWC systems. Comments on the proposal are due Sept. 5. The Continental contract, announced in April, calls for a \$1.35 billion investment in

domestic cable upgrades by Continental between 1995 and 2000. The FCC said 97 of 121 commenters supported the agreement.

In the just completed July sweeps, Twentieth Television's ***The Simpsons* finished first among all new syndicated strips.** For July 6-Aug. 2, *The Simpsons* averaged a 6.1 rating/12 share in Nielsen weighted metered-market averages. The numbers for the animated comedy represent a 30% increase in the time period averages of a year ago. The rest of the top five: *The Fresh Prince of Bel-Air* (5.4/11), *Extra* (4.4/10), *Baywatch* (3.8/8) and *Coach* (3.3/8).

The FCC is considering a proposal to drop the requirement that phone companies obtain permission under common carrier rules to operate cable systems. The commission has required would-be operators of common carrier video dialtone systems to obtain the "Section 214" waivers, but telcos have contended that they should not operate under the common carrier rules when operating cable systems. The proposal comes as commissioners also are considering fining Ameritech \$400,000 for building a cable system in Michigan without obtaining the waiver.

Hearst Entertainment has

Abel leaving NAB

John Abel, the NAB's executive VP/operations, will leave the association Aug. 21 to head the new-media venture of Chris Craft/BHC Communications and LIN Television Corp. In his new job, Abel will do what he has been urging broadcasters to do: expand into non-broadcast wireless cable services.

"This is my opportunity to implement a vision," he said.

According to Abel, the Chris Craft/BHC Communications unit was formed earlier this summer. He promised details of its plans within a few weeks. "TV broadcast has an opportunity to reinvent itself."

Abel, who joined NAB in 1983, said he is grateful to NAB President Eddie Fritts: "He gave me a lot of freedom to do what I wanted to do." —HAI



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Closed Circuit

cleared Marquee V in 125 markets (92% coverage). The 14-title movie package has been sold in 48 of the top 50 markets and is being sold on a barter basis with a 10-minute national/14-minute local split. Barter sales are being handled by Group W Productions.

The Senate Judiciary Committee last week narrowly approved a bill to partially repeal baseball's antitrust exemption. The measure would lift the exemption in labor issues, but would continue to exempt baseball from antitrust laws in other areas, including sports-broadcasting packages.

TCI shareholders voted last Friday to create separate classes of stock for its Liberty Media programming arm. TCI President/CEO John Malone says the move is designed to "help the financial markets analyze our programming assets and their underlying performance and valuation."

In an FCC filing last week, **People's Choice TV charged Jones Intercable with violating cable rate laws.** People's Choice said Jones is charging differential prices in Arizona, in violation of the 1992 Cable Act's fair-pricing provision.

PanAmSat last week launched its PAS-4 satellite to the Indian Ocean region. The international satellite, PanAmSat's third, will provide telecommunications services for Asia, Africa and Europe as well as direct TV broadcasting for India and South Africa. PanAmSat last week also announced that it has filed with the SEC to offer stock in support of two more satellites.

Basic cable viewership was up for the July sweeps by 14.5%. Basic cable's 16.6 rating/32 share and 15.8 million-household delivery (according to Nielsen figures released by the CableTelevision Advertising Bureau) were up substantially over the 14.5 rating/27 share and 13.7 million-household audience for the 1994 July sweeps. In contrast, reports the CAB, broadcast networks in July dropped to their lowest sweeps-viewing levels, scoring a combined 29.8 rating/57 share and 28.4 million households compared with the 32.4 rating/61 share and 30.5 million households for July 1994.

WASHINGTON

Spectrum price hike

Digital broadcast spectrum could be worth more than the FCC originally thought. The commission earlier this year sent the Senate a guesstimate of \$11 billion, based in part on a prospectus placing the value of New York's WNYC-TV at \$65 million. Because the UHF station has little in the way of tangible assets or brand identity, the commission figured it offered a good gauge of what a broadcast license alone brings on the open market. Last week the license brought \$207 million from ITT and Dow Jones. Using the sale price to calculate the value of digital spectrum yields an estimate closer to \$35 million. "It's a real-world valuation of TV spectrum today," an FCC source said.

