

DILLER'S NEW DEAL WITH TCI AND SILVER KING

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On Children's TV**

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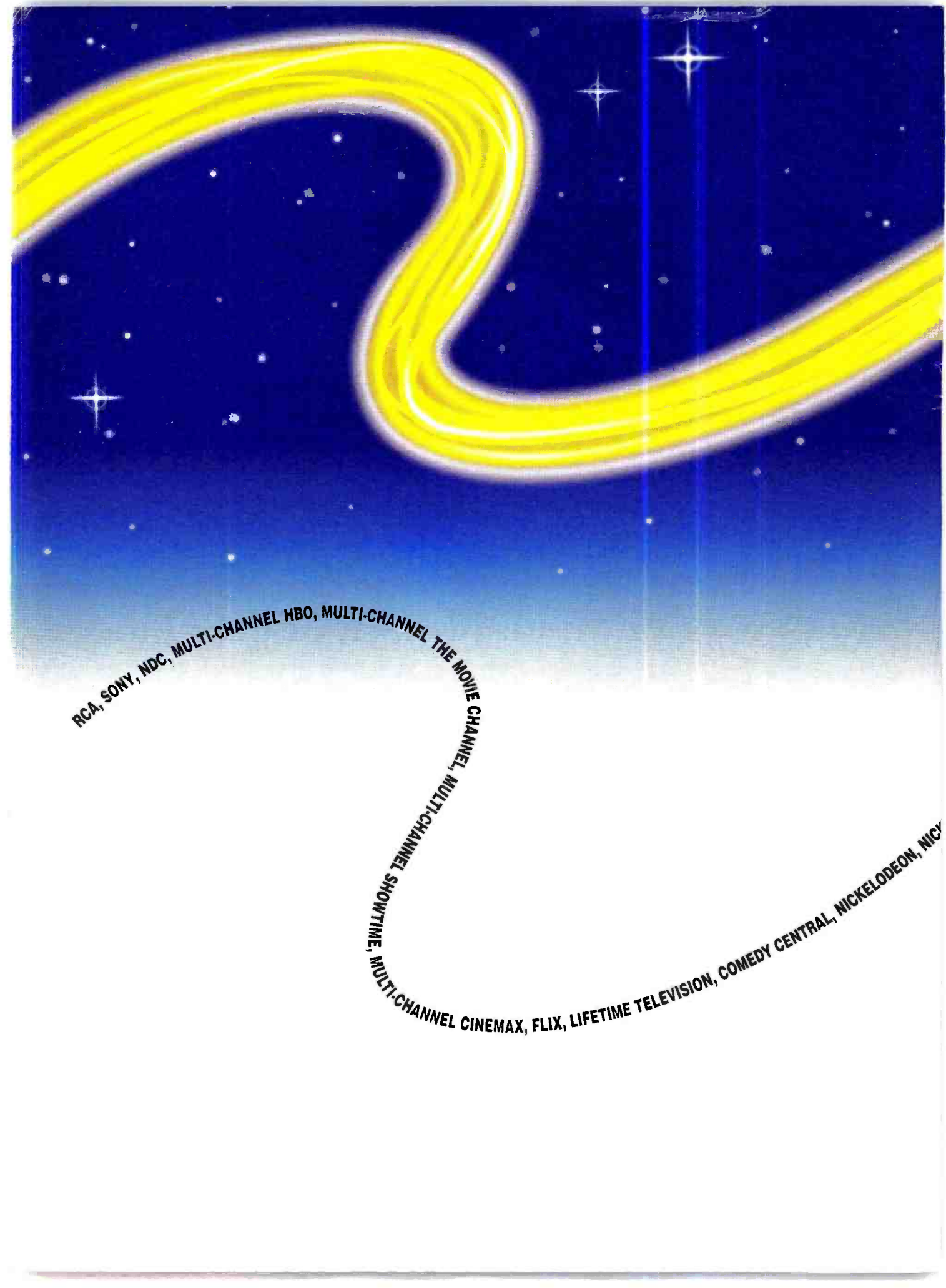
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**Telemedia
Week**
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Fast Track

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AUGUST 28, 1995

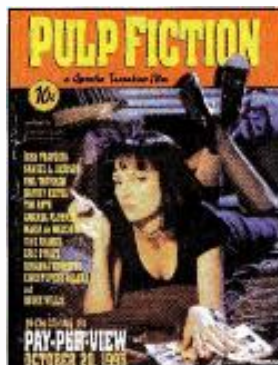
TOP OF THE WEEK

Diller's new deal with TCI and Silver King With backing from TCI's Liberty Media, Barry Diller last week took control of Silver King Communications, the nation's sixth-largest broadcast group. Diller is widely expected to use the stations—which now carry the Home Shopping Network—to launch a seventh network. / **6**

New World, NBC make prime time-access play NBC and New World will launch an entertainment magazine access strip this fall. It is the first under a 10-year programming venture between the companies. / **8**

Turner watch: CBS bid a long shot Obstacles abound for Turner Broadcasting System to outbid Westinghouse for CBS. Ted Turner needs at least \$6 billion to close the deal, but he's \$2 billion short of that. / **10**

Something's afoot with children's TV An unnamed TV network is considering offering a proposal for new rules for children's programming, says FCC Chairman Reed Hundt. Meanwhile, the FCC has postponed the comment deadline on the rulemaking until Oct. 16. / **12**



Disney's Buena Vista Pay Television will spend more than \$1 million—10 times the industry norm—to advertise the pay-TV debut of 'Pulp Fiction.' / **12**



SPECIAL REPORT: SATELLITES

DBS finds Latin beat

Latin America is a "virgin market" as far as cable is concerned. Next spring, Hughes, PanAmSat and News Corp. will begin providing satellite service to the continent's potential millions of subscribers. On the cover, PanAmSat's PAS-6 will provide 120 channels to Latin America. / **22**

Two new players enter direct-broadcast derby

EchoStar and AlphaStar hope the U.S. market is large enough to support two new direct-to-home satellite

services. EchoStar says it will offer a low-cost alternative to current services, while AlphaStar will experiment with selling receivers and leasing them to subscribers. / **30**

PROGRAMING

ABC would rather not fight

ABC has made two prime time apologies for its Polk award-winning report on the tobacco industry to settle a \$10 billion suit brought by Philip Morris. / **18**

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Starz! bets on originals

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Tyson fight: Short but sweet

Last week's Tyson/McNeely bout registered a knockout among MSOs, with higher-than-expected buy rates. / **34**

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Kings of software, cable consider combining kingdoms

Microsoft's Bill Gates and cable king Ted Turner are in talks to put Turner's CNN on the Microsoft Network. The deal also could include Turner's extensive library of TV and film content. / **36**

NBC makes money online

Until now, few content providers have made much money by going online. But Microsoft may have paid NBC as much as \$4.5 million to join Microsoft's new online service. / **37**



NBC joins Microsoft online. / **37**

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Global Access serves U.S. Open

Satellite and fiber transmission provider Global Access Telecommunications Services has netted contracts to transmit the U.S. Open tennis championships. / **43**

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TCI, Diller make TV play

Two take control of Silver King station group; stock jumps 79% on news

By Christopher Stern

Tele-Communications Inc., in partnership with Barry Diller, is getting into the broadcasting business.

With backing from Liberty Media, TCI's programming arm, Diller took control last week of Silver King Communications, the nation's sixth-largest broadcast group. It owns 12 stations in eight major markets (reaching 18% of the nation's television viewers) and 27 low-power TV stations. Diller will be chairman and chief executive officer. He is expected to invest \$50 million in the station group.

Currently, the Silver King stations carry, almost exclusively, the Home Shopping Network (HSN).

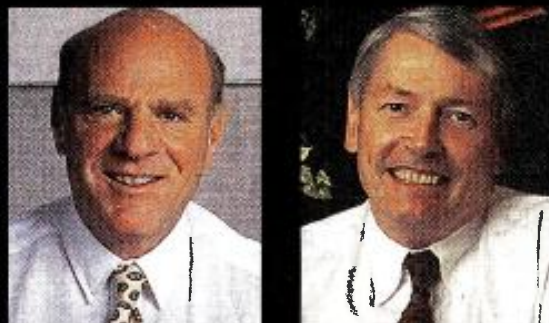
Liberty Media circumvents the cable/broadcast crossownership restrictions by forgoing any voting stock in the deal. It will retain 20% equity in the Silver King stations.

Upon FCC approval of the deal, Liberty Media has agreed to transfer its option to vote on 2 million shares to Diller. The shares have 10-1 voting rights and give Diller control of roughly 70% of Silver King's voting stock. Liberty will retain ownership of the stock, but not its voting rights.

In addition, Diller is purchasing 2.3 million in newly issued stock from Silver King at \$22.625 per share. Although Diller will control a majority of the voting stock, he will own only 20% of the equity.

At close of business Friday, Silver King's stock was up 17½ points, to 39½ on news of the deal, a 79% gain.

Liberty acquired its stock options in Silver King in 1992, when it purchased a controlling interest in HSN. The Silver King stations were acquired by



Barry Diller (l) invests \$50 million and acquires voting rights in Silver King from John Malone's Liberty Media.

SILVER KING COMMUNICATIONS

With its 12 full-power TV stations covering 18.3% of the U.S., Silver King is the country's sixth-largest TV group owner.

STATION		RANK	COVERAGE
WHSE-TV Newark, N.J.	Ch. 68	1	3.541%
WHSI-TV Smithtown, N.Y. (New York) .	Ch. 67	1	3.541%
KHSC-TV Ontario, Calif. (Los Angeles) .	Ch. 46	2	2.602%
WEHS-TV Aurora, Ill. (Chicago)	Ch. 60	3	1.636%
WHSP-TV Vineland, N.J. (Philadelphia) .	Ch. 65	4	1.414%
WHSB-TV Marlborough, Mass. (Boston) .	Ch. 66	6	1.109%
KHSX-TV Irving, Tex. (Dallas)	Ch. 49	8	0.960%
KHSH-TV Alvin, Tex. (Houston)	Ch. 67	11	0.823%
WQHS-TV Cleveland	Ch. 61	13	0.770%
WYHS-TV Hollywood, Fla. (Miami) . . .	Ch. 69	13	0.690%
WBHS-TV Tampa, Fla.	Ch. 50	15	0.733%
WHSW-TV Baltimore	Ch. 24	23	0.516%

HSN in 1985 and 1986 to increase the reach of the home shopping network. The stations were spun off in 1992, shortly before Liberty Media took its controlling interest.

Liberty Media cannot exercise its options while the statutory broadcast/cable crossownership ban still is in effect, but it can transfer control of the stock to Diller, pending a change in the rule. The Senate has passed legislation that would allow the FCC to throw out the broadcast/cable crossownership rules, but House legislation retains the rules.

Diller is the former chairman of QVC, but is not expected to use the Silver King stations for home shopping. It is anticipated that he will use the sta-

tions to launch a seventh network. But industry observers say that even with the 12-station launching pad that Diller will now have, it will take several years before it rivals even the new WB and UPN networks.

HSN has three consecutive five-year affiliation agreements with Silver King and pays the group owner \$40 million annually for carriage. The agreements, however, can be terminated with 18 months' notice.

Because HSN has strong cable carriage, the home shopping programming could be taken off the broadcast outlets without significantly impacting its viewership.

Silver King stations, all-UHF, are located in some of the largest markets including New York, Los Angeles, Chicago, Philadelphia, Boston, Dallas, Houston and Miami. The company also has 27 low-power TV stations.

With or without Diller, TCI is on track to expand its over-the-air programming presence. The cable giant's programming arm, Liberty Media, is building a portfolio of programming that could be used to feed the Silver King station group. Liberty already operates America One, a fledgling broadcast network that reaches about 15 million homes over 60 affiliated low-power TV stations and 12 full-power stations.

Liberty launched the 24-hour general entertainment network in December after purchasing the bankrupt Main Street Television Network. Programming includes sports news and fitness shows provided by Liberty Sports, plus an 1,100-title library of movies and TV series.

Also last week, it was announced

Continues on page 16

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NBC/New World take aim at 'ET,' 'Extra'

Van Messel heading joint venture to create entertainment strip

By Steve Coe

The access daypart for fall 1996 just got more crowded with last week's announcement by NBC and New World that they will launch an entertainment magazine strip show. Jim Van Messel, former executive producer of Paramount's *Entertainment Tonight* who left the show last month, will oversee the new series.

The project is the first under a 10-year joint programming venture between the two companies. As evidence of how effective this type of deal will be in the fin-syn-less future, the project already is guaranteed 36% clearance thanks to the NBC and New World station groups.

The half-hour show, to be produced in Burbank, Calif., by NBC Productions, will air five nights per week and have a one-hour weekend edition. New World will distribute the show both domestically and internationally and will handle ad sales through its Genesis Entertainment and New World Sales and Marketing divisions.

Van Messel, who signed a multi-year deal with NBC to produce programs, will work on loan from the network to the joint venture. He also will have an equity stake in the as-yet-unnamed show. "This is the way to launch a show," says Van Messel. "There will be tremendous momentum for the show because station groups will be thinking: 'With NBC and New World getting together with almost 40% of the country, how can it go wrong?' We have no



Jim Van Messel's entertainment project already has 36% clearance.

fear that the show will get good distribution in its first season."

Van Messel is not worried about the market's being unable to support three entertainment magazine strips: "There's room for anything by NBC and New World." He cites the proliferation of news magazine shows in prime time and says that viewers who already tune into the NBC O&Os in the top markets will, by virtue of their viewing habits, tune into the new show. "Besides, there's a thirst for this kind of information."

According to Van Messel, the show will begin staffing at the start of the year and in the interim will be compiling research to establish a library.

Immediate work will involve lining up station groups to clear the show, a process that is to begin this week. The veteran *ET* executive producer doesn't rule out hiring production talent from that show: "There are a lot of talented people over there, and if they're available I'd be interested." Paramount's show, which recently celebrated its 15th anniversary, is not expected to lose any on-camera talent, since most are locked into multiyear contracts.

Considered to be hardest hit by the announcement is Warner Bros.' *Extra*—*The Entertainment Magazine*, which will lose its access clearance on NBC O&Os in New York, Los Angeles and Philadelphia. Even before last Thursday's announcement, Warner Bros. was without an access clearance in Chicago after WMAQ-TV announced that the first-year show would not return in the fall.

Scott Carlin, executive vice president, Warner Bros. Domestic Television Distribution, says Thursday's announcement didn't come as a surprise: "We kind of saw this coming. Once the deal [between NBC and New World] was consummated and they said they were interested in access, it didn't take a rocket scientist to figure out where they were going." For Warner Bros., the task now is to find alternative clearances in the markets where *Extra* will be displaced. "We don't have an immediate problem," says Carlin, "because the show is cleared through the 1995-96 season. For the long-term we have to look at plan B, and we're already talking with stations about other options."

Carlin didn't dismiss the possibility of a third entertainment-themed strip surviving in the market, but suggested that much will depend on what NBC and New World are planning. "We have to see what their strategy is. We set out to be younger and hipper [than *ET*], and we accomplished that. We have the younger viewers, and *ET* has the older viewers."

"If we're going to skew one way or another, it'll probably be younger because the NBC stations typically have younger viewers," says Van Messel. "But this show won't be exclusionary television."

Final fin-syn rule about to fall

FCC commissioners hope to kill the last of the financial interest and syndication rules before next month's open meeting.

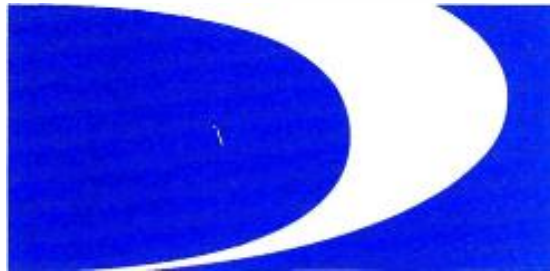
A item to eliminate the rules was circulating among commission offices last week. FCC sources say the item will appear on the Sept. 14 meeting agenda if the commissioners do not vote on it before that. One official added that the item has prompted no objections from commissioners.

Without commission action, the rules would remain in effect until their scheduled expiration date of Nov. 10.

Elimination of the rules will erase an impediment to Walt Disney's purchase of Capcities/ABC. Last week, the companies filed applications with the FCC to transfer Capcities/ABC licenses to Disney (see page 12). The rule's elimination will also cap a series of network rule reforms that have included the elimination of the prime time access rule (with a one-year sunset) and proposals to eliminate or modify network/affiliate relation rules, affiliate filing rules and network advertising rules.

—CM

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Cash still eludes Turner for CBS bid

Time Warner, Microsoft or Paris-based Havas could make it happen, but obstacles abound

By Harry A. Jessell

Ted Turner still needs cash—lots of it.

To outbid Westinghouse for CBS, Turner Broadcasting System needs at least \$6 billion. TBS may be able to borrow \$4 billion by leveraging TBS and CBS to the max, but that still leaves the cable programmer \$2 billion short.

Last week, talk centered on three possible sources of funds: Time Warner, Microsoft and Havas, a Paris-based media company already doing business with TBS.

Time Warner could supply the cash, up its stake in TBS and, if TBS's bid was successful, secure the outlet for its TV programming that all the studios are looking for.

Fueling the talk were reports out of TBS's one-hour board meeting Monday (Aug. 21) that Time Warner not only had dropped its opposition to TBS's pursuit of a network, but was encouraging it.



Ted Turner needs \$2 billion in new equity to make CBS dream a reality.

Time Warner currently owns about 20% of TBS.

Even if Time Warner decides not to finance a bid, its board support means that TBS no longer has to worry about buying out Time Warner to clear the way for the deal. That would cost TBS another \$1.7 billion, putting a CBS bid beyond reach.

But obstacles abound. Time Warner is under pressure to reduce its

\$15 billion debt load, not increase it. "I don't know if Time can write any checks," says one Wall Street analyst.

And the government's ban on common ownership of cable systems and TV stations in the same markets—in effect, a prohibition against big cable operators merging with broadcast networks—may be the one big ownership rule that survives in Congress's mostly deregulatory telecommunications reform-legislation.

Time Warner's involvement in a

CBS bid would not necessarily undermine Time Warner's fledgling WB Network. "CBS would just be another distribution outlet for our programming," says a Time Warner source.

Another potential partner is Havas, a Paris-based media company that holds big stakes in Canal+ and CLT, Europe's dominant pay TV and advertiser-supported TV players. The TV ventures would benefit from a strategic investment in TBS, which has extensive film and TV libraries and is a rapidly growing producer.

Havas already has a modest tie to TBS. Last year, Havas and TBS's New Line Cinema announced a \$30 million joint venture to develop video games and other multimedia services. NHL Partners, as the venture is known, is backing Anonymous Entertainment, a Los Angeles-based multimedia company.

With projected revenue of \$8 billion in 1995, Havas has sufficient cash and leverage to make Turner's network dreams come true, according to a Paris analyst who follows the company.

Havas spokeswoman Anne Brucy told Reuters last week that Turner broached the idea of Havas's backing a CBS bid when he and Havas President Pierre Dauzier got together in July to discuss the multimedia venture. "Nothing has been decided yet," she said, declining to elaborate.

Microsoft also could help TBS. It wants access to Turner programming for its multimedia applications and would pay plenty for it. But while Microsoft spokesmen downplayed the possibility of a substantial investment in the company, chairman Bill Gates, in the *Wall Street Journal* last Thursday, did not close the door: "Sometimes, as we talk to people about interactive, the idea of an investment comes up. There is nothing that is very concrete about [a Turner investment]. Although I have talked to Turner on one occasion, it would be speculative to guess whether we will end up working with them or what might come of that."

Despite last week's speculation, the odds on a Turner bid for CBS did not advance much. Wall Street odds: a long shot. ■

Turner turns to Goldwyn

Aside from giving Ted Turner license to pursue his CBS ambitions, the Turner Broadcasting System board last week nixed plans to purchase King World Productions Inc., but OK'd a possible buy of Samuel Goldwyn Co.

Because King World's balance sheet shows \$500 million in cash, its stock acquisition was seen as a step toward financing a Turner bid for CBS.

But the TBS board apparently determined that King World's first-run syndication business was not an ideal strategic fit for Turner, Wall Street analysts say. The deal also would have dramatically diluted the interest of Turner's current investors, notably Time Warner and TCI.

On the other hand, the board recognizes the potential for TBS of Goldwyn, whose extensive TV film libraries would help feed TBS's cable networks. Goldwyn's price tag is relatively modest: \$70 million in cash and another \$70 million in assumption of debt. The Friday before the board meeting, Turner executives visited Goldwyn's Los Angeles headquarters to check the books and evaluate the assets, according to sources there.

With Turner no longer interested in King World, the syndicator is examining a stock buy-back strategy, which would distribute much of its cash reserves to shareholders.

Another suitor for the company should not be hard to find, says Harold Vogel, an analyst at Cowen & Co. The two companies that have been speculated to be a natural fit are Sony, which produces King World's *Wheel of Fortune* and *Jeopardy!*, and Seagram's MCA, which could use the company to beef up its first-run syndication division.

—SC, HAJ

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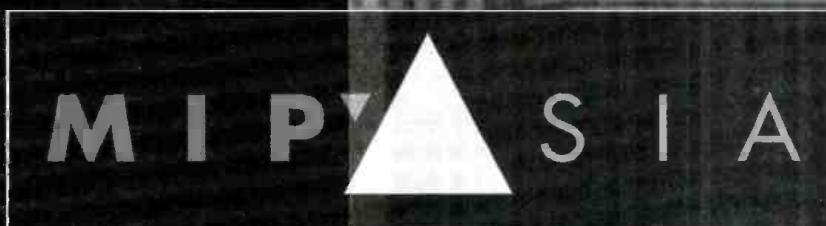
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Network may want to play with kids-TV rules

FCC postpones deadline for comments in response to Big Three request

By Chris McConnell

One of the television networks is considering offering a proposal for new kids-programming rules, FCC Chairman Reed Hundt told an ad hoc meeting of national educators last week. He declined to identify which network.

Discussing the children's TV proceeding before a "KIDSNET" meeting in Washington, Hundt said the commission likely will postpone the deadline for comments on the issue until mid-October because a network has indicated a willingness to "put something on the table" concerning children's TV rules.

An industry source confirms that a network has been considering a children's TV proposal, but has not yet decided whether to develop it. An FCC official says the commission has been discussing its rulemaking with network and studio officials since launching the proceeding, which proposes setting a minimum requirement on the amount of educational children's programming aired by broadcasters.

"We've gotten lots of ideas," the official says. "We've been very happy with the dialogue."

After Hundt's speech and in response to a request from the Big Three networks, the FCC late last week postponed the comment deadline until Oct. 16. The networks said



ABC was criticized by Hundt for placing 'Dumb and Dumber' (above) on its schedule and dropping the educational 'Cro' (right).



they wanted more time to review studies of children's TV under way at the Association of Independent Television Stations and the National Association of Broadcasters.

"We believe it would allow for more meaningful comments if the NAB study were available to us and others filing comments," the networks said.

Also last week at KIDSNET, Hundt criticized ABC's decision to cancel its educational program *Cro* and replace it with a cartoon version of the feature film "Dumb and Dumber." "This is beyond irony; 'Dumb and Dumber' is a description of this decision, not just a title," Hundt said.

In another speech last week, to Women in Government Relations, Hundt cited ABC's revived 1970s *Schoolhouse Rock* series that could

count toward meeting goals of the 1990 Children's Television Act.

"Maybe this is the type of option we should explore," Hundt said, adding, "You won't be surprised when I tell you that *Schoolhouse Rock* was a Michael Eisner project." Eisner runs the Walt Disney Co., which recently bought Capital Cities/ABC. ■

Disney seeking duopoly waiver for L.A.

Walt Disney Co. is keeping its options open on owning two VHF stations in Los Angeles.

In its application—filed last week at the FCC—to acquire the broadcast licenses of Capcities/ABC the company asked for an 18-month waiver of the duopoly rule so it could keep its KCAL and ABC's KABC-TV. Disney asserted that a temporary waiver would prevent the need to sell KCAL at a "fire sale" price, although it did not tell the commission that it planned to sell the station during the 18 months.

The three-volume application also requested a series of multiple-and cross-ownership waivers previously granted to Capcities/ABC. Additionally, Disney is requesting temporary waivers of FCC rules regarding the company's interest in Shamrock Broadcasting. Because Disney board members Roy Disney and Stanley Gold hold attributable interests in Shamrock stations, Disney is deemed to hold an interest in those stations. Chancellor Broadcasting has announced plans to purchase Shamrock stations. —CM



PPV 'Pulp' gets \$1 million push from Buena Vista

Buena Vista Pay Television will spend roughly 10 times the industry norm to promote its upcoming pay-per-view showing of "Pulp Fiction" in October. The Disney division plans to spend more than \$1 million to market and advertise the movie's Oct. 20 PPV debut.

"It's generally recognized as the largest single-size marketing budget for a film on pay per view," says Bill Marchetti, analyst for Paul Kagan & Associates. He says the typical marketing budget for a major PPV title has been roughly \$100,000.

"Pulp Fiction," produced by Miramax Films (another Disney division), has grossed \$107 million from its 1995 U.S. theatrical release. "Disney is out to prove that spending this much more will bring in a lot more in revenue," Marchetti says. "It's the first big [PPV] experiment; it's good that someone is rolling the dice." Marchetti predicts that based on industry buy rates, Disney will make a profit: "It's very doable. It will probably reap sales volumes that more than cover the extra cost." —JM

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SENIOR FELLOWS

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Project: "The New Media Content and Marketing Decisions."

Albert Gollin

Former vice president and director, research and marketing services, Newspaper Association of America.

Project: "Newsmaking and Opinion Polling at the Millennium."

Michael Janeway***

Dean, Medill School of Journalism, Northwestern University, and former editor, *The Boston Globe*.

Project: "The Politics of Journalism."

Orville Schell**

Journalist, China specialist and consultant, CBC News.

Project: "The Media Merges with the Market in a People's Republic."

FELLOWS

Edna Einsiedel*

Professor, Graduate Program in Communications and coordinator, Development Studies Program, University of Calgary.

Project: "New Technologies and the Elite Press: A Comparative Study of Media Coverage in the U.S. and Canada."

Marjorie Ferguson**

Associate professor, College of Journalism, University of Maryland.

Project: "National Identity in a Global Satellite Age: A U.S.-Canada Comparison of the Media's Role."

Hank Klibanoff

Deputy city editor, *The Philadelphia Inquirer*.

Project: "News Coverage of the Civil Rights Movement."

Mitchell Stephens

Chairman and professor, Department of Journalism and Mass Communication, New York University.

Project: "The Rise of the Image/The Fall of the Word."

Jeffrey Toobin

Staff writer, *The New Yorker*.

Project: "The Media Trial of O.J. Simpson."

RESEARCH FELLOWS

Veronica Chambers

Story editor, *The New York Times Magazine*, and contributing editor, *Glamour*.

Project: "Asians and Blacks: Myths of the 'Model' Minority vs. the 'Problem' Minority and How the Media Fuel the Fire."

David Shenk

Columnist, *Spy*, essayist and commentator, "Marketplace" (Public Radio International).

Project: "So Much Noise: Politics, Profit and the Information Glut."

Margaret Usdansky

Former demography reporter, USA Today.

Project: "Welfare, Crime and Immigration: The Gap Between Social Science and Newspaper Reporting."



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Cablevision upgrade gives Connecticut new services

MSO plans to deliver TV, computer and telephone

By Mark Berniker

Cablevision Systems Corp. is rolling out a suite of television, telephone and PC-based services to some of its customers in southern Connecticut.

The MSO says it has invested more than \$243 million in upgrading its cable plant to offer not only a greater number of channels but also video on demand, cable modem and telephone in the near future.

Cablevision's OptimumTV system will be delivered to subscribers in Fairfield County and will offer a combination of 86 analog channels and an enhanced pay-per-view menu of 10 movies per week offered every 10 minutes.

"Nobody knows yet what combination of services will be demanded by subscribers," says Wilt Hildenbrand, vice president of technology, Cablevision Systems Corp.

The main reason Cablevision is aggressively marketing its upgraded system



is the approaching competition. Southern New England Telephone, the leading telco in Connecticut, plans to compete directly with cable operators in the state with video, data and voice services.

Cablevision is working closely with AT&T on its Video Direct system. It will give viewers access to what Cablevision calls a "digital video-on-demand service," using digital video servers, new digital set-top boxes and digital compression technology.

Beyond an expanded channel lineup and video on demand, Cablevision also will offer PC Online. Through the use of cable modems, subscribers will be able to go online at data rates up to 50

times faster than modem connections over conventional telephone lines.

"Offering online and Internet access via cable is brand new to us, but it's no more risky than anything else," says Hildenbrand.

PC Online has been tested in Long Island and Yonkers, and there are plans to expand the project to 1,000 sites in October. Cablevision is using Zenith cable modems to provide access to America Online, CompuServe, Prodigy and other online services.

Cablevision also plans to localize its Neighborhood News 12 channel. Cablevision's regional News 12 Connecticut has been expanded to a 24-hour operation, and Neighborhood News 12 Fairfield should launch by the end of the year.

Another component of the company's expansion in Connecticut is telephone service. Through its Cablevision Lightpath subsidiary, the company has applied to Connecticut regulators to offer phone service in the state; a ruling is expected within weeks.

"Structurally, we think we can do it, but there's still a lot we have to learn about offering residential telephone services," Hildenbrand says.

Cablevision is focusing on Connecticut and on its Long Island and Yonkers cable systems for the first upgrade phase. Cablevision then plans to improve its cable clusters in Ohio and around Boston. ■

Tele-TV changes its deal with CAA

Ovitz departure precipitates altering telco-talent agency relationship

By Mark Berniker

Tele-TV, the joint venture between Bell Atlantic, Nynex and Pacific Telesis, last week ended its original business arrangement with Creative Artists Agency, following the departure of CAA's Michael Ovitz to the Walt Disney Co.

The three telcos are in the process of lining up programming with broadcasting and cable networks, Hollywood movie studios and a variety of interactive service providers.

Former CBS/Broadcast Group chief Howard Stringer and former Fox Entertainment Group president Sandy Grushow are heading Tele-TV, using their many TV and film connections to secure programming rights deals.

Starting next year, Tele-TV plans to compete with cable TV companies by delivering a combination of cable, video-on-demand and other interactive services using wireless and wireline technologies. It potentially could serve more than 30 million homes in six of the top seven markets.

Despite ending the agreement with CAA, Tele-TV will retain CAA's Robert Kavner and Jim Griffiths on a consulting basis.

"Over the coming weeks and months the senior management of Tele-TV, along with Mr. Kavner and Mr. Griffiths, will be reviewing the venture's future options and alliances," Tele-TV said in a formal statement.

Earlier this month Ovitz announced

that he was leaving CAA to become president of Disney. Ovitz played a key role in helping create Tele-TV, but since then Stringer and Grushow have taken control of the venture.

CAA is expected to lose roughly \$50 million in fees from Tele-TV during the next three years as a result of Ovitz's departure. A provision in the original agreement stated that if Ovitz left, Tele-TV would be entitled to sever its relationship with CAA.

With the departure of Ovitz, CAA named three co-chairmen and a president to take over the Hollywood talent agency. Lee Gabler, Rick Nicita and Jack Rapke will become co-chairmen, and Richard Lovett will be the new president. ■

WHICH PIECE ARE YOU SERVING YOUR AUDIENCE?



DILLER*Continued from page 6*

that Diller, TCI President John Malone and Liberty Media President Peter Barton have been named to the board of HSN. Simultaneously, HSN President Gerald Hogan resigned. A statement said the resignation was "unanticipated," but a successor, David Dyer, already has been elected by HSN's board. Dyer has been chief operating officer of HSN.

Diller has been seeking an equity stake in a television network since 1992, when he resigned as chairman of

Fox. In 1993 he moved to QVC, in which he invested \$25 million, and launched unsuccessful bids for Paramount and CBS. In the wake of the two takeover failures, Diller resigned from QVC earlier this year.

Wall Street analysts said last week that the success of the Silver King's future depends on the programming that Diller develops.

Speculation that Diller will develop an entertainment network is fueled by the recent poor showing of the home shopping. HSN reported second quarter losses of \$9.7 million and a 10% drop in sales. ■

\$200 million Windows ad push

Besides paying the Rolling Stones a reported \$4 million-\$12 million to use the rock group's song "Start Me Up" in Windows '95 TV spots, Microsoft reportedly will spend some \$200 million in marketing and advertising to roll out its new computer operating system.

Although Microsoft won't disclose how its marketing and ad money will be broken out, an estimated \$3 million-\$5 million will be spent on what it calls a "syndicated TV special." The half-hour infomercial will be interspersed with 30-second spots from Coca-Cola, Eastman Kodak, CompuSA and Compaq Computer. It will air Aug. 27-28 in 70 markets. —JM

BROADCASTING & CABLE offers TV FAX ONLINE via ECN

Starting today (Aug. 28), BROADCASTING & CABLE is distributing daily news of the TV industry via the Entertainment Communications Network online information and communications service.

BROADCASTING & CABLE's *TV FAX ONLINE* is an electronic version of the magazine's daily *TV FAX*, which has been providing in-brief coverage of the TV industry to subscribers since April 1992 and drawing on the editorial resources of the magazine that has covered the industry for the past 60-plus years.

"We've covered electronic communications from the beginning," says BROADCASTING & CABLE Publisher Peggy Conlon. "Now, more and more, we are an electronic communications medium."

"Amid the industry's recoil from interactive entertainment services, ECN remains bullish on business-to-business online services for the entertainment industry," says Jack Serpa, VP, sales and marketing, ECN.

The new service will be made avail-



able without charge for a promotional period of 30 days. Thereafter, access is limited to subscribers only. Annual subscriptions: \$79 a year for subscribers of the weekly magazine; \$99 for non-subscribers.

Those seeking a subscription to the service who do not already have ECN access software may acquire it from ECN at a onetime discount rate of \$50.

With offices in Los Angeles, Chicago and New York, ECN provides TV and radio professionals with online news and information, e-mail and fax distribution service. Also among ECN services are Nielsen Media Research, the Advertising Council, The Mediacent, NATPE International, the National Infomercial Marketing Association and Simmons Market Research. ■

Paxson buys 2 TVs, drops infomercial cable plan**By Elizabeth A. Rathbun**

Silver King Communications Inc. and Home Shopping Network co-founder Lowell "Bud" Paxson has abandoned his plans to start yet another home shopping network.

Last Friday (Aug. 25), Paxson Communications Corp. announced its purchase of two TV stations that reach the

**Bud Paxson**

New York and Cleveland markets, and the company's chairman/CEO says he will not pursue his Infomall Cable Network, originally scheduled to launch Aug. 1.

"Because [Paxson Communications] had penetrated so many major U.S. markets in broadcast television...it has decided not to pursue a separate infomercial network for cable," a company news release says.

With last week's \$40 million purchase of independent WHAI-TV (ch. 43) Bridgeport, Conn., and ABC affiliate WAKC-TV (ch. 23) Akron/Cleveland, Ohio, Paxson's broadcast infomercial network—Infomall TV Network (IN TV)—will own, operate or affiliate with 22 stations. Paxson has said he wants to make IN TV the sixth network, after the Big Three, Fox and the Home Shopping Network.

Paxson's latest acquisitions were purchased from ValueVision International Inc., which bought WAKC-TV for \$6 million in December 1993 and WHAI-TV for \$3.9 million in February 1994.

West Palm Beach, Fla.-based Paxson Communications also owns nine AM and eight FM stations in Florida and Tennessee, and eight state radio and sports radio networks.

The Infomall Cable Network was to offer a 24-hour lineup of 30- and 60-minute infomercials. ■

31st International Broadcast Equipment Exhibition

Period: November 15-17, 1995 Place: Nippon Convention Center (Makuhari Messe)



Inter BEE '95



EXHIBITS ● audio equipment ● cameras and related equipment ● VCRs and related equipment ● video processing equipment
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Inter BEE '95 will be held on November 15-17, 1995, at the Nippon Convention Center (Makuhari Messe).

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For more information on Inter BEE '95, contact:

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Tokyo Chamber of Commerce and Industry Building, 3-2-2, Marunouchi, Chiyoda-ku, Tokyo 100, Japan Fax: 81(3) 3284-0165

ABC would rather not fight

Network makes on-air apology as part of settlement of tobacco company suit

By Christopher Stern

Capital Cities/ABC admitted last week that its Polk award-winning report on the tobacco industry included a mistake for which it has made two prime time apologies.

The confidential settlement included the requirement that ABC air its 313-word correction twice: once during *Monday Night Football* and once during *Day One*. In addition to the corrections, ABC agreed to pay all legal expenses associated with the litigation.

The settlement was reached at 6:45 p.m. Monday (Aug. 21) and was first reported by Diane Sawyer on *World News Tonight* that night. That report was not required by the settlement.

The settlement puts to rest a \$10 billion lawsuit brought by Philip Morris in Virginia. R.J. Reynolds also filed suit for unspecified damages in North Carolina. Both lawsuits were covered by the apologies.

In a program that aired Feb. 28 and March 7, 1994, *Day One* reported that the companies spiked their tobacco by adding supplemental nicotine. "We

now agree that we should not have reported that Philip Morris and Reynolds add significant amounts of nicotine from outside sources," states the apology in part.

While admitting its mistake, Capcities/ABC stood by what it claims was the main thrust of the story. "ABC believes that the principal focus of the reports was whether cigarette companies use the reconstituted tobacco process to control

Flight suit

"If you use hidden cameras, you're putting your wallet on the line," says Neville Johnson, who filed his fifth lawsuit against ABC last week. The latest involves an American Airlines flight attendant, Beverly De Teresa, who was on the flight O.J. Simpson took on the night of the murders of Nicole Brown Simpson and Ron Goldman. De Teresa claims that she was videotaped without her knowledge by a *Day One* producer. De Teresa says the videotape was shot while she was talking with the producer at her front door. Although California allows video to be filmed without consent in a public space, Johnson claims De Teresa had an "expectation of privacy" at her own front door. He plans to ask for up to \$250,000 in compensatory damages and \$50 million in punitive damages in the De Teresa case.

—CSS

the levels of nicotine in cigarettes in order to keep people smoking."

As the settlement notes, Philip Morris and R.J. Reynolds claim that the story focused on the assertion that the companies add nicotine to their product.

Some observers were critical of ABC's move to settle the 17-month-old lawsuit. "ABC suffered a hit to its credibility it doesn't deserve," said Dave Bartlett, president of the Radio-Television News Directors Association. "I think they should have at least taken this through the trial stage," said Jane Kirtley, executive director, Reporters Committee for Freedom of the Press.

The settlement comes shortly after Disney's announced \$19 billion purchase of the company. ABC said the takeover had no impact on its decision to make the apologies. The report was produced by Walt Bagdonich and national correspondent John Martin. ABC also issued a statement last week expressing confidence in the "journalistic abilities and integrity" of both men and announcing "new, long-term employment agreements" with them.

Kirtley said last week that the tobacco companies would have faced a tough fight in federal court. They would have had to prove that the report damaged the reputations of the companies. But Kirtley noted that it would be difficult to single out the *Day One* report as responsible for damaging the companies' reputation at a time when tobacco is being targeted as a major

SYNDICATION MARKETPLACE

Tribune ups Berman

Martin Berman, executive producer on Tribune Entertainment's *Geraldo*, has been placed in charge of ongoing East Coast production for the company. Although giving up his duties on the talk show, Berman will continue to serve as president of Investigative News Group, Geraldo Rivera's production company. Taking over for Berman is Jose Pretlow, who has been senior producer on *Geraldo*.

'Affair' gets new host

John Scott, a correspondent for NBC News and *Dateline NBC*, has been named host of Twentieth Television's *A Current Affair*. The hiring is part of an overall strategy to reformat the show to make it more advertiser- and viewer-friendly. Scott will join the show when it makes its

ninth-season debut on Monday, Sept. 11. Scott replaces Penny Daniels, who replaced Maureen O'Boyle last year.

—SC

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 13. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.3/227/99
2. Jeopardy!	8.6/219/98
3. Oprah Winfrey Show	7.0/239/99
4. Entertainment Tonight	6.2/183/94
5. Family Matters	5.5/194/91
5. Journeys of Hercules	5.5/193/96
7. Inside Edition	5.4/180/94
8. Hard Copy	5.3/190/93
8. Star Trek: Deep Space 9	5.3/238/99
10. Baywatch	5.2/221/96
10. Married...With Children	5.2/179/93
12. Jenny Jones	5.0/205/95
12. Ricki Lake	5.0/224/97
14. Fresh Prince of Bel-Air	4.9/139/85
14. Roseanne	4.9/181/92

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Broadcasting & Cable
and the Federal
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Bar Association
In Washington's
Historic Willard Hotel

Keynoters

The Honorable Jack Fields (R-Texas), chairman, and The Honorable Edward Markey (D-Mass.), ranking minority member of the House Telecommunications Subcommittee

Starting Lineup

Andrew Barrett
FCC Commissioner

Chase Carey
Fox Television

Marcia Carsey
Carsey-Werner

Rick Cotton
NBC

Barry Diller
Entrepreneur

Mario Gabelli
Gabelli & Associates

Stanley E. Hubbard II
Hubbard Broadcasting
and United States Satellite Broadcasting

Larry Irving
Assistant Secretary of Commerce/
Director, National Telecommunications
and Information Administration

Robert Johnson
Black Entertainment Television

Barry Kaplan
Goldman Sachs

Kay Koplovitz
USA Networks

David Londoner
Schroder Wertheim & Company

Peter Lund
CBS/Broadcast Group

Lowry Mays
Clear Channel Broadcasting

Newton Minow
Sidley & Austin

Susan Ness
FCC Commissioner

John Reidy
Smith Barney

Jessica Reif
Merrill Lynch

Henry Rivera
President of the Federal
Communications Bar Association

Brian Roberts
Comcast

Ray Smith
Bell Atlantic

Robert Wright
NBC

Moderated By:

Clark Wadlow
Sidley & Austin

Don West
Broadcasting & Cable

Richard E. Wiley
Wiley Rein & Fielding

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.

health hazard. In addition, the tobacco companies would have had to prove that ABC acted maliciously by knowingly airing a false report.

Others suggested that ABC was doubtful about its chances. Judge Theodore Markow, who was presid-

ing over the case, already had made some rulings against it. At Philip Morris's request, Markow ordered several companies to turn over their records to the tobacco company, which was trying to find the source for some of *Day One's* claims.

ABC refused to reveal the name of the source, known informally as "Deep Cough." A higher court ultimately reversed Markow's decision ordering the companies, including American Express, to turn over the journalists' travel records.

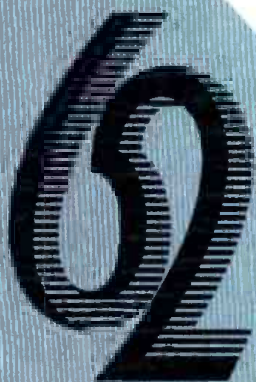
PEOPLE'S CHOICE: Ratings according to Nielsen, Aug. 14-20

Week 48	abc	CBS	NBC	Fox	U/P/N
	9.0/16	10.3/18	10.2/18	4.5/8	2.2/4
MONDAY	8:00	15. <i>The Nanny</i> 10.7/20	40. <i>Fresh Prince</i> 8.0/15	79. <i>Encounters</i> 4.5/8	88. <i>Star Trek: Voyager</i> 3.2/6
	8:30	8. <i>Dave's World</i> 11.5/21	36. <i>In the House</i> 8.2/15		
	9:00	11. <i>Murphy Brown</i> 11.2/19		79. <i>New York Undercover</i> 4.5/8	96. <i>Legend</i> 1.3/2
	9:30	13. <i>Cybill</i> 10.9/18	11. <i>NBC Monday Night at the Movies—Fast Company</i> 11.2/19		
	10:00	30. <i>Chicago Hope</i> 8.6/15			
TUESDAY	8:00	10.3/18	8.6/15	6.4/12	2.0/4
	8:30	36. <i>Full House</i> 8.2/16	48. <i>Wings</i> 7.6/15	68. <i>The X-Files</i> 5.7/11	95. <i>Legend</i> 1.6/3
	9:00	24. <i>Roseanne</i> 9.5/17	57. <i>Newsradio</i> 6.8/12		
	9:30	4. <i>Home Imprvmt</i> 12.7/22	30. <i>Frasier</i> 8.6/15	52. <i>The X-Files</i> 7.1/12	92. <i>Marker</i> 2.3/4
	10:00	7. <i>Coach</i> 12.0/20	50. <i>Newsradio</i> 7.4/12		
WEDNESDAY	8:00	22. <i>NYPD Blue</i> 9.8/17	18. <i>Dateline NBC</i> 10.6/19		
	8:30	10.9/20	7.9/14	3.5/6	2.3/4
	9:00	27. <i>Grace Under Fire</i> 8.8/18	61. <i>Amazing Things to Come</i> 6.2/12	84. <i>Beverly Hills, 90210</i> 4.0/8	90. <i>Sister, Sister</i> 2.4/5
	9:30	20. <i>Ellen</i> 10.1/19	24. <i>Dateline NBC</i> 9.5/17	89. <i>Party of Five</i> 3.0/5	90. <i>The Parent 'Hood</i> 2.4/5
	10:00	4. <i>Grace Under Fire</i> 12.7/23	38. <i>Law and Order</i> 8.1/14		93. <i>The Wayans Bros.</i> 2.2/4
THURSDAY	8:00	15. <i>All-Amer Girl</i> 10.7/18			94. <i>Unhap Ever After</i> 2.1/4
	8:30	8. <i>Primetime Live</i> 11.5/20	15. <i>Seinfeld</i> 10.7/21	66. <i>Living Single</i> 5.8/12	
	9:00	54. <i>Matlock</i> 7.0/14	6. <i>Mad About You</i> 12.1/23	63. <i>Martin</i> 6.0/11	
	9:30	66. <i>Commish</i> 5.8/10	2. <i>Seinfeld</i> 14.6/26	70. <i>New York Undercover</i> 5.6/10	
	10:00	45. <i>The Blame Game</i> 7.8/14	1. <i>Friends</i> 16.2/28		
FRIDAY	8:00	9.1/18	7.5/15	5.2/11	
	8:30	38. <i>Family Matters</i> 8.1/18	51. <i>Unsolved Mysteries</i> 7.2/16	73. <i>Fox Preseason Football—Los Angeles Raiders vs. Minnesota Vikings</i> 5.2/11	
	9:00	40. <i>Boy Meets World</i> 8.0/17	33. <i>Dateline NBC</i> 8.5/17		
	9:30	30. <i>Step by Step</i> 8.6/17	57. <i>Homicide: Life on the Street</i> 6.8/13		
	10:00	40. <i>Hangin' w/Mr. C</i> 8.0/15			
SATURDAY	8:00	13. <i>20/20</i> 10.9/21			
	8:30	4.8/10	6.6/14	5.3/11	
	9:00	76. <i>Major League Baseball</i> 5.0/11	72. <i>U.S. Gymnastics Championship</i> 5.4/12	77. <i>Cops</i> 4.9/12	
	9:30		54. <i>Movie of the Week—Danielle Steel's 'Secrets'</i> 7.0/14	75. <i>Cops</i> 5.1/11	
	10:00			71. <i>America's Most Wanted</i> 5.5/11	
SUNDAY	7:00	8.7/17	6.1/11	5.7/11	
	7:30	28. <i>Am Fun Videos</i> 8.7/19	83. <i>U.S. Gymnastics Championship</i> 4.2/9	87. <i>Sliders</i> 3.4/7	
	8:00	21. <i>Am Fun Videos</i> 9.9/20		52. <i>The Simpsons</i> 7.1/14	
	9:00	40. <i>Lois & Clark</i> 8.0/15	79. <i>seaQuest DSV</i> 4.5/8	63. <i>Living Single</i> 6.0/11	
	9:30	28. <i>ABC Sunday Night Movie—The Broken Cord</i> 8.7/16	45. <i>NBC Sunday Movie—Baby Brokers</i> 7.8/14	44. <i>Married w/Child</i> 7.9/14	
WEEK AVG		8.5/16	8.5/16	5.2/10	UPN: 2.1/4; WB: 2.3/4
STD AVG		11.0/19	10.7/18	6.8/12	UPN: 3.3/5; WB: 1.9/3

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE
TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATINGS POINT=954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

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DBS hopes to leave big footprint on Latin America

Hughes, PanAmSat and News Corp. are all focusing on economic opportunities south of U.S.

By Chris McConnell

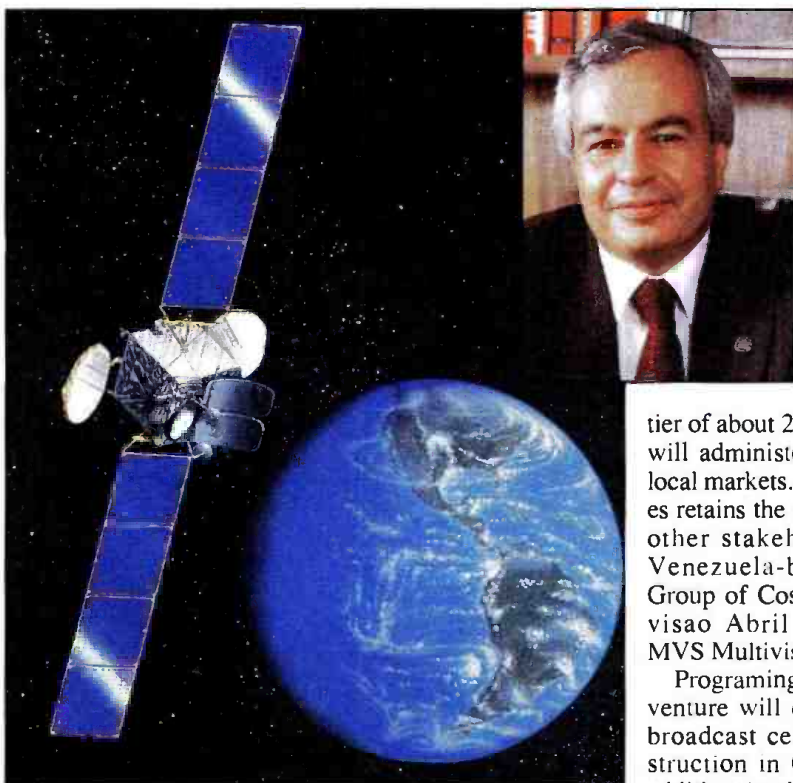
Today in the jungle villages of Bolivia there is not much on television. This time next year, however, the villagers may have hundreds of channels from which to choose, provided they have a satellite dish and the money to pay for them. And at least three companies think someone in Latin America will. Next spring, Hughes, PanAmSat and News Corp. will be aiming satellites at the continent where they say a lack of cable service promises millions of potential subscribers.

"It's really a virgin market," says TVN Entertainment President/CEO Stuart Levin, citing the lack of competing pay-per-view services in most of the region. "You've got a pay TV [system] that is basically in its early stages," says DBS industry consultant Michael Alpert.

But although high-tech cable TV may not have reached most of Latin America, television sets have. Alpert counts more than 70 million of them, including 33 million TV households in Brazil, 13 million in Mexico, 9 million in Argentina, 7 million in Colombia, 4 million in Venezuela and 3 million in Chile.

Of those, some 4 million Argentine homes receive cable. And there are another 2 million in Mexico and 430,000 in Brazil, Alpert says. The rest of the countries carry cable penetration percentages in the single digits, offering little competition to any new satellite services. "It's a very attractive market," he says.

Galaxy Latin America (GLA) President/CEO José Antonio Ríos agrees.



Galaxy Latin America President/CEO José Antonio Ríos will launch his service from the Hughes Galaxy 3R satellite.

Later this year his company will launch the Galaxy 3R satellite, which will provide fixed C-band service to the U.S. as well as direct-to-home service to Latin America from 24 Ku-band transponders. Another satellite, Galaxy 8I, will take over the DTH service in 1998, with the 3R transponders returning to U.S. domestic service.

The GLA plan calls for initially delivering 144 TV and 60 music channels to 24-inch receiving dishes. The receivers will be larger than their U.S. counterparts because the satellite is not transmitting on high-power DBS frequencies. Hughes, which has pegged the venture's break-even point at just over 1 million subs, plans to charge an average

monthly subscription fee of \$28.

The company earlier this year announced equity partnerships with three other Latin American companies, as well as a second

tier of about 20 companies that will administer the service in local markets. Although Hughes retains the majority interest, other stakeholders are the Venezuela-based Cisneros Group of Cos., Brazil's Televisao Abril and Mexico's MVS Multivision.

Programming for the Hughes venture will originate from a broadcast center under construction in California, plus additional uplink sites in Latin America. The receivers will come from Thomson Con-

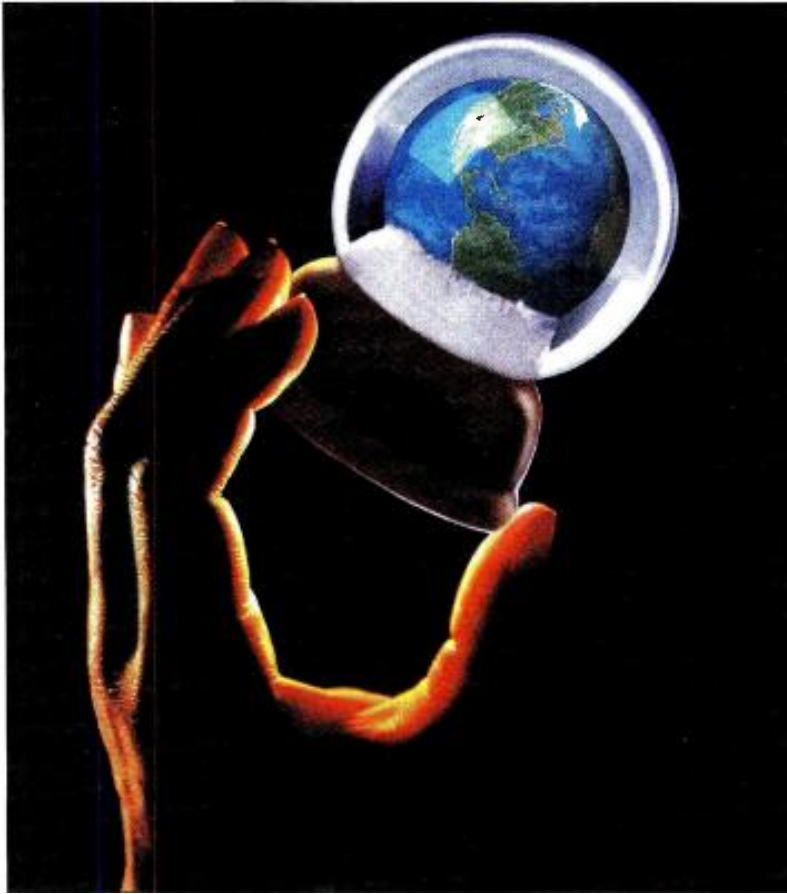
sumer Electronics, the initial supplier of the DSS system used to receive Hughes's DIRECTV in the U.S.

Thomson's Frank McCann, whose company has a contract to manufacture the Galaxy dishes exclusively for one year, says Thomson will produce the receivers in the same factory that makes DSS systems for the U.S. As in the U.S., the dishes initially will cost about \$700.

McCann says the company is projecting first-year sales of 300,000 in Latin America and expects to begin shipping the products during the second quarter.

That's when rival PanAmSat hopes to start beaming its Galavision service to the same markets. "It doesn't take a

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brain surgeon to look down there," says PanAmSat President Fred Landman. He adds that it is no coincidence that several companies are lining up to launch DTH projects to the region.

This December, Landman's company hopes to launch its PAS-3 replacement satellite, which will transmit roughly 120 digital channels to Latin America, with specific regions receiving about 30 channels each. PanAmSat plans to add all 30 transponders of a Space Systems/Loral-built satellite and part of another Hughes-built satellite to the service in 1997, bringing the total channel supply to more than 500. The Galavi-

Micro Technology as one potential supplier of receiving equipment. Pace's Andrew Bone says the company now is manufacturing MPEG-2/DVB reception gear for use in South Africa and Australia.

Such equipment might also be used to receive another planned service from News Corp., although the company so far has said little about the DTH service it hopes to launch to Latin America and the Caribbean next year.

News Corp.'s partner is Brazil-based Globo Organization, which holds a stake in Brazilian broadcaster Globo de Televisao, pay/cable programmer Globosat and Brazilian MSO Net Brazil.

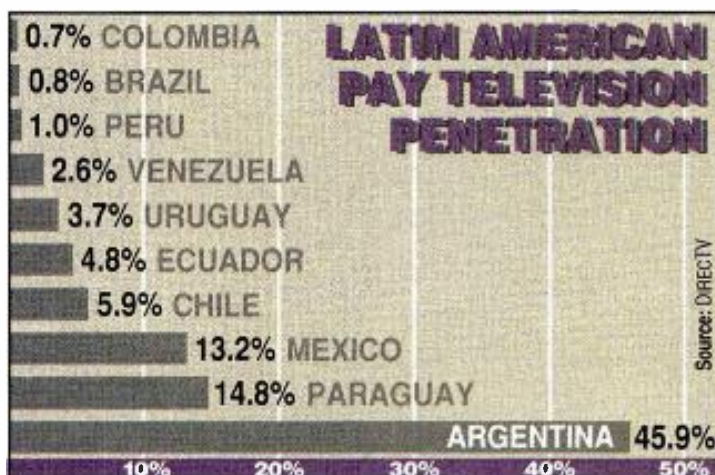
expect to succeed," Alpert says. He stresses the importance of offering programming geared specifically to each market within Latin America. "Each country is different," says industry consultant Susan Irwin.

Both Hughes and Galavision have said they will offer a mix of U.S.-originated programming along with programming from Latin America and other regions. Ríos says GLA will offer 10-15 channels of local programming to different countries within Latin America. He also says the company will be able to turn some of the current DIRECTV pay-per-view fare south of the border.

Additionally, GLA has said it will transmit newly created channels and



PanAmSat President Fred Landman says it is no coincidence that companies are lining up to serve Latin America.



sion service then will deliver 120-channel packages from the available pool to specific markets in Latin America.

Like Hughes, PanAmSat has partnered for the project, in this case with Mexico's Grupo Televisa. The project also will uplink its programming from multiple sites, including PanAmSat facilities in Atlanta and Homestead, Fla., as well as a Televisa center in Mexico City.

Unlike Hughes, PanAmSat is not recruiting an exclusive supplier to deliver the receiving equipment. The company earlier this year said it would encode its programming with MPEG-2/DVB equipment from National Transcommunications Ltd. (NTL). Landman says PanAmSat expects a receiver market for the international compression standard to develop on its own.

"We don't want to have a proprietary system," Landman says. He cites Pace

New Corp. and Globo this month have been working to procure transponders on Intelsat 707, scheduled for launch in October. Industry onlookers say the duo hoped to claim transponders previously slated for Amigo, another DTH project. Amigo holds the transponders but faces a deadline for making a payment on them, sources say. A Comsat executive says additional Ku-band transponders also are still available on the 707 satellite.

Industry analysts predict that the market ultimately will support no more than two service providers, an estimate with which GLA's Ríos and PanAmSat's Landman agree. Analysts say Galavision and GLA have an early lead in organizing services, but that success ultimately will hinge on the programming contracts each is able to procure.

"You can't just transplant 70 cable channels from the United States and

channels existing elsewhere but customized for Latin America.

Landman says PanAmSat also plans to offer a mix of programming from Latin America, the U.S. and elsewhere. Programs will include national channels of the Latin American countries along with U.S.-originated material customized for Latin America.

Neither Landman nor Ríos says he has signed any deals, however. "Vacations have been called off this summer," Landman says of the program situation.

U.S.-based programmers seem interested in the projects, although they are not ready to choose one as their favorite. "We hope we can wind up doing business with all of them," says HBO Senior Vice President Bob Zitter. "We think the market is good." Zitter adds that all three have talked with HBO about joining their DTH projects.



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One hurdle to beaming programming to the region, Zitter says, will be the various program content guidelines of each country. Others cite a series of potential barriers, including differing communications laws, incomes in the region, TV viewing habits and the fact that the single largest market—Brazil—uses a different language than the rest of Latin America. "The [70 million TV households] dwindle when you add all these factors together," says one industry consultant.

Landman and Ríos are confident that their satellite services will not hit any regulatory walls in Latin America. Ríos points to U.S. proposals to allow Latin American satellites to broadcast into the U.S. "It's a development that is coming at an opportune time," he says. Hughes

and PanAmSat earlier this summer cleared one regulatory hurdle in the states by agreeing to drop FCC petitions each had filed against the other's project.

Ríos also says his company plans to address the language issue by devoting to Brazil's market a percentage of Portuguese-language channels equal to that country's percentage of the Latin American TV market. Ríos estimates that figure at roughly 40%.

Landman does not offer such a channel breakdown, but says that PAS-3 will cover Latin America with spot beams dedicated to specific segments, including one beam trained on Brazil.

Landman and Ríos each hope to be able to develop an edge over the other next year. At PanAmSat, executives will be banking on the company's

experience in the region as a fixed satellite system. "We've been dealing with those regulators for 10 years," Landman says, adding that the company "has grown up" with programmers in the region. "They all know us," he says. "I think it counts for something."

Ríos also points to his company's experience, although in this case as a DBS supplier rather than a Latin America satellite service. "We are the only ones starting with the groundwork done," he says, citing the Thomson DSS system. He also stresses that launching a satellite is only the first step.

"From there to having service in the home is a big jump," Ríos says, pointing to the delays DIRECTV endured while launching its service last year. "We are learning from that." ■

FCC moves to process new satellite applications

International Bureau closes processing round; spectrum auctions avoided

By Chris McConnell

Satellite carriers this month dogged a potential delay in their efforts to launch new satellites.

The FCC's International Bureau decided it will not accept additional applications for orbital slots over the U.S. The decision clears the way for the commission to award licenses for the orbital slots and for satellite carriers eventually to park new satellites in them.

"The processing round is closed," says one FCC official. He adds that the commission is accepting comments on the current batch of applications until Sept. 22.

Those applications have been at the FCC since February, the original deadline for the present orbital slot "processing round." Since then, however, the FCC has decided to redefine several of its satellite policies, including existing distinctions between international and domestic satellites.

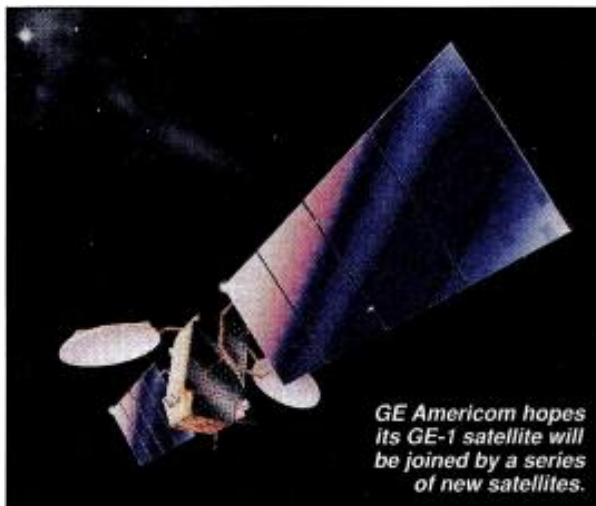
An April proposal, issued in response to several applications, would allow domestic satellites to provide international service and also allow international satellites to provide domestic service.

Since issuing the proposal, the commission had considered reopening the processing round to accommodate carriers that might want to submit applications under the new rules.

One international carrier—PanAmSat—had favored such a move. "It's changing the ground rules," says PanAmSat counsel Henry Goldberg. He says that PanAmSat has concentrated on developing its business as an international "separate system," but would be interested in pursuing business in the U.S. if it could provide both services from the same orbital location.

But the FCC has decided instead to keep the round closed, placing the current applications on public notice earlier this month.

An FCC official predicts that the bureau will not start making decisions on the applications until later this fall.



GE Americom hopes its GE-1 satellite will be joined by a series of new satellites.

But the decision to place the applications on public notice allows the regulatory wheels to begin turning, something industry sources say they are eager to see.

"One of the biggest challenges is the time it takes to complete a processing round," says Carl Brown, senior vice president of Hughes Galaxy Satellite Services. "We want our Ku-band," adds Orion Atlantic's April McLain-

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Delaney, whose company operates an international satellite and has applied for one domestic slot.

Besides avoiding the delay of additional applications, the bureau's decision also means that the satellite carriers have avoided spectrum auctions, an FCC official says. The source says the bureau would not begin accepting comments on the applications without first developing auction rules if it intended to make the applicants bid for orbital slots.

The prospect of auctions had worried some in the industry earlier this year after the commission received a barrage of applications from companies anxious to cash in on the current shortage of domestic satellite capacity.

To add to the fears, several of the applicants targeted the same locations. Three companies, for instance, have submitted applications for the orbital position at 129 degrees west. Two each have submitted applications for the slots at 93 and 83 degrees also.

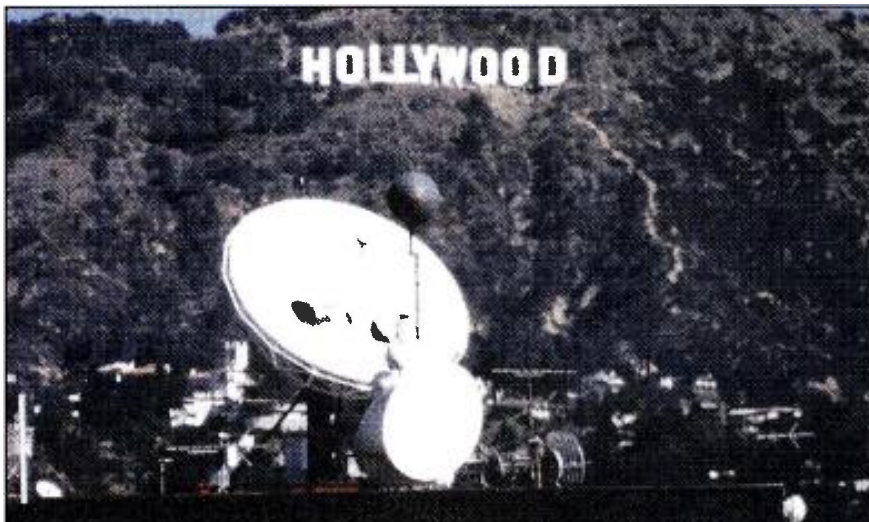
FCC officials, however, say multiple applications for a slot do not mean "mutual exclusivity," one of the auction prerequisites. The applications become mutually exclusive, the officials say, only when the commission runs out of orbital locations.

Instead, the FCC will look to existing procedures to award the orbital slots. Those rules say qualified applicants initially can receive up to two orbital slots for each proposed frequency band.

The rules also say existing operators can receive no more than one additional slot at a time. The rule poses a potential barrier to satellite carriers that have applied for multiple slots.

Commission staff will be applying the rules to a pile of applications that could add more than 10 satellites to the domestic fleet. The current round also includes two newcomers—Orion Network Systems and Loral Aerospace Holdings Inc.—to the three existing domestic satellite operators.

Some satellite executives worry that such an increase in supply will turn today's shortage into tomorrow's glut. Others disagree: "I think the more players, the more competition," says Jack Morse, president of capacity reseller Global Access Telecommunications Services. Morse predicts that more capacity will lower the barriers to using satellites and create more volume for the industry. ■



Keystone Communications could see some new competition in the teleports business.

Vyvx wants to expand from fiber to satellites

Company is preparing to expand by buying teleports

By Chris McConnell

A new player is headed for the satellite industry. Vyvx Inc. says it wants to plug its fiber lines into its own teleports and begin offering satellite services as well as fiber delivery.

Industry sources say the company has been negotiating with ICG Wireless Services to purchase a collection of teleports. ICG owns teleports in New York, Atlanta, Denver and Los Angeles. Although Vyvx will not say whether it is buying teleports from ICG, it says it plans to buy them from somebody soon.

"Our intent is to be in the satellite business," says Vyvx President Del Bothof. The company has considered several expansions, he says, including purchasing satellite capacity, buying teleports, or building new ones. Bothof says the company has signed no deals yet, but hopes to announce one in the next month.

The move is motivated by changes at The Williams Cos., which has sold former Vyvx parent WilTel but retained Vyvx. Although Vyvx served strictly as a fiber facility under the old regime, the new owners are looking for expansion. "We are the growth vehicle for The Williams Cos.," Bothof says.

That growth could bring the fiber company into competition with teleport operator Keystone Communications, industry onlookers say. Although Bothof says his company is not looking to compete with Keystone or other teleports, others say the move could put them head-to-head with the capacity reseller that earlier this year merged with IDB Broadcast.

"It makes [Vyvx] a viable player," says Jack Morse, president of capacity reseller Global Access Telecommunications Service. "It gives them the opportunity not to be restricted to terrestrial transmissions only." Morse also says the fiber/satellite combination could give Vyvx a leg up in winning broadcast and cable customers during next summer's Olympics coverage.

Others also cite sports programmers as a likely target of the move into satellite uplink and downlink service provision.

Less enthusiastic is Keystone Executive Vice President David Anderson, who worries that the combination of fiber and satellite carriage could allow Vyvx to offer bundled rates, in which one portion of the carriage subsidizes the other. ■

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Two more players entering DBS derby

EchoStar and AlphaStar will compete with DIRECTV, PrimeStar and USSB

By Chris McConnell

Latin America is not the only region attracting new satellite TV projects. EchoStar and AlphaStar hope that the U.S. market is large enough to support two additional players, since both of them will launch direct-to-home satellite services between December and February. Although the companies will be joining a business where three companies already have collected a total of roughly 1.3 million subs, the newcomers say their twists on DBS will lure more.

"We have a strategy," says EchoStar Marketing Vice President David Carlson. His company in February plans to begin delivering its service, DISH, from a DBS satellite slated for launch in December. The company this month conducted a live demonstration of the Cheyenne, Wyo., uplink center that will deliver an MPEG-2/DVB stream of programming to the satellite.

EchoStar plans to offer a low-cost alternative to current services, stating in a prospectus that it will deliver a package of cable fare for less than \$20 per month. The company also expects to offer the DBS receiver for about \$500, although EchoStar has not announced official pricing for its receiver or service.

But EchoStar has announced programming deals for the service, which initially will comprise 60 channels and will jump to about 125 once a second satellite is launched. The company this month announced a contract to carry Viacom premium and basic channels, including Showtime, The Movie Channel, MTV, VH1 and Nickelodeon. EchoStar also has announced programming deals with HBO, CNN, The Disney Channel, Turner Classic Movies, ESPN, C-SPAN and The Learning Channel.

On the hardware side, the service will use its own receiver rather than the DSS system used for DIRECTV and United States Satellite Broadcasting (USSB). EchoStar's HTS unit will supply receivers, and the company has signed a letter of intent with Philips Consumer Electronics to supply



EchoStar hopes to launch its first DBS satellite later this year.

receivers. Carlson says.

His company will be launching its satellite a few months after the launch of another satellite that will deliver direct-to-home television. AlphaStar, a subsidiary of Canada's Tee-Comm Electronics, has leased 14 transponders on AT&T's Telstar 402R, which is slated for launch next month. That company says it will deliver compressed programming to Tee-Comm-supplied receivers beginning in December.

The company this month also announced that Samsung Electro-Mechanics Co. will manufacture receivers for the system.

The receivers will be larger than the 18-inch DSS units because the AT&T satellite will not be broadcasting on high-power DBS frequencies. AlphaStar President/CEO Murray Klippenstein says the company will experiment with both selling receivers and leasing them to subscribers. The company this month announced programming deals with Viacom, Discovery Channel, Primetime 24 and others for the 100-channel service.

Klippenstein says his company hopes to carve out a business through direct-to-home marketing to customers unfamiliar with the various digital systems. Like EchoStar, AlphaStar plans to distribute its receivers through traditional

home dish dealers. "You're going to have to go to the marketplace and sell it to them," he adds.

Some onlookers say that consumers may be willing to buy, provided that the newcomers can offer something different. "You are sensitizing a whole new layer of potential subscribers," says DBS industry analyst Michael Alpert.

But Alpert and others also say that several potential pitfalls face the newcomers. Alpert cites the Chinese rocket slated to deliver the EchoStar I satellite. An explosion destroyed China's Apstar-2 satellite during the last use of the Long March rocket, although the launch company and the satellite manufacturer later blamed the failure on a rapid shift in wind conditions. "That is the major risk," Alpert says.

EchoStar's Carlson says the company has procured a mid-1996 launch on Russia's Proton rocket, should the Long March prove unsuccessful during an Intelsat satellite launch that will precede the EchoStar I mission.

Existing players say that they will be able to quickly react to any pricing strategies. "They cannot offer lower prices," says Stanley S. Hubbard, USSB chairman/CEO. DIRECTV Executive Vice President Jim Ramo cites the list of manufacturers that have signed agreements to offer DSS sys-

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tems. Aside from Sony and Thomson, the list includes Toshiba and Hughes Network Systems.

AlphaStar's Klippenstein agrees that any price differences will not last long, although he also says his company hopes to sustain a price difference through the winter season. "We are not looking to control and dominate," he

says of the company's strategy.

Others predict that the success of the newcomers will hinge on their ability to compete with cable. "You have a lot of people giving a lot of messages that you don't need cable," says Hubbard. "The size of the market is totally dependent on the success of DBS companies getting into cable

households," says Ramo.

Primestar Chairman James Gray says the current market size is large enough to support three players, but he questions whether more can survive.

"It will require each competitor to work harder to establish brand identity," Gray says of the expanded direct-to-home industry. ■

Satellite users leaning toward inclined birds

C-band shortage makes aging satellites more attractive to broadcasters

By Chris McConnell

They may be old and wobbly, but to broadcast and cable users facing fewer options, inclined-orbit satellites are gaining a new luster.

"It's any port in a storm," says capacity broker Grace Leone. Like several others, Leone says she has been forced to look to the inclined-orbit satellites during the past year.

Such satellites have been unpopular with customers because of their lack of stability. With depleted fuel supplies, the inclined birds oscillate from north to south each day. Because of the oscillation, fixed dishes on the ground can "see" the satellite for only limited periods of time. The movement increases over time and causes the windows to narrow, eventually rendering the satellite unusable.

But the process takes several months or more, providing those with brief usage needs or tracking antennas a supply of viable transponders in the meantime. "It's a good maneuver," says TVN Entertainment Corp. President/CEO Stuart Levin, whose company delivered coverage of this month's Mike Tyson bout from an inclined-orbit satellite.

Scott Lenahan of Global Access Telecommunications Services says short news transmissions can constitute

as much as 20% of his company's activity. Although the older inclined satellites might offer only a 15-minute window before passing out of a dish's sight, that's enough time to distribute a news feed.

"The inclined birds offer the best alternative," says Lenahan, operations manager at Global Access. His company owns or controls seven transponders on the inclined Galaxy 3 satellite.

Also holding a stable of inclined transponders is ABC, which turned to Telstar 302 for backup capacity after last year's loss of Telstar 402. To get around the problem of the satellite's oscillation, the network outfitted most of its affiliates with Andrew Corp.-developed scanning technology that allows them to track the satellite as it moves up and down.

The strategy should allow ABC to continue using the satellite into mid-1997, says Richard Wolf, the network's director of telecommunications and distribution services. "It offers ABC the best inter-satellite protection," Wolf says. Carl Brown of

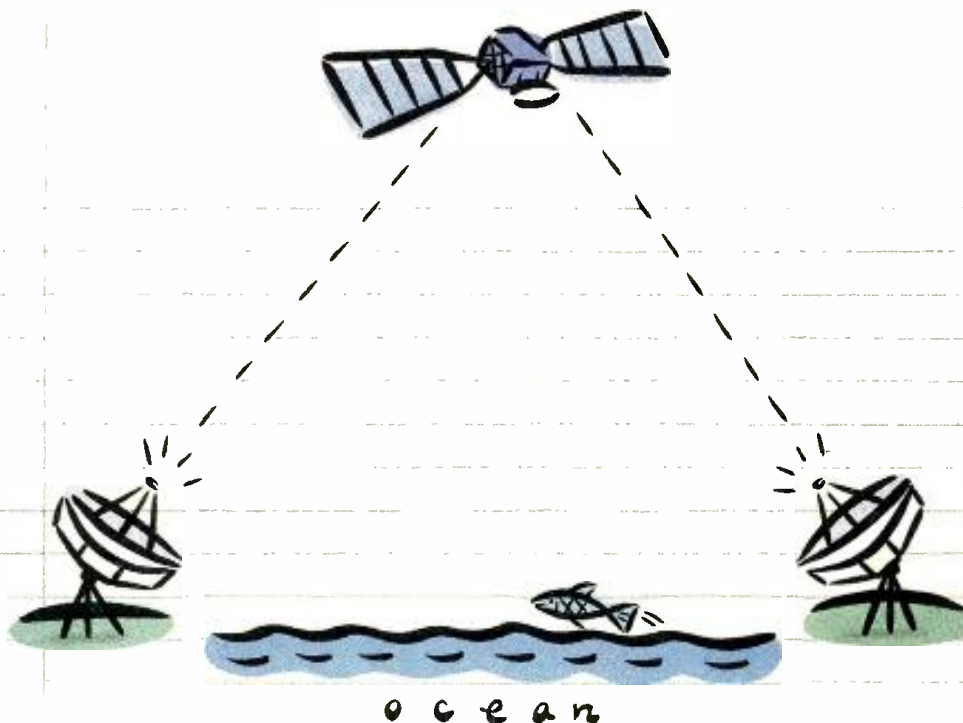
Hughes Galaxy says that his company placed its SBS-4 satellite into an inclined orbit early in order to sustain service from the satellite for a longer period. The action will allow NBC to continue using the satellite for 10 years, Brown says.

The strategy does not work for everyone, however. Bob Zitter of HBO says he would be happy to outfit some 200 stations with tracking equipment in order to use inclined transponders, but he would have to supply nearly 20,000 cable headends and a few million backyard dishes. "It does not lend itself to our type of distribution," says Zitter, HBO's senior vice president of technology operations. Unlike ABC, HBO was not able to stay with satellite carrier AT&T and use an inclined satellite, he says.

Others say customers still resist using the inclined satellites, although much less so than in the past. "Clients initially said no way," says Leone.

"I think people have gotten spoiled over the years," says longtime industry analyst Walter Morgan. ■





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Encore's Starz! bets on originals

New channel has several projects on tap, as does parent Encore

By Jim McConville

Encore Media Corp. (EMC) is in the original program-production business from its newly created Starz! Pictures with the release of *The Adventures of Captain Zoom in Outer Space*.

The two-hour sci-fi action comedy for kids, modeled after comic book action heroes of the 1950s, premiered on Starz! last Saturday at 8 p.m.

Captain Zoom, produced by Brian Levant, director of "The Flintstones" and the "Beethoven" movies, is the first of three original productions that Encore has committed to co-produce with MCA Television Group, Black Entertainment Television (BET) and LIVE Entertainment. Encore also has a pre-buy agreement with Great Britain's Film Four International. Under the agreement, MCA Television has the option to syndicate *Captain Zoom* for broadcast TV.

Future co-productions on tap for Starz! include *Spirit Lost* with BET and LIVE Entertainment and *The Brylcreem Boys* with Film Four International. Encore will produce original movies in other genres, such as thrillers, romance and action. EMC's original production plans for 1996 call for some four to six original films, each with a \$4 million budget.



John Sie

EMC, 90% owned by Tele-Communications Inc., comprises Encore, a premium cable channel that runs movies from the '60s, '70s and '80s, and six Thematic Multiplex movie channels of individual movie genres.

EMC Chairman/CEO John J. Sie says Starz! original productions will fulfill three Encore program objectives: to create original programming to premiere on Encore; to supply family-oriented product projecting positive family values, and to round out its slate of licensed movie product.

"Original product will supplement, not replace, Encore's licensed movie

product," Sie says.

EMC also plans to bridge its domestic and international Encore telecasts by sharing programming between the two markets. The first such exchange will be EMC's International Channel,

which will produce *U.S. Citizenship: A Dream Come True*, an hour program and videotape on the process of becoming an American citizen. It will air in six languages on the International Channel throughout September. ■

Tyson bout short but relatively sweet for MSOs

By Jim McConville

Last week's "don't blink or you'll miss it" Tyson/McNeely pay-per-view bout may have been scored a loser among media buyers and cable subscribers, but it apparently registered a knockout among MSOs, which reported higher-than-expected buy rates.

A sampling of the nation's largest MSOs indicates that subscriber buy rates on Showtime Event Television's (SET) PPV telecast of the heavyweight bout from the MGM Grand Hotel in Las Vegas were stronger than expected, with demand peaking the day of the fight.

A nationwide survey of 29 cable systems by York, Me.-based sports research firm Gould Media estimated a nationwide average buy rate of 4.8%, or approximately 1,190,000 PPV homes. That puts the bout second only to the 1991 Evander Holyfield/George Foreman fight, which drew an estimated 1.4 million PPV viewers and pulled in \$52.4 million.

Gould Media says the fight generated approximately \$51.2 million with an average price of \$43. "The fight did well—better than the experts said," says company president Barry Gould.

MacAdory Lipscomb, executive vice president/general manager, SET, says the bout drew slightly more than 1 million PPV subscribers, who paid an average of \$41. PPV revenues generally are split 50-50 between the fight's producers and cable system distributors.

Lipscomb says SET scored strong numbers in the domestic PPV, TVRO and direct satellite business markets. He says the event—distributed in 85 countries—will post a worldwide gross of slightly more than \$80 million, but that it's too early to give an accurate domestic-revenue figure.

Most major MSOs reported average-or-better buy rates. Tele-Communications Inc. reported a 7.5% buy rate nationwide, generating \$12 million in revenue. Michael Egan, vice president of programming for Cablevision Industries, says Cablevision scored a 4.5% buy rate for the fight. Continental Cable Vice President Bruce Leichtman says the buy rate was 5.8%.

But cable operators say heavy subscriber dissatisfaction with the fight's bizarre 89-second, first-round TKO may make Tyson's next PPV fight—scheduled for Nov. 4—a tough sell for SET. Of 29 cable systems surveyed by Gould, only one reported that its customers were satisfied with the fight's outcome. Egan says that despite Cablevision Industries' strong buy rates, it received a heavy load of subscriber complaints, many requesting credit for the fight.

Tyson's next fight already faces competition from HBO's TVKO, which is scheduled to televise the Evander Holyfield/Riddick Bowe PPV fight the same night (Nov. 4). SET is sticking with its original reservation date, but discussions between the two groups on a compromise likely will continue. ■

dick clark goes Nashville

The Nashville Network has named dick clark productions producer of a new weeknight prime time entertainment variety series that will replace *Music City Tonight* on or before Jan. 2, 1996, in TNN's 9-10:30 ET time slot.

Free games

Direct broadcast satellite (DBS) program provider DIRECTV will transmit Major League Baseball games free to subscribers for the remainder of the regular 1995 baseball season, which ends Oct. 1. The deal is part of a distribution agreement worked out with MLB and cable network ESPN.

ER for USA

USA Networks plans to produce a pilot for a new reality-based program that chronicles the life of an emergency room medical staff. Tentatively titled *Life & Death*, the show will be shot in the emergency room of Ben Taub General Hospital in Houston, one of the nation's busiest trauma centers. The pilot will be produced by Stu

Schreiberg and Dennie Gordon in association with the Wrightwood Group.

Planet promotion

Turner Network Television (TNT) and celebrity-owned restaurant chain Planet Hollywood have joined hands in a national promotion of TNT's Super '70s Week. Scheduled for Aug. 28-Sept. 4, Super '70s will feature the best movies and TV series produced in the '70s. TNT and Planet Hollywood are co-sponsoring the "Have a Prize" sweepstakes where the winner goes to New York for a three-day, disco-filled weekend. The prize also includes dinner at Planet Hollywood New York.

UPN/MTV cross-promotion

United Paramount Network and Paramount parent Viacom-owned MTV are teaming to cross-promote UPN's fall schedule and upcoming MTV Video Awards. On Monday and Tuesday, Sept. 4 and 5, MTV VJs will host UPN's new fall lineup. Stars from UPN's Monday and Tuesday series will appear frequently throughout the evening, and a special logo has been created that integrates both

identities. UPN series stars also will appear on MTV shows such as *MTV Weekend Jams* and *MTV Primetime*.

Three!

The Golf Channel has signed distribution agreements with three additional MSOs, giving the 24-hour channel another potential 3.5 million subscribers. New MSOs include Cablevision Systems, 2.6 million subscribers; Charter Communications, 800,000 subscribers, and Booth Cable, 140,000 subscribers. The Golf Channel launched last January.

fXM to scramble

Fox Broadcasting's cable movie channel, fXM: Movies from Fox, will scramble its signal beginning later this month. The network launched in October 1994.

More Travel

The BBC-produced travel series *Holiday* joins The Travel Channel schedule on Sept. 5. The 22-episode series will air Tuesday and Thursday at 10:30 p.m. and Sunday at 5:30 p.m. ET.

—RB

Bravo profiles music makers

By Jim McConville

Bravo cable network this fall will profile the artistic process in three documentary series.

Masters of American Music, an eight-part series on jazz, profiling such jazz pioneers as John Coltrane, Sarah Vaughn and Charlie Parker, debuts Sept. 1 and continues each Friday at 10 p.m.

In October, Bravo will air the three-part series *Music for the Movies*, profiling film composers Bernard Herrmann, Toru Takemitsu and Georges Delerue over three nights (Oct. 17-19) at 10 ET. Bravo also will air six films featuring works of Oscar-winning composers before and after each documentary.

In November, Bravo returns to its second season of *Inside Actors' Studio*, a series in which actors and directors discuss their approaches to acting for film and stage.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Aug. 14-20, 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. NFL Pre-Season	TNT	Sun 8:00p	3,992	6.2	4.2
2. O.J. Simpson Trial Coverage	CNN	Tue 5:00p	3,127	4.7	3.3
3. NASCAR Winston Cup	ESPN	Sun 12:30p	2,842	4.3	3.0
4. NFL Pre-Season	TNT	Thu 8:00p	2,745	4.2	2.9
5. O.J. Simpson Trial Coverage	CNN	Tue 5:30p	2,721	4.1	2.9
6. O.J. Simpson Trial Coverage	CNN	Wed 5:00p	2,694	4.1	2.8
7. O.J. Simpson Trial Coverage	CNN	Wed 4:30p	2,620	4.0	2.7
8. Movie: 'Stop! Or My Mom Will Shoot!'	USA	Thu 9:00p	2,565	3.9	2.7
9. Rugrats	NICK	Wed 6:30p	2,518	3.9	2.6
10. O.J. Simpson Trial Coverage	CNN	Tue 4:45p	2,472	3.7	2.6
11. NFL Pre-Season Football	ESPN	Sat 7:58p	2,455	3.7	2.6
12. Movie: 'Stop! Or My Mom Will Shoot!'	USA	Sun 3:00p	2,349	3.6	2.5
12. O.J. Simpson Hearing	CNN	Tue 2:00p	2,349	3.5	2.5
14. O.J. Simpson Trial Coverage	CNN	Wed 5:30p	2,342	3.5	2.5
15. Movie: 'Wounded Heart'	USA	Wed 9:00p	2,296	3.5	2.4

Following are the top five pay cable programs for the week of Aug. 14-20, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'Clear and Present Danger'	HBO	Tue 8:00p	2,433	10.5	2.6
2. Movie: 'Andre'	HBO	Sat 8:00p	2,034	8.7	2.1
3. Movie: 'Clear and Present Danger'	HBO	Sun 10:15p	1,994	8.6	2.1
4. Movie: 'True Lies'	HBO	Wed 11:30p	1,932	8.3	2.0
5. Movie: 'Rising Sun'	HBO	Sat 9:45p	1,816	7.8	1.9

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Online Services

Gates wants TBS content for Microsoft Network

He's talking with Turner about joint venture with new online service

By Mark Berniker

Microsoft may not be part of a Ted Turner bid for CBS, but Bill Gates and Turner are working on a far-ranging interactive joint project.

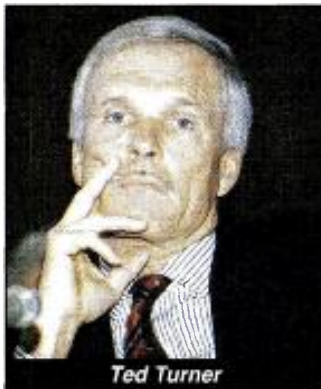
Gates, speaking on Turner Broadcasting's *Larry King Live*, said Microsoft is in talks with Turner about an "interactive venture." A Microsoft spokesman confirmed: "There are talks under way that would put Turner content—specifically CNN—on The Microsoft Network."

"CNN confirms that there have been discussions about the possibility of providing content for The Microsoft Network," a TBS spokesman added. "Beyond that we are not commenting on anything further," said Gary McKillips, another Turner spokesman.

But a Turner source said



Bill Gates



Ted Turner

Microsoft

TBS

that "larger discussions" are taking place that could include bringing Turner's extensive library of television and film content to the new online service, along with a series of CD-ROM titles.

Microsoft may pay a sizable licensing fee to Turner for any material, but one

stumbling block could be that Gates is interested in attaining exclusive rights to Turner's content, while Turner does not want to relinquish those rights—even for a hefty sum.

During his interview with King, Gates left open the possibility of Microsoft making an equity investment in Turner, which, in any event, would be independent from whatever bid Turner might put together to acquire CBS.

Sources close to the talks said a pact potentially could span online areas, CD-ROMs and interactive television. Although the specifics are still unclear, both Turner and Gates have close business relationships with Tele-Communications Inc. CEO John Malone. (TCI owns 20% of

The Microsoft Network and is working with Microsoft on an interactive TV experiment outside Seattle. It also owns 12% of TBS.)

Any stake Microsoft potentially makes in Turner likely will have a connection to Malone's cable system and programming empire.

But Gates's interest is the personal computer and providing Microsoft's online subscribers with the freshest and most robust content. Turner has begun work on a video news delivery service, CNN at Work, to personal computers. Microsoft is interested in accessing video, images, sound and data generated by CNN's global news staff for its PC-based services.

Microsoft recently has begun to push a new "PC-TV" strategy that would allow PCs to access digital broadcast video directly via satellite at 21 million bits per second, which is fast enough for real-time video transmissions.

TN

Clarification

A July 10 "Telemedia Week" story on cable piracy, "Cable thieves undaunted by new technology," reproduced an ad for cable boxes run by MD Electronics. Federal law permits the retail sale of cable boxes provided that such sales are not made with the intent to assist in the unauthorized reception of cable television programming. BROADCASTING & CABLE has no information suggesting that MD Electronics intends the sales of its cable boxes for the unauthorized reception of cable television programming.

Barry to lead Turner New Media

Doug Barry has been named senior vice president/general manager of Turner New Media, a new division of Turner Home Entertainment. The group comprises interactive product development, including the licensing and publishing of CD-ROMs and online services, as well as Turner Interactive.

Before joining Turner New Media, Barry co-founded EA Kids, the children's software division of Electronic Arts. —MB



Online Services

NBC gets post position on Microsoft Network

Broadcaster plans areas devoted to news, sports, shows

By Mark Berniker

The first fruit from NBC's landmark alliance with Microsoft can be seen online with the TV network's debut on The Microsoft Network (MSN).

NBC SuperNet includes special areas devoted to news, sports and entertainment. But although NBC has made a strategic move in aligning itself with Microsoft, whether the broadcast network will generate significant revenue from going online is unclear.

"We're guaranteed a high level of revenue from Microsoft, and we're getting a lot more money than anyone else," says Martin Yudkovitz, senior vice president, strategic development and NBC Multimedia.

Sources say Microsoft paid NBC as much as \$4.5 million to join its online network. The deal included a combination of cash, promotions and people that are all part of a long-term strategic arrangement between NBC and Microsoft.

"Very few content providers have made very much money to date by going online, and we spoke to all of the online services before signing our deal with Microsoft," says Yudkovitz.

NBC sees MSN as a vehicle for making money online, and is allocating the bulk of its resources to that service while maintaining a modest presence on the Internet.

Its online news will feature a combination of stories from NBC News with copy licensed from the Associated Press, as well as in-depth reports using maps and audio and video clips.

NBC Sports this fall will provide extensive information for its football coverage, along with the network's upcoming broadcast of the 1996 Olympics from Atlanta.

NBC also has created a special area devoted to its owned stations and affiliates across the country. Each station has the opportunity to develop its own area. (Two stations debuting on MSN are O&Os WRC-TV Washington and WTVJ



Miami.)

HyperChannels, which Yudkovitz calls "wholly new programming channels," is another NBC area. NBC Digital Publishing is creating this area, which is expect-

ed to include non-NBC content and may provide information and a forum for communications for special interest groups such as teens, the elderly or those interested in health-related matters.

In addition to NBC's network material, cable services CNBC and America's Talking also will utilize MSN. America's Talking plans to use it for polling and allowing viewers to e-mail questions to its talk shows.

CNBC's area will be linked to a variety of financial information accessible to MSN subscribers. CNBC also will launch its World Wide Web site on the Internet today (Aug. 28). It can be reached at <http://www.CNBC.com>.

Initially, NBC will offer its content at no charge to MSN subscribers, but eventually not everything will be free. There are plans to create added-value services that would be available on a subscription basis. NBC expects to bring a number of charter advertisers on by the end of this year or early 1996.

Yudkovitz says NBC is talking with Microsoft about the development of CD-ROMs and interactive television, which he calls "all experimental."

TNN

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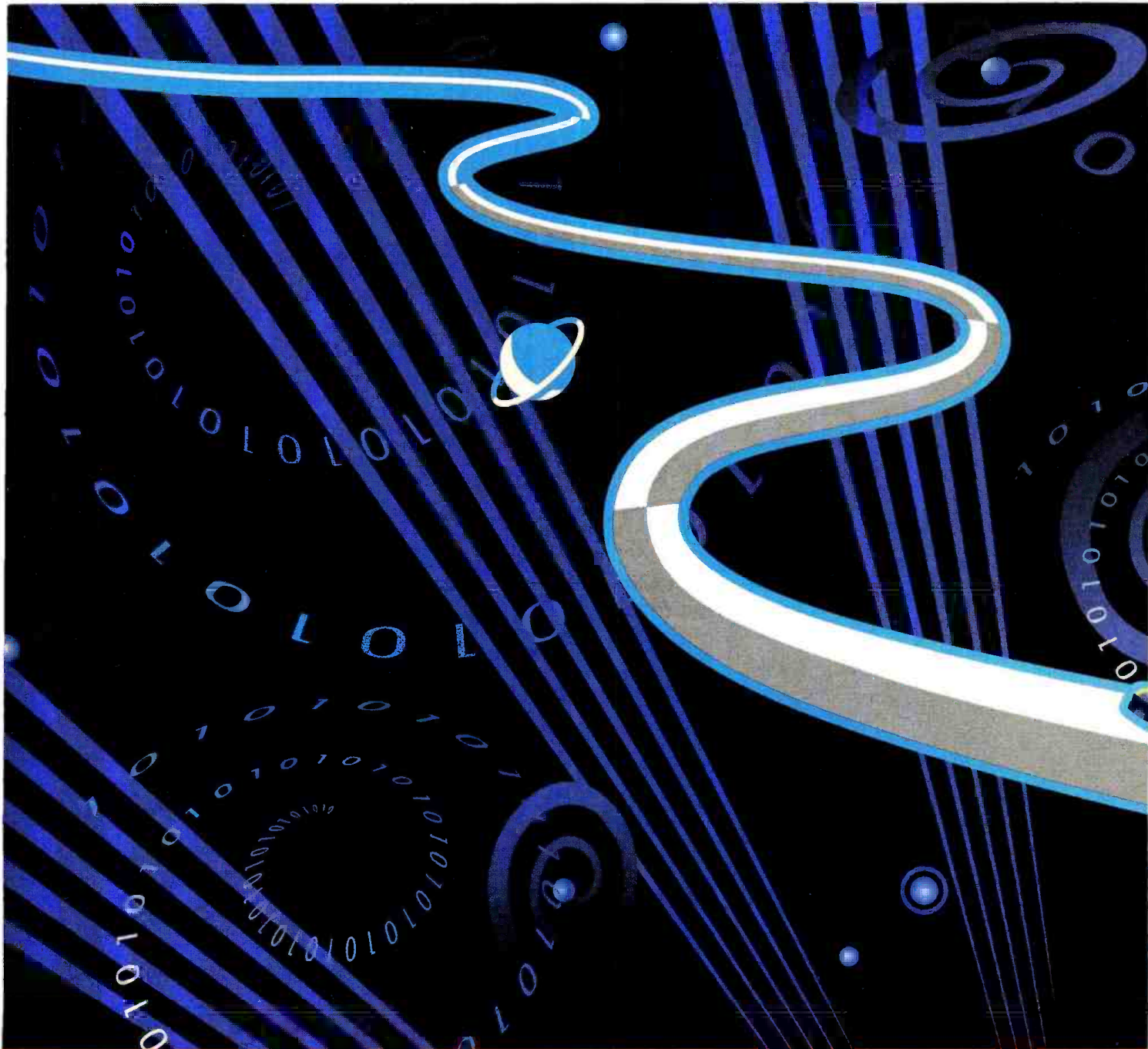
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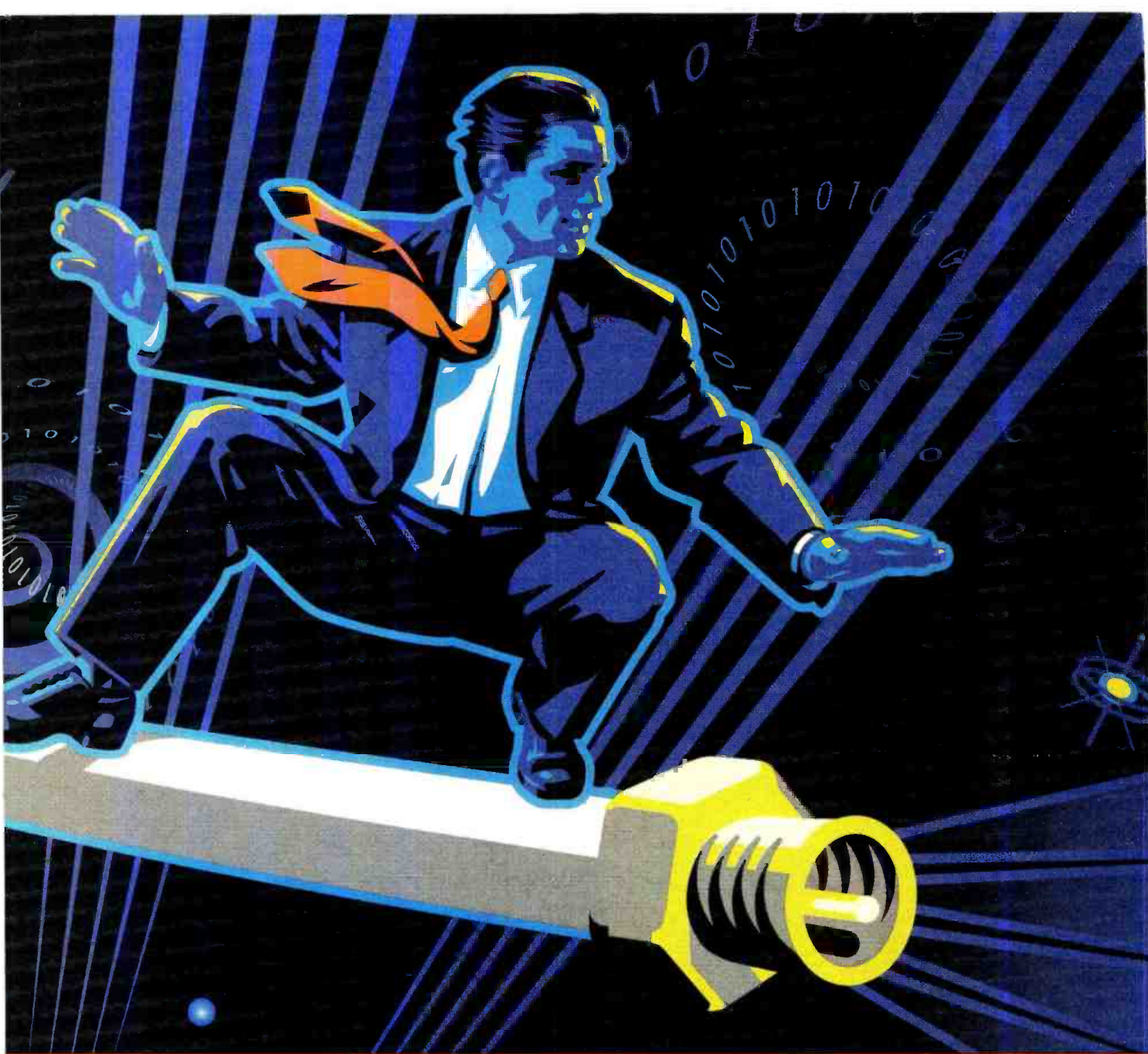
Here's How Cable Operators

Hang Ten Mbps. There's a tidal wave breaking in cyberspace. An ever increasing swell of millions of net surfers worldwide. This global community of surfers will look to ride on the cutting edge. To push the envelope and surf to the farthest frontiers of the internet in the blink of an eye. Now is the time for cable operators to channel the power of this on-line surge before it crests.

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is an excellent way for operators to generate new revenues.

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Calendar

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.

Nov. 8-10—Women Online Conference, sponsored by The Kelsey Group and Apple Computer Corp. The Renaissance Hotel, Washington. Contact: (609) 921-7200.

Wireless Datacasting

Broadcasters offered second revenue stream: data

WavePhore, Data Broadcasting systems supply wireless services

By Mark Berniker

Exactly where do local TV broadcasters fit on the information superhighway? Two companies specializing in transmitting data via existing wireless spectrum are urging television stations to get their act together.

"Broadcasters have a license to a piece of spectrum for their television signal, and our technology would enhance their ability to deliver new services to personal computers," says Glenn Williamson, chief operating officer of WavePhore Inc., Tempe, Ariz.

"The broadcast television industry has an existing infrastructure that can enable [it] to compete with cable, telephone and satellite to deliver data. But each of those industries [is] spending billions to create a new infrastructure, while broadcasters already have one in place," says Williamson.

WavePhore's multimedia datacasting system essentially allows broadcasters to send data to personal computers via existing spectrum. WavePhore is involved in talks with a number of local stations around the country about generating revenue through the delivery of PC-based data services.

"It is possible in the future that we would be able to inject our basic financial information into the over-the-air television signal," says Alan Tessler, co-chief operating officer of Data Broadcasting, another company specializing in datacasting.

New York-based Data Broadcasting distributes financial and sports data via FM sideband to cable systems, satellite services and individual subscribers.

Data Broadcasting is talking with WavePhore about working together to provide an integrated system that would allow TV stations to use their existing spectrum more effectively.

"If WavePhore's technology is proven, and we're hopeful that this technology works, then all local television stations will be able to transmit large amounts of digitized information over the air," says Tessler.

"Different stations are interested in putting up proprietary PC-based data services," says Williamson. However, WavePhore has yet to close a deal with a U.S. TV station.

Questions remain as to whether transmitting data will affect the picture quality of a station's signal. WavePhore is facing an uphill battle convincing U.S. stations that its new technology will work and be profitable for them.

Williamson says that by using WavePhore's multimedia datacasting system TV stations can send data at 384-500 kilobits per second over

FM sideband spectrum.

WavePhore is developing a more advanced system that it says will make it possible to send data at 1 megabit per second—far faster than is possible with the current generation of modems (14.4 or 28.8 bits per second).

Williamson says that WavePhore is focusing its efforts overseas and recently completed deals with Television Azteca in Mexico City and the Canadian Broadcasting Corp.

WavePhore's TVT1/4 video broadcast modem piggybacks digital data within the signal of existing television broadcasts. End users need a TVT1/4 decoder to download the data from the broadcasting source to their PCs.

WavePhore says its system can deliver digital magazines and newspapers, financial data, computer software, images and graphics, voice and music, and movies or other full-motion video as PC-based applications. **TMM**

Zilog creates V-chip

Zilog Inc. says it has produced a computer chip capable of blocking violent or sexually explicit TV programming. The Campbell, Calif.-based company says its chip has the architecture to decode ratings and keep children from watching programs deemed improper by their parents. However, no formal ratings system has been implemented by the broadcasting and cable industry, and V-chip legislation, although passed by the Senate, is still before the House.

ADSL still alive

Westell Inc. conducted an "ADSL proof of concept" demonstration in Englewood, Colo., showing the viability of delivering advanced services over the existing single-twisted-pair copper plant (asymmetrical digital subscriber line) of the telephone network. Westell showed the simultaneous operation of four 1.5 megabits per second video channels, a two-way video teleconference at 384 kilobits per second and a basic rate ISDN circuit along with regular telephone service via a plain telephone line. The demo was designed to convince the telephone industry that it can deliver advanced broadband services via its existing plant. **—MB**

DAB test results: Sneak preview

Preliminary results of EIA/NRSC lab tests show 'room for improvement'

By Donna Petrozzello

As the Electronic Industries Association and the National Radio Systems Committee prepare to unveil test results of digital audio broadcasting systems by different manufacturers, industry insiders say the tests might make a case for adopting an in-band DAB system, but will not be conclusive.

During the past year, the NASA Lewis Research Center of Cleveland has performed laboratory tests on various DAB models from manufacturers, including AT&T and the government-funded Voice of America. At a meeting Aug. 24-25, the EIA and NRSC were scheduled to unveil the test results to each of the various manufacturers who saw results of their own products only before the meeting.

Based on test results for AT&T products, AT&T Director of Advanced Audio Technology Nikil Jayant said, "I think the test results show there is room for improvement, but basically, the in-band, on-channel paradigm is something we can commercialize. Looking at the test results, I think we can make in-band radio a reality."

But because the laboratory testing has continued for more than one year, Jayant noted, some of the equipment was developed almost two years ago and may be outdated by the time the FCC adopts a DAB model.

But Jayant added that "for the first time, we have a good set of results explaining the strong and weak points of the technology, so the process is flexible enough that we can make some improvements. The technology is not stagnant."

Further field testing of the DAB models is scheduled to take place this fall in San Francisco. Other manufacturers are looking toward the test results to give an indication of which prototype most likely will be adopted by the FCC as a DAB standard.

In all, seven DAB prototypes were tested, including IBOC models from AT&T/Amati Communications and USA Digital Radio; an in-band, adjacent channel model and an in-band,

reserved channel from AT&T; a wide-band frequency Eureka 147 model from Thomson Consumer Electronics, and an S-band satellite model from the Voice of America/Jet Propulsion Laboratory company.

Of these, variations of the IBOC system, which broadcasts digital data underneath the analog data transmitted over an existing AM and FM signal, have received the most attention from industry executives and manufacturers. USA Digital Radio debuted its IBOC model in a bus at the National Association of Broadcasters annual convention last spring in Las Vegas.

"Looking at the test results, I think we can make in-band radio a reality."

Nikil Jayant, AT&T

Jeff Andrew, project manager at USA Digital Radio and director of engineering for Gannett Radio, contends that IBOC is superior because it migrates a digital signal onto existing bandwidth rather than using a frequency adjacent to another station or requiring a bandwidth

not available in the U.S.

"The in-band, on-channel model gives every broadcaster the chance to migrate over to digital," Andrew says. "It gives them CD quality not only on the FM but near-CD quality on the AM, and it gives them much greater data capabilities."

"The whole reason for doing this is

New talk talent for CBS

Adding to its clique of talk talent, CBS Radio plans to launch an issues-oriented show hosted by political campaign pundit Mary Matalin in January. *The Mary Matalin Show* will be the network's first daytime talk show, airing weekdays 3-6 EST and originating from Washington.

CBS officials say the network is "interested in building more talk programming" and beefing up the CBS Talk Radio Network. CBS Radio spokesperson Helene Blieberg says the network is "looking at new, viable talk shows" and placing an emphasis on building its talk repertoire.

CBS Radio's other long-form shows include *The Late, Late Radio Show* with Tom Snyder and Elliott Forrester weeknights 11 p.m.-2 a.m., and *The Gil Gross Show*, 8-11 weeknights.

Known as the former campaign director for President George Bush and host of CNBC's *Equal Time*, Matalin has guest-hosted Rush Limbaugh's daily radio show. An outspoken conservative, Matalin plans to talk with politicians, authors and policymakers who consider talk radio an "unfiltered" medium.

"With the diminishing confidence, trust and appeal of the mainstream media, candidates want to bypass the mainstream press and they seek opportunities to go unfiltered to the electorate," Matalin says. "I think there is an increasing audience [that] wants to have access to these policymakers."

—DP



Mary Matalin's radio show premieres in January.

to give radio stations an opportunity to deliver digital data and digital music quality and to catch up to the digital marketplace," Andrew says.

As equipment manufacturers prepared to view the test results from each model at a meeting last week, some manufacturers stressed concern over the report's findings.

Jayant says his company is "not happy with some of the results" because the final report indicates that a system failed to transmit its signal properly each time, but it does not note that the system failed under extreme

circumstances, according to Jayant, and can be misleading about the product's realistic performance.

"We ought to be very careful that a superficial reading of the report does not overly emphasize failures of the in-band systems in particular," Jayant says. "It is one thing to distribute to the public the report in its raw form, but it is also important to have some kind of an executive summary that explains the results and the knowledge that is gained in a manner that is fair and acceptable to all the parties concerned."

ABC to test system for transmitting commercials

New server will integrate satellite and phone lines for audio data delivery

By Donna Petrozzello

ABC Radio Networks and DG Systems jointly are developing a new digital audio distribution server that will integrate ABC's satellite facilities and DG's system of phone-line communications to transmit commercials to radio stations.

ABC and DG Systems will begin testing the system in October with a trial group of 40 stations. They hope to deploy the system to 5,000 stations, including hundreds of ABC's 3,400 affiliates, by next April.

ABC Radio's satellite system transmits programming, commercials and digital audio files to thousands of radio stations. DG's system, using high-speed phone lines, transmits audio files to PCs at radio stations. Developed two years ago, DG's landline system links advertisers, ad agencies, music companies and production studios to more than 3,000 affiliates of their service.

Bob Donnelly, ABC Radio Networks vice president of engineering, says ABC "wants the ability to use both high-speed phone lines and a satellite system" that will become available through a joint effort with DG Systems.

Through their alliance, ABC and DG Systems hope to provide stations with an advanced PC link that will connect radio stations with landline and satellite transmission methods to relay digital information. However, neither company is forgoing its usual method of satellite or landline communications in favor of an integrated system, Donnelly says.

DG Systems President Henry Donaldson says, "ABC's broad reach and network radio expertise combined with DG Systems' experience providing digital services to more than 3,000 stations establishes a de facto standard for our industry."

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Global Access serves up the U.S. Open

Satellite provider will send tennis championships to Australia, Hong Kong

By Glen Dickson

Satellite and fiber transmission provider Global Access Telecommunications Services has netted contracts with The Nine Network of Australia and Hong Kong-based STAR TV to provide transmission services for the U.S. Open tennis championships.

Boston-based Global Access will provide 100 hours of fiber-optic time for The Nine Network, which reaches an estimated 17 million Australian viewers. The company is running a fiber-optic line (a temporary Nynex installation) from the Open's venue in Flushing Meadows, N.Y., that will connect directly with AT&T's Manhattan fiber hub. The signal then will link to PacBell's Hollywood hub in Los Angeles, where The Nine Network will pick up the fiber transmission at its permanent earth station and uplink it to a satellite serving Australia.

The U.S. Open telecast will be broadcast over 140 Nine Network affiliates, with commentary from tennis legends John Newcombe, Fred Stolle

and Tony Trabert.

"We have an international facility in Los Angeles where we maintain two full-time transponders that serve the Pacific," says Noel Masson, The Nine Network's operations manager. According to Masson, the uplinked signal will be kept fairly clean; bumpers and graphics will be added in Sydney after downstreaming. "We have a lot of Asian clients downlinking the signal as well," he says.

The production truck that The Nine Network will use in Flushing Meadows was vended by CBS, the host broadcaster. "It's pure coincidence," says Masson. "They came up with the best bid. But it works out well because all the engineers know each other."

According to Keith Buckley, Global Access vice president of sales, a growing number of sports broadcasters, including Fox football and ESPN's *Extreme Games*, are relying on fiber to distribute their feeds. "The industry is going more and more to fiber," Buckley says. "We're going after that business

right now. With college and professional sports combined, sports contracts make up 10% to 15% of our business."

STAR TV's agreement with Global Access calls for a minimum 150 hours of satellite uplink time in the Orion Atlantic Ku-band space segment and a downlink in London. The News Corp. subsidiary serves 53 countries across Asia, India and the Middle East, reaching more than 220 million people.

The network will produce its full video package, including all graphics and bumpers, on site. The feed then will be sent overseas via an uplink truck provided by Global Access.

With American sports becoming more popular worldwide, sales of international satellite time are growing.

"In recent months we've made a big push internationally," says Buckley. "We acquired a company in London [Business Television Services, now known as Global Access Telecommunications Services Ltd.], and we're going after a lot of business there. We're doing the same in the Asia Pacific region." ■

Cutting Edge

By Glen Dickson

Maryland Public Television, Owings Mills, Md., has purchased eight Hitachi SK-2000PW 4:3/16:9 switchable digital cameras and Hitachi's digital triax cable to upgrade three of the production center's studios for future HDTV programming. The equipment will enable the studio to switch between 4:3 and 16:9 aspect ratios at the touch of a button; other features include six-vector color correction and skin-tone detail. The package purchase, including

robotics and prompters, totaled roughly \$1.3 million, according to MPTV Vice President Tom Bohn. MPTV also purchased a switchable digital edit suite for \$1 million.

Lasertron, a manufacturer of semiconductor lasers, detectors and fiber-optic links, has introduced a rack-mounted fiber-optic link for wireless communications. The link is used to connect base station donor sites with remote antennas for cellular, ESMR and



PCS applications; the rack mounting permits many antennas to be supported from a single centralized area. Transmitters are available in optical wavelengths of 1300 and 1550 nanometers for link lengths in excess of 25 km.

BTS has designed and outfitted a fully equipped mobile television unit for the People's Republic of China. The \$3.5 million OB van will be used by China Central Television (CCTV), the government-run broadcast organization headquartered in Beijing. The 35-foot van's full complement of BTS equipment includes a Diamond digital DD-30 production switcher, Venus 32-input/32-output digital

router, Mars router and Jupiter machine control system. It also has eight cameras, nine Digital Betacam video recorders (four with Slo-Mo), a CMX Omni editing system, character generator and audio mixer. The vehicle's first assignment is coverage of the World Women's Conference in September.

The Nashville Network has renovated its Control Room A and Technical Center and has upgraded its audio capabilities with the installation of a Neve Capricorn digital console. Russ Berger Design Group handled acoustical consulting and design for the facility, which supports the cable channel's *Grand Ole Opry* broadcasts.

USA flag to wave over seven stations

By Elizabeth Rathbun

Newly formed USA Broadcast Group already has contracts to buy seven midsize TV stations, with more to come within 30 days.

The group is buying aggressively, says CEO Robert Fish. He said last Thursday that USA has agreed to buy seven TVs from three buyers for a total \$98 million (see page 45). The stations and their sellers are WMGC-TV Binghamton, N.Y., and WVNY Burlington, Vt. (Citadel Communications Co.); WATM-TV Altoona and WWCP-TV Johnstown, both Pennsylvania (Smith Broadcasting); KSNF Joplin, Mo., and KFDX-TV Wichita Falls and KJAC-TV Beaumont, both Texas (Price Communications).

"The time is right to be buying in mid-market television stations," Fish says. "Deregulation is really the fuel that's being put on the fire here." As Congress considers lifting TV and

radio ownership caps, activity has grown in the station-sale market. And Fish expects deregulation to continue during the next four to five years.

Meanwhile, major-market consolidations like that of the Walt Disney Co. and Capital Cities/ABC "sooner or later" will make their way to midsize markets, he says. And USA Broadcast Group plans to be there with the stations to sell.

USA is seeking stations that are priced fairly, without the "insane" cash-flow multiples, such as 14, that have been seen, Fish says. "We are not in the marketplace to set multiples on cash flows." He declined to say what cash-flow multiple USA paid for its most recent seven stations.

The company is on a "very aggressive purchase schedule," he says, with stations to be purchased in some of the same markets as well as in additional markets within 30 days.

USA Broadcast Group, based in Wakefield, R.I., was formed earlier this month expressly to buy TV and radio stations in midsize markets. Besides Fish, the company's executives include COO Ray Schonbak and CFO Pat Sullivan; all three are investors in the company.

Fish most recently owned KUKQ (AM)-KUPD-FM Phoenix, which were sold last year to Sandusky Broadcasting. Sullivan was chief financial officer of New Vision Television, which was sold to Ellis Communications earlier this year. Schonbak has worked at Multimedia.

Investment and merchant banking firm Communications Equity Associates Inc. is backing USA. CEA also has an equity interest in the new company.

CEA Senior Vice President Bill Lisecky and Vice President Steven Pruett were the buyer's representatives for the deals and will be raising more money for USA's continuing purchases.

**Kelly Callan, Fred Kalil, Frank Higney,
Dick Beesemyer and Frank Kalil**

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After changing its name from Argyle Television Holding II Inc. to Argyle Television Inc., the company is going public. The five-TV-station owner has filed with the Securities and Exchange Commission for an initial public offering of 3.35 million-3.85 million Series A common shares, says Chairman/CEO Bob Marbut. The filing says the shares are expected to come to market at up to \$20 per share.

At the same time, Argyle is making a subordinated debt offering of \$125 million worth of high-yield bonds.

Proceeds from the offerings will be used to pay off bank debt and for the \$91 million purchase of WGRZ-TV Buffalo, N.Y. They also will be used to acquire more stations. Besides WGRZ-TV, Argyle owns WZZM-TV Grand Rapids, Mich.; WNAC-TV Providence, R.I.; KITV(TV) Honolulu, and WAPT(TV) Jackson, Miss.

Argyle II was formed last August. Argyle I and its four stations were bought by New World in May for \$717 million. Argyle II was renamed Argyle Television two weeks ago. The same senior managers have been in place throughout the company's incarnations, Marbut says. ■

This week's tabulation of station sales:

TV

WMGC-TV Binghamton, N.Y.; **WVNY-TV** Burlington, Vt.; **WWCP-TV** Johnstown and **WATM-TV** Altoona, Pa.; **KJAC-TV** Beaumont and **KFDX-TV** Wichita Falls, Tex.; and **KSNF-TV** Joplin, Mo.

Price: \$98 million

Buyer: USA Broadcast Group, Wakefield, R.I. (Robert Fish, CEO)

Sellers: **WMGC-TV**, **WVNY-TV**: Citadel Communications Co., Bronxville, N.Y.

(Philip Lombardo, president); owns **KROW(FM)** Mariposa, **KBEE(AM)**-**KATM(FM)** and **KHOP(FM)** Modesto, both Calif.; **KKFM (FM)** Colorado Springs and **KKMG(FM)** Pueblo, both Colo.;

KDWG(AM)-**KCTR-FM** and **KKBR (FM)**

Billings, **KBOZ(AM)**-**KATH (FM)** Bozeman

and **KBOZ-FM** Livingston, all Mont.;

KBUL(FM) Carson City and **KKOH(AM)**-

KNEV(FM) Reno, both Nev.; **KHTL(AM)**-

KMGA(FM) and **KKOB-AM-FM** Albuquerque, N.M.;

KAPN(AM)-**KLZX-FM** Salt Lake City, and

KGA(AM)-**KDRK-FM** and **KJRB(AM)**-

KEZE-FM Spokane, Wash.

WWCP-TV, **WATM-TV**: Smith Broadcasting Group Inc., Santa Barbara, Calif.

(Robert N. Smith, president); owns

KEYT-TV Santa Barbara; **KBSD-TV** En-

sign, **KBSL-TV** Goodland, **KBSH-TV** Hays

and **KWCH-TV** Hutchinson, all Kan.; and

WETM-TV Elmira and **wktv(TV)** Utica,

N.Y. **KJAC-TV**, **KFDX-TV**, **KSNF-TV**: Price Communications Corp. Stations, New York (Robert Price, president); owns **WHTM-TV** Harrisburg, Pa.

Facilities: **WVNY-TV**: Ch. 22, 1,000 kw

visual, 100 kw aural, ant. 2,739 ft.;

WMGC-TV: ch. 34, 1,480 kw visual, 148

kw aural, ant. 922 ft.; **WWCP-TV**: ch. 8,

166 kw visual, 16.6 kw aural, ant.

1,208 ft.; **WATM-TV**: ch. 23, 182 kw visu-

al, 18.2 kw aural, ant. 1,062 ft.; **KJAC-**

TV: ch. 4, 100 kw visual, 20 kw aural,

ant. 1,184 ft.; **KFDX-TV**: ch. 3, 100 kw

visual, 20 kw aural, ant. 1,000 ft.;

KSNF-TV: ch. 16, 2,570 kw visual, 257

kw aural, ant. 1,027 ft.

Affiliations: ABC: **WATM-TV**, **WMGC-TV**,

WVNY-TV; Fox: **WWCP-TV**; NBC: **KJAC-**

TV, **KFDX-TV**, **KSNF-TV**

Broker: Communications Equity Associates, N.Y.

COMBOS

KKMJ-FM/KJCE(AM) Austin and **KPTY(FM)** Luling/Austin, Tex.

Price: \$28.5 million

Buyer: American Radio Systems Inc., Boston (Steven B. Dodge, chairman/

CEO); also owns **WRKO(AM)**-**WBMX (FM)**, **WEEL(AM)**-**WEGQ(FM)** Boston; **WZMX(FM)**/

WRCH(FM)-**WNEZ(AM)** Hartford, Conn.;

WCMF-FM/WRMM-AM-FM Rochester and

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$4,850,000 □ 1

FM □ \$2,245,240 □ 2

Combos □ \$37,750,000 □ 5

TVs □ \$98,000,000 □ 7

Total □ \$142,845,240 □ 15

So far in 1995:

AMs □ \$75,319,654 □ 126

FMs □ \$436,559,313 □ 239

Combos □ \$1,288,499,810 □ 145

TVs □ \$2,581,437,000 □ 92

Total □ \$4,381,815,777 □ 602

WYRK-FM/WJYE(FM)-**WECK(AM)** Buffalo, both N.Y.; **WMMX-FM/WTUE(FM)**-**WONE (AM)** Dayton, Ohio; **WIRK-FM/WKGR(FM)**-**WBZT(AM)** West Palm Beach, Fla.; and **WQSR(FM)**-**WBMD(AM)** Baltimore; and is buying **WTIC-AM-FM** Hartford and **WBLK-FM** Buffalo.

Seller: Amaturio Group Ltd., Fort Lauderdale, Fla. (Joseph C. Amaturio, general partner); owns **KOOJ(FM)** Riverside and **KFRG(FM)** San Bernardino, both Calif., and **wkgr(FM)** Fort

Pierce, **WPBZ(FM)** Indiantown and **WOKC(AM)** Okeechobee, all Fla.

Facilities: **KKMJ-FM**: 95.5 mhz, 100 kw, ant. 1,000 ft.; **AM**: 1,370 mhz, 5,000 w day, 500 w night; **KPTY**: 94.7 mhz, 97 kw, ant. 1,256 ft.

Format: **KKMJ-FM**: adult contemporary; **AM**: urban gold/black; **KPTY**: oldies

Broker: Blackburn & Co., Alexandria, Va.

WROK(AM)-**WZOK(FM)** Rockford, Ill.

Price: \$5 million

Buyer: Connoisseur Communications, New York (Jeffrey D. Warshaw,

president); also owns **WBBW(AM)**-

WBBG-FM and **WRTK(AM)**-**WHOT-FM**

Youngstown, Ohio; **WFDF(AM)**-**WDZZ-**

FM Flint, Mich.; **wxlp(FM)** Moline Ill.;

KJOC(AM) Davenport and **KBOB-FM**

Muscantine, both Iowa; and is buying

WFRL(AM)-**WXXQ-FM** Freeport/Rockford (see item below)

Seller: Nolte Communications Inc., Rockford (John A. Nolte, president);

no other broadcast interests

Facilities: **AM**: 1,440 khz, 5 kw day, 27 w

night; **FM**: 97.5 mhz, 50 kw, ant. 430 ft.

Format: **AM**: news/talk; **FM**: top 40

Broker: Media Venture Partners,

Washington

WFRL(AM)-**WXXQ(FM)** Freeport, Ill.

Price: \$2.3 million

Buyer: Connoisseur Communications,

July 31, 1995

ML Media Partners L.P.

has completed the sale of the assets of

WREX-TV

Rockford, IL

to

Quincy Newspapers, Inc.

The undersigned initiated this transaction on behalf
of ML Media Partners L.P.

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Cincinnati, OH

SANDLER

Sandler Capital Management
New York, New York

New York (Jeffrey D. Warshaw, president); also owns WBBW(AM)-WBBG-FM and WRTK(AM)-WHOT-FM Youngstown, Ohio; WFDF(AM)-WDZZ-FM Flint, Mich.; WXLN(AM) Moline Ill.; KJOC(AM) Davenport and KBOB-FM Muscatine, both Iowa; and is buying WROK(AM)-WZOK-FM Rockford, Ill. (see item, above)
Seller: Stateline Broadcasting Inc., Rockford, Ill. (Harish Puri, president); no other broadcast interests
Facilities: AM: 1,570 khz, 5 kw day, 500 w night; FM: 98.5 mhz, 50 kw, ant. 450 ft.
Format: AM: sports, news; FM: country
Broker: Media Venture Partners, Orlando, Fla.

WUTQ(AM)-WOUR(FM) Utica, N.Y.

Price: \$1.35 million
Buyer: Broadcast Communications Inc., DuBois, Pa. (Robert and Ashley Stevens, principals); is selling WKVE (FM) St. Marys and WXVE(FM) Spangler, both Pa.
Seller: Bendat Communications & Broadcasting Inc., Utica, N.Y. (Paul Bendat, president); owns WABY(AM)-WKLI(FM) Albany, N.Y.
Facilities: AM: 1,550 khz, 1,000 w; FM: 96.9 mhz, 16 kw, ant. 790 ft.
Format: AM: adult standards; FM: AOR
Broker: Kozacko Media Services

KVNU(AM)-KVFM(FM) Logan, Utah

Price: \$600,000
Buyer: Cache Valley Communications Inc., Cary, N.C. (A. Thomas Joyner, president/co-owner); no other broadcast interests
Seller: Reed Bullen, Logan; no other broadcast interests
Facilities: AM: 610 khz, 5 kw day, 1 kw night; FM: 94.5 mhz, 15.6 kw, ant. 1,148 ft.
Format: AM: adult contemporary, talk; FM: CHR
Broker: Media Services Group Inc.

RADIO: FM

KOLT-FM Santa Fe, N.M.

Price: \$1.375 million
Buyer: Crescent Communications of California LP, Winston-Salem, N.C. (Allen Shaw, owner); also owns KSOL-FM San Francisco, KYLZ-FM Santa Cruz and KYLO-FM San Mateo, all Calif., and is buying KFBI-FM and KMZQ-FM Las Vegas and KRZY(AM)-KRST-FM Albuquerque
Seller: Clairmor Broadcasting Inc. (Braiker Family Trust, owner); no other broadcast interests
Facilities: 105.9 mhz, 100 kw, 1,936 ft.
Format: Country
Broker: Kalil & Co., Tucson, Ariz.

WCTX(FM) Palmyra, Pa.

Price: \$870,240
Buyer: Quaker State Broadcasting Corp., Mechanicsburg, Pa. (Richard Jeffries, president/25% owner); also owns WTPA(FM) Mechanicsburg
Seller: Clinton Broadcasting Co., Palmyra; no other broadcast interests
Facilities: 92.1 mhz, 3 kw, ant. 300 ft.
Format: Beautiful music
Broker: Marston Group Inc.

RADIO: AM

KGBS(AM) Dallas

Price: \$4.85 million
Buyer: Salem Communications Corp., Camarillo, Calif. (Edward G. Atsinger III, president, co-owner); also owns 19 AMs and 11 FM's in 10 states and Washington, including KSLR(AM) San Antonio and KKHT-FM-KENR(AM) Houston, and syndicator Salem Radio Network, Dallas. Atsinger also co-owns KFAX(AM) San Francisco; KKLA (FM) Los Angeles; KGFT(FM) Pueblo, Colo., and WAVA(FM) Arlington, Va.
Seller: Greystone D/M LP, Mission Hills, Kan. (Carol Russell, general partner); no other broadcast interests
Facilities: 1,190 khz, 50 kw day, 5 kw night
Format: Talk
Broker: John Saunders, Houston

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Group gets help fighting 2nd channel

MAP, Consumer Federation to cooperate with Campaign for Broadcast Competition

By Harry A. Jessell

Media Access Project, the Consumer Federation of America and several other liberal public interest groups will cooperate with, but will not join, the Campaign for Broadcast Competition, a conservative coalition challenging government plans to give TV stations a second channel for digital TV.

Agreeing that the second-channel plans amount to a spectrum "give-away," MAP will share information and perhaps conduct joint briefings of policymakers with CBC members, says MAP attorney Gigi Sohn. But it will not formally join the group or participate in press conferences, she says.

The story was the same with the Consumer Federation of America. CFA's involvement with the CBC will be limited to "getting the message out and trading information," says CFA's Brad Stillman.

The liberal groups mapped out their strategy at a meeting in Washington on Aug. 21. In addition to MPA and CFA, the groups include People for the American Way, The Center for Media

Education, the National Education Association and Children Now.

The groups say they want to keep their relationship with the CBC at arm's length because of divergent goals. CBC sees the spectrum now earmarked for TV stations as a new source of federal revenue that could be used to pay down the national debt. MAP and CFA would be happy if broadcasters agreed to concrete public interest obligations in exchange for the additional spectrum.

Sohn and Stillman say that the CBC's ties with the Cellular Telecommunications Industry Association were not a big factor in the decision. As long as they don't try to hide the fact, "it's fine," says Stillman.

The National Association of Broadcasters has blasted the CBC because of the CTIA connection: "It's very clear that the cellular industry is bankrolling this effort, and the idea that a consulting firm that has been on retainer to the association for several years is the key mover is ludicrous," says NAB spokeswoman Lynn McReynolds. "This is a CTIA production."

The CBC is being organized by National Strategies Inc., a Washington public affairs firm that counts CTIA among its clients.

NSI's Rick Stamberger confirms that CTIA provided seed money—\$5,000 and possibly another \$5,000. But he denies that CTIA initiated or is "bankrolling" the project. NSI thought up the campaign early this year as a means of generating new business, says Stamberger. So far, only CTIA and a handful of conservative public interest groups have signed on, he says, and adds that NSI had hoped to attract cable support, but has not.

Members include the Small Business Survival Committee, which is taking a lead role; the Council of 100, a group of prominent African Americans, and Americans for Tax Reform.

NSI and the current members are determined to forge ahead, regardless of how long the membership roll is, Stamberger says. "If we can get this policy turned around and generate \$30 billion to \$40 billion for the federal treasury, that's not such a bad thing. That's a good thing." ■

Chong asked to set kids-TV quota

California political and business leaders are making an appeal to fellow Californian and FCC Commissioner Rachelle Chong about children's television.

A group of Californians, including Senator Dianne Feinstein (D-Calif.), last week wrote Chong and the other commissioners asking for the establishment of minimum children's educational broadcasting requirements for TV broadcasters.

"We feel it is essential to specify the number of hours of educational TV that broadcasters must air per week," said the letter from California-based Children Now. "Given that children spend an average of 28 hours per week watching television, kids and their parents should have the option to make at least a small percentage of those hours educational."

Aside from Feinstein, those signing the letter included Stanford University President Emeritus Donald Kennedy,



Children Now appealed to FCC's Chong.

Gap Executive Vice President Robert Fisher, San Francisco Board of Education President Dan Kelly and University of California-Berkeley Chancellor Chang-Lin Tien.

Children Now hopes that its participation will catch the eye of native Californian Chong, says Vicky Rideout, director of Children Now's Children and the Media program.

"That's really what motivated us to get this going," says Rideout. "Our sense was that Commissioner Chong was undecided and that her vote would be crucial." Rideout says that her group has been encouraging Californians to write Chong and the other commissioners on the children's TV issue.

FCC Chairman Reed Hundt was impressed with last week's letter. "This is the broadest and deepest expression of support for clear and specific children's educational program requirements," Hundt said. —CM

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

The members of the New Hampshire Association of Broadcasters are committed to the FCC's goals of non-discrimination and affirmative action. If you would like to be considered for employment in the New Hampshire broadcast industry, please send your resume to:

Mr. B. ALLAN SPRAGUE, PRESIDENT
NEW HAMPSHIRE ASSOCIATION OF BROADCASTERS
10 CHESTNUT DRIVE
BEDFORD, N.H. 03110
NO PHONE CALLS.

The New Hampshire Association of Broadcasters members are equal opportunity employers.

Station/Sales Manager. Group Broadcaster is looking for an experienced performer to manage sales for its station in a very competitive small market. Aspen, Colorado. Excellent compensation plan with room to advance. Fax your resume to (970) 949-6208.

It doesn't get any better! You're presently employed wondering how best to utilize your sales, management skills. You sell ideas to high profile advertisers. You observe the good, bad of management itching for your turn at bat. Good \$5M Iowa market, 7 stations, we're #4 as a start up. If you're on the way up, hard working, equity is your goal apply to the guy who trained Chris Lytle. Phil Fisher fax resume 608-273-4773.

Great opportunity in mid-west college town for selling GM. Concept seller with strength to win in tough market. Solid facility with performance drive ownership. Reply to Box 00531 EOE.

GSM needed for hot AC FM-News/Talk AM in beautiful Glens Falls/Saratoga, NY. You must be high profile, hands-on Manager setting an example. For this great opportunity, call Clay Ashworth 518-792-2151.

HELP WANTED SALES

Sales Manager: For a profitable NJ FM. Must be qualified in agency, co-op and general street sales. Applicant will have strong leadership skills and the ability to sell, train and motivate. Applicant must have a working knowledge of computers and a winning attitude. Send letter and resume with salary history to: General Manager, WADB Radio, 1731 F Street, South Belmar, NJ 07719. No phone calls. Minorities are encouraged to apply. EOE.

HELP WANTED TECHNICAL

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.

HELP WANTED NEWS

Morning News Producer/Host. WDUQ, Duquesne University is seeking a News Producer/Host to present the local portion of Morning Edition, including local news, weather, traffic, promotion and continuity. Also, develop and produce stories and features for local broadcast and national submission in support of issues-based news coverage. Requirements: Minimum Bachelors Degree in Journalism, Communications or related fields, plus minimum 2 years professional experience preferred, or commensurate experience; significant newsgathering and anchoring experience; a pleasant, conversational morning voice and presence as anchor and on-air host; must perform well under deadline pressure; a high degree of creativity, professional broadcast and production ability; journalistic sense and cultural literacy; knowledge of technological advances in information gathering; strong written and oral communication skills; able to work independently and as part of our team; skill in on-air fundraising. Competitive salary and excellent benefits. EEO/AA. A marvelous opportunity to join a creative, innovative major-market news department entering a period of great growth. Send resume, aircheck and letter of interest by September 15, 1995 to: WDUQ Morning Host Search, Duquesne University, Pittsburgh, PA 15282.

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Network/Systems Administrator. National Public Radio seeks an energetic, self-motivated, and detail oriented network and software support professional. Responsible for providing 24-hour on-call, technical and administrative support. Duties include monitoring, tracking and reporting system indicators. Provides system and technical support for VAX VMS, workstations and servers (DOS, WFW, Mac, WinNT, UNIX). Researches new systems, operating systems and components. Requires BS degree in Computer Science with years of emphasis on network and systems design and troubleshooting preferred. 3 years network/systems administration to include responsibility for a multipatform system. Proficient in Windows, MS Office Tools and MS Project. Able to work in a fast paced environment. This position offers a competitive salary, excellent benefits, and an informal professional working environment. Send resume and cover letter referencing job number/title to: National Public Radio, Department of Human Resources, 635 Massachusetts Avenue, NW, Washington, DC 20001-3753. NPR is an Equal Opportunity Employer.

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BROADCASTERS

with ethnic and international programs interested in going national 24-hours-a-day. DirectCom Networks, delivering audio to the Direct-to-Home market via 18-inch satellite dishes, will be attending the World Media Expo in New Orleans.

Companies interested in expanding their business should call (918) 488-4895 to arrange meetings.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager: KDBC-TV in beautiful El Paso, Texas has opening for a General Sales Manager. This is an excellent opportunity for the right candidate. Jumpers - no need to bother! Successful candidate needs to understand conceptual selling of the nineties, have indepth local selling experience, National experience, good inventory management skills, good people and organizational skills, and must be a team player. Station is in an exciting rebuild mode, including Technical, News, Programming, Promotion. Send resume to: Jim Grimes, V.P./General Manager, KDBC-TV, 2201 Wyoming Street, El Paso, TX 79903 or Fax to: (915) 532-9686.

Local Sales Manager. Petracom's WQRF/FOX 39 in Rockford, IL has immediate opening. Candidate should have strong new business development skills and a history of selling special projects that attract incremental dollars. Not a desk job! Send resume and salary history to: WQRF-TV/FOX 39, 401 South Main Street, Rockford, IL 61101. Attention: Mary Bloyer, Administrative Assistant.

TV Station group with O&O's in top markets seeking several Research Directors, Managers, and Analysts. Challenging positions offer opportunity for advancement for bright, hard-working individuals with audience research experience. Marketing experience a plus. Please fax resumes to MAS at (310) 348-3698 or mail to MAS, Corporate Research, 6701 Center Drive West, 15th Floor, L.A., CA 90045. EOE.

HELP WANTED SALES

Account Executive: Leading Television Representative Firm seeks highly motivated sales executive for a list of major market TV stations with a highly visible agency list in our Los Angeles office. The successful candidate should be a team player with excellent interpersonal, communication, and marketing skills. Experience working with Nielsen Service required. Knowledge of PC applications in a Windows environment (Lotus, WP, JDS) a plus. Must have prior media sales experience, Television industry background preferred. We offer an excellent salary and comprehensive benefits program. For consideration, please send your resume with salary requirements to Petry, Inc., Human Resources Department, 5th Floor, 3 East 54th Street, New York, NY 10022. No phone calls please. EOE.

Traffic Manager. NBC affiliate in Springfield, Illinois seeks a Traffic Manager for our two station operation in a double metro/hyphenated market. We are a relatively new Columbine station with the latest software release and an AS400, on which the system is running. The person we hire should ideally have management experience, as well as experience with order entry, commercial copy, log editing and programming input. Candidate will oversee individuals at both stations and will work with National and General Sales Managers. We offer a terrific work environment plus great benefits. Send resume and salary requirements to Personnel Manager, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. EOE. Women and minorities encouraged to apply. All replies are strictly confidential.

Account Executive. You: Experienced top performer. We: South Texas News Leader, KIII-TV, Corpus Christi, the Nation's 66th largest city and the sparkling city on the bay. We offer an exceptional opportunity with superior commission and bonuses, creative support staff and all the tools to produce winning proposals. You bring a superb, documented record and minimum two years television sales background selling major agency and direct accounts with innovative concepts and technically proficient expertise. Degree preferred. TVScan, Marshall Marketing a plus. Minorities and women encouraged to apply. Pre-hire drug screen. Cover letter, resume, and written proposals you are proud of to: Personnel/Sales, KIII-TV3, 4750 South Padre Island Drive, Corpus Christi, Texas 78411. No faxes. After your material is received we will be happy to talk by phone by appointment. EOE.

Minority Sales Trainee Broadcast Advertising

Meredith Corporation's television station, KPHO in Phoenix, AZ, is offering a one-year sales trainee position for a graduating minority college student. Trainee will work with experienced account executives in research, proposal development and client sales calls. As training progresses, trainee will handle own accounts.

A Bachelor's or equivalent experience is required. Sales experience and formal training in advertising, broadcasting or sales preferred. Must be self-motivated, goal-oriented, and have the ability to handle multiple tasks. Computer knowledge, and strong written and verbal communication skills required.

Location: Phoenix, AZ

Please send resume and cover letter detailing your accomplishments and goals to:



Mrs. K. Bock
Staffing Services, Dept. 976B
Meredith Corporation
1716 Locust Street
Des Moines, IA 50309-3023

FAX: 515/284-2700
E-mail to: staffing@dsm.mdp.com

An Equal Opportunity Employer

Senior Account Executive. WTNZ/FOX 43 in Knoxville, TN an Ellis Communications station, is seeking an aggressive, career oriented marketing specialist experienced in incremental revenue generation as well as share oriented transactional business. TV Scan, Market Manager, and qualitative research a plus. Submit resume to: General Manager/WTNZ at 9000 Executive Park Drive, Corporate Square, Building D, Suite 300, Knoxville, TN 37923. Ph. (615)693-4343 / Fx. (615)691-6904. WTNZ/Ellis Communications, Inc. is an Equal Opportunity Employer.

Sales Rep/Agent for Florida based production company. Broadcast, Cable and Corporate connected individual to rep network quality outfit. 813-251-2598.

Account Executive: FOX O&O. Move up and earn top income potential. WGHP News Channel 8 seeks growth oriented; experienced achiever to join our sales team in the 48th DMA. Reap rewards selling top rated local news; Carolina Panthers; FOX Prime and premier syndication like Seinfeld, A Current Affair, Ricki, Baywatch and more. Excel with market leading sales support, production, research and marketing services. Expand your career with the industry leader. Send or fax resume and performance history to: LSM fax (910) 841-8051 or WGHP-TV, HP-8 High Point, NC 27261. EOE.

Research Manager. Sinclair Broadcast Group (based in Baltimore, MD) has an opening for a Research Manager. We seek a hands-on sales and marketing professional with 2-4 years of TV experience, one who is expert in computer skills, qualitative research, software and graphics. This position is a multi-market job. We require persons with "analytical thinking" skills; one who has both written and verbal presentation skills. Send resume, detailed cover letter and references to: Robert A. Epstein, Director of Sales and Marketing, Sinclair Broadcast Group, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Continental Television Network has an opening for Local Sales Manager in beautiful Missoula, MT. Requires success in recruiting, training, and motivating sales staff. ABC/FOX station with major growth potential. Send resume to General Manager, 2200 Stephens Avenue, Missoula, MT 59801.

HELP WANTED MARKETING

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Director of Audience Development to develop and execute and oversee overall marketing strategy. Ideal candidate will have five years of progressively responsible broadcast experience in marketing, promotion, television production, research and/or a proven track record of successful promotional and marketing concepts. Knowledge of all forms written communication, including print, electronic media, and presentation material. Event marketing knowledge a plus. Please send resume and salary history to: 78 Inc., HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

Marketing Director: WESH-TV (NBC), a Pulitzer Broadcasting Company station, in Orlando, FL, is looking for a smart, aggressive and creative thinker who understands that winning is the most fun of all. The on-air and off-air promotion game is played at a very high level in this sophisticated metered market...experienced pros are encouraged to apply. If you are committed to being among the very best, join us at one of the very best broadcasting facilities located in one of the very best places to live. Rush resume and non-returnable 3/4" tape to Jeffrey H. Lee, Vice President/General Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

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.....

KEYSTONE COMMUNICATIONS, a fast-growing company which has achieved a market leadership position in providing video transmission services to broadcasters and other video users in the United States, has an opening for a new senior management position.

The Company currently leases over 30 transponders on US domestic and international satellite systems and together with teleports in New York and California, fiber optic links, studios and editing facilities, provides a one-stop shopping transmission network for the delivery of TV program material, for the syndication and distribution of programs or complete channels, for sports and news events and for business communications.

This is a dynamic, global market which is currently experiencing rapid expansion and technological change. To help maintain growth and development, the present management team needs to be enhanced by the addition of an experienced marketing professional.

The successful applicant will be required to develop the company's marketing plan, to carry out customer and competitor analyses, and to contribute to business and strategic planning. Prefer candidate with experience in telecommunications, broadcasting or other relevant areas. It is also important to recruit a highly focused team player, with strong analytical abilities and an interest in the technologies of the communications and broadcasting markets. Vision and creative flair will also be required to fulfill the Company's expectations.

Keystone has offices and senior executives located in New York, Washington DC, Salt Lake City and Los Angeles. The position of Vice President Marketing and Business Development could be located in any one of these cities according to the preference of successful applicant.

Applications in writing to:

**The President
Keystone Communications
400 North Capitol St., NW #880
Washington, DC 20001**

Keystone Communications is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

NW COMMUNICATIONS OF TEXAS, INC. KDFW-TV

TECHNICIAN/MAINTENANCE

Performs technical preventative and corrective maintenance on all television broadcast equipment to component level. Must have knowledge of television system design. Also works SNG and ENG trucks and other duties as assigned.

Minimum of four years experience in television maintenance and/or operations and demonstrate skills in more than one of the following: Computers, Station Automation, Videotape Operations, Systems Maintenance, ENG Repair or Transmitter Maintenance.

Submit resumes to:

**GUY BEVERLIN, DIRECTOR OF ENGINEERING
400 N. GRIFFIN, DALLAS, TX 75202
(214)720-3200 (FAX NUMBER)
Equal Opportunity Employer**

Assistant Chief Engineer: Looking for well qualified Assistant CE who can eventually assume position for CE for UHF station. FCC General Class License, SBE Certified. Send detailed resume and salary requirements to Box 00525 EOE.

NW COMMUNICATIONS OF TEXAS, INC. KDFW-TV

DIRECTOR

Directs television broadcasting live and taped programs. Coordinates crew responsibilities. Three years experience in television broadcasting, in medium to major market, directing live news required. College degree preferred.

Submit resumes to:

**GUY BEVERLIN, DIRECTOR OF ENGINEERING
400 N. GRIFFIN, DALLAS, TX 75202
(214)720-3200 (FAX NUMBER)
Equal Opportunity Employer**

Maintenance Supervisor: Position requires at least five years experience maintaining Studio, Control Room, and Transmission equipment in a Television Broadcast environment. Expertise is required in component-level repair of video, audio, and digital equipment and installation of broadcast systems. Candidates will be required to supervise maintenance engineers, order parts and control inventories. A degree in Electronics or equivalent training is necessary. Send resumes to: Bill Beam, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

NEW WORLD COMMUNICATIONS KDFW-TV

ENG VAN OPERATOR

Operate ENG van for live and taped news reports. Successful candidate will have a minimum of 2 years experience as ENG operator or related broadcast experience.

Qualified applicants should contact
**GUY BEVERLIN, DIRECTOR OF ENGINEERING
400 N. GRIFFIN, DALLAS, TX 75202
(214)720-3200 (FAX NUMBER)
Equal Opportunity Employer**

Aggressive Eastern U.S. top 60 affiliate seeks the right person to assume Assistant Chief Engineer responsibilities. Hands on repair and maintenance with multiple formats, studio and ENG equipment and problem solving abilities needed. Experience with high power UHF a plus. If you are a mature self-starter with at least two years experience, and a FCC General Class License or SBE Certification, please forward your resume and salary requirements to Box 00528 EOE.

Director of Engineering. One of Florida's premier post production facilities seeks experienced top notch Engineer to oversee technical plant. Must possess digital and analog knowledge including Sony and GVG Switchers, Sony and CMX Editors, Digital Betacam, D1, D2, Beta SP, 1". Satellite and networking experience is a plus. Minimum five to seven years experience required. Client skills a must. Please send pertinent information to: John Dussling, VP/GM, Century III at Universal Studios Florida, 2000 Universal Studios Plaza, Orlando, FL 32819.

TV Engineer. WMAQ-TV is currently looking to fill the position of television Engineer. Interested applicant must be a multi-skilled technician with extensive experience operating a variety of studio production equipment. Individual will be required to perform a variety of studio operational tasks including switching, audio, chyron, videotape and robotic camera operations. We require a minimum of 5 years experience in production and technical operations with an understanding of news operations requirements and the ability to quickly solve problems or work around them. Important to have excellent interpersonal skills and demonstrated leadership ability. If interested in applying for this position, send cover letter, resume and salary history to: Janet Lopez, NBC Employee Relations, 454 North Columbus Drive, Chicago, IL 60611, Attn: #B/C950823EGR. National Broadcasting Company/An Equal Opportunity Employer.

Chief Engineer - Dominant Gulf Coast affiliate seeks a Chief Engineer who can lead us into the digital future. The successful candidate will have excellent technical and leadership skills plus a thorough knowledge of broadcast equipment including RF transmission systems. Requirements are an FCC license, college or technical degree (or equivalent experience), plus at least 10 years broadcast engineering experience. We will be conducting interviews for this position at RTNDA in New Orleans in September. To arrange an interview, call Veronica Bilbo, EEO Coordinator, KPLC-TV, 318-439-9071. EOE.

Manager, E.J. Operations. WMAQ-TV is looking for a Manager for its Electronic Journalism operations. The job consists of management responsibilities for a 40-person E.J. technical and field operation for the Channel 5 News. This includes supervision of scheduling, establishing and communicating quality standards, and providing ongoing performance evaluation and training. Also responsible for maintaining and documenting an ongoing safety program including vehicle fleet maintenance and compliance with DOT requirements. Will also act as liaison between news and broadcast operations to assist in the coordination of equipment repairs and acquisitions and to identify and schedule cross-training opportunities. Interested applicants must have minimum of five years of management or supervisory experience in a labor union environment. Knowledgeable in the areas of news gathering, field productions and studio operations. Should have a minimum of one year experience in the area of capital projects with budgeting and administering both capital and operational budgets. Familiarity with the NBC/NABET contract preferred. College degree or equivalent work experience is desired. If interested in applying for this position, send cover letter, resume and salary history to: Janet Lopez, NBC Employee Relations, 454 North Columbus Drive, Chicago, IL 60611, Attn: #B/C950816EJ. National Broadcasting Company/An Equal Opportunity Employer.

Assistant Chief Engineer. West Texas, CBS affiliate, seeks an Assistant Chief Engineer. FCC or SBE license required. Knowledge of Sony BVU and VP 3/4-inch tape systems, proficiency in trouble-shooting, and repair of broadcast equipment a must. Degree and/or prior experience required. Send resume to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

TV Maintenance Engineer Immediate opening for qualified maintenance engineer. Studio and transmitter experience necessary. Stereo facility with Sony Betacart, Sony 1 inch, Bosch telecine, Grass Valley switchers & distribution, Utah routing, S.A. satellite equipment, and RCA UHF transmitter. Send resume to: Tom Foy, KUTP-TV, 4630 S. 33rd St., Phoenix, AZ 85040. EOE.

TV Engineer - WLIG-TV, Long Island, NY has immediate opening for experienced Engineer. Minimum 3 to 5 years experience in repair, maintenance and installation of broadcast equipment. Full benefits package. Resume and salary history to Mark D'Acampora, Engineering Supervisor, WLIG-TV, 270 South Service Road, Melville, NY 11747. EOE.

HELP WANTED NEWS

WMDT TV Salisbury, small-market ABC affiliate, needs replacements for personnel moving on to larger markets. They are happy, we are sad. Sports Director, Reporter/Anchor, Photogs needed now and Meteorologist needed October 15. Play on Eastern Shore beaches and work in the best equipped station of our size anywhere. Remote Bureau, live unit, Kavouras weather system, Basy newsroom, Hi-8 and Sony Betacam cameras. Non-returnable tape, resume and references to: Neil Bayne, ND, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F. No phone calls, please.

ATTENTION: REPORTERS AND PRODUCERS!

Do you have investigative reporting or producing skills? Are you an effective negotiator? Do you like righting wrongs and restoring hope? If so, this aggressive, major market television newsroom needs you. We're building a new solution-oriented Troubleshooter Unit. Applicants must have significant television reporting and producing experience and be willing to fight for the underdog. Send resume and tapes to **Box 00516**. Replies held in confidence. Female and minority applicants encouraged. Equal Opportunity Employer.

NEWS director

Sunny South Texas on the Gulf Coast. KIII-TV - ABC affiliate. Top Rated Newscast in Corpus Christi Market, on-air since 1964, is seeking a News Director immediately. Minimum of 5 years experience as a News Director is necessary. Abilities should include good management skills, negotiation, and complete knowledge of libel laws. Applicants must be budget minded, interested and involved in the community and possess a desire to produce the number one rated newscast in Texas.

CONTACT BILLY BROTHERTON, SR.,
GENERAL MANAGER, KIII-TV,
4750 SOUTH PADRE ISLAND DRIVE,
CORPUS CHRISTI, TEXAS 78411.

*Minorities and women encouraged to apply. EOE.
If you are attending RTNDA, appointments will be
accepted at the Doubletree Hotel New Orleans.*

News Anchor/Reporter. NBC affiliate in the Southeast looking for Weekday Morning Anchor/Reporter. Minimum 2-3 years anchoring/reporting experience required. Applicant with strong field, live and reporting skills will be most highly considered. Send non-returnable, resume and references to Deborah Tibbetts, News Director, WCIV-TV, P.O. Box 22165, Charleston, SC 29413-2165. Absolutely no phone calls. EOE. M/F.

News Director: WHIO TV, Dayton, OH, Cox's top-rated CBS affiliate is looking for the best. We want an experienced, enthusiastic, proven news management leader who is focused on the basics of local news; live, local, late breaking coverage and powerful presentation of hard news combined with an understanding of how to effectively market this philosophy both inside and outside of the newscasts. If you think you've got what it takes, have exceptional people managing skills and want to commit to exciting opportunities send your resume to David Lippoff, VP and GM, WHIO TV, 1414 Wilmington Avenue, Dayton, OH 45420. M/F. EOE.

News Photographer: Work closely with reporters in producing and videotaping assigned stories. Requires videography and news judgment skills, and at least one year of TV news experience. Send