Full circle

When CBS's Larry Tisch and Westinghouse's Michael Jordan dropped by FCC Commissioner James Quello's office last Wednesday (Aug. 2) to grease the regulatory wheels for the Westinghouse/CBS merger, Tisch thanked Quello for his role in scuttling the prime time access rule two weeks ago. "You did the right thing," he said. Tisch and Jordan may have missed the irony of the remark, but Quello didn't. As Quello noted after the moguls' departure, it was Group W that dreamed up PTAR and helped win its adoption by the FCC 25 years ago.

Busman's holiday

FCC Chairman Reed Hundt traveled the information highway to chair last week's open meeting at the FCC. Although vacationing in Aspen, Colo., Hundt phoned in to chair the meeting over the commission's public address system. The teleconference apparently was a first for commission meetings. Commissioner James Quello says he has chaired meetings for absent chairmen, but does not remember a chairman running a meeting via teleconference.

NEW YORK

No relief

Major League Baseball consultant Barry Franks says other networks

shouldn't hold their breath waiting for an opportunity to negotiate for rights to the 1996 baseball season. Talks continue between baseball owners and current MLB TV rights-holders ABC and NBC, and Franks says the ABC/NBC contract language is quite clear. "We're under constraints of the ABC/NBC first-option discussion language," he says, "so there's really not much we can do. I certainly don't think anything is going to happen until October." Franks was hired by MLB to find a way for it to negotiate with other networks before the current contract expires.

Consumer Reports sign-ups

Nonprofit Consumer Reports TV News has just signed WBZ-TV Boston for its syndicated news service, according to CRTN Executive Producer Hillary Martin. The addition gives the service nine of the top 10 markets (it lacks Los Angeles). In addition to Boston, four other markets have been added in recent weeks: WHBQ-TV Memphis; KSL-TV Salt Lake City; WAGT Augusta, Ga., and KERO-TV Bakersfield, Calif. Stations taking the service now total 85 (including four in Canada and one in Puerto Rico).

HOLLYWOOD

Is anybody out there?

According to Nielsen, the just-completed July sweeps was the lowest-rated sweeps period for the Big Three networks since at least 1980. NBC won the ratings month with an average 16 share, by Nielsen's reckoning, followed by ABC and CBS with a 15 share each.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"Has anyone told Peter...?"

The Markey factor

Ed Markey may be the ex-chairman of the House Telecommunications Subcommittee, but you can't count him out. He torpedoed the best-laid schemes of the broadcasting industry twice last week, advancing his V-chip as the possible threat and cutting off the hopes of some broadcasters for a 50% national TV coverage cap. While he was at it, Markey threw a block in the way of broadcast-cable crossownership, slowing down—if not yet stopping—the rush to that kind of convergence. Not a bad day's work for a Democrat outnumbered in a Republican Congress.

Our respect for Mr. Markey notwithstanding, the V-chip is a terrible idea—perhaps the most terrible in American history in terms of its destructive impact on the First Amendment. Should this concept ever make it into the fabric of America, the government will become the national program director. Not only will it ruin the medium, it will ruin the government; in no time at all Big Brother will be a reality.

We're not that distraught about the multiple ownership cap. If all goes well at the 35% level, the 50% cap will come in time. Many broadcasters thought it was too much anyway, and the industry's rush to consolidate in the past few weeks made many congressmen and some Fifth Estaters nervous.

The V-chip must be stopped. In Congress if possible, in the courts if necessary. None of the pluses in the Communications Act of 1995 are worth this negative. They knew better in 1934.

The vision factor

We're calling it megamedia; the coming together of parts from all over the telecommunications landscape to form new wholes of a size—and eventually of a kind—never seen before. The Disney deal for Capcities/ABC will be

hard to top, but it will be topped in time. Remember when Bell Atlantic and TCI were trying a \$30 billion merger?

But at the end of the day, it isn't about money. It's all about a vision of what communications in this country—and around the world—can be. It was vision that got us where we are today. Tom Murphy's vision. Walt Disney's and Michael Eisner's vision. Bill Paley's and Frank Stanton's vision. John Malone's. Don McGannon's and Leonard Reinsch's. Newt Gingrich's and Jack Fields's vision. Rupert Murdoch's and Bob Wright's (we dare to put them in the same sentence). Grant Tinker's. David Sarnoff's and Leonard Goldenson's. Sumner Redstone's vision, and Barry Diller's. Chuck Dolan's and Bud Hostetter's and Jerry Levin's and Brian Lamb's. All the visionary Hubbards. And, of course, Ted Turner's.

The list goes on and on, if not on this page. Our point is that it hasn't been the bankers that built these businesses, although surely their vision, too, played a role. It has been the entrepreneurs with vision and genius and taste who animated broadcasting and cable until now, and who are pushing the telecommunications envelope as never before.

Disney has paid \$18.5 billion for Capcities/ABC; Westinghouse, \$5.4 billion for CBS. Neither has the slightest assurance of success unless the men and women at the top have the vision to point those companies in the right direction, and the leadership to inspire thousands of others to share their enthusiasm for the enterprise. Those qualities made Capcities/ABC the resounding success we're writing about this week; the lack of them reduced CBS to less than it might have been, its own fiscal success notwithstanding.

The New Broadcasting calls for new ways. We think it's a time to raise the bar, not to lower expectations—at the new ABC, the new CBS and elsewhere in the Fifth Estate. First and foremost, it's a time to realize and respect the power of the medium, and of the professionals who stand able and ready to bring it into the next generation.

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Winslow Tuttle, Catharine Garber, proofreaders
□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Stephen McClellan, bureau chief
Mark Berniker, senior editor (interactive TV)
Rich Brown, assistant editor (cable)
Donna Petrozzello, James McConville, staff writers
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Steve Coe, bureau chief
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□ London Paramount House, 162-170 Wardour St., W1V3AT; 44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, Debra Johnson, international editors

Circulation

Michael Borchetta, subscription promotion director
Leonard Weed, fulfillment director
Manufacturing/Distribution

Founder and Editor
Sol Talshoff (1904-1982)

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Michael Arpino, director
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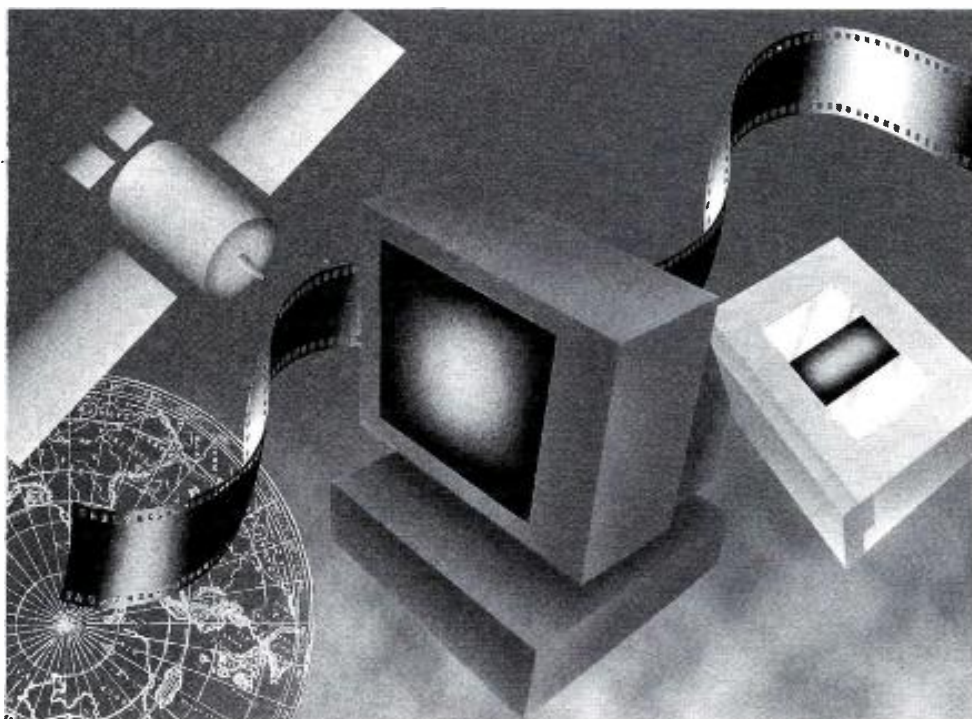
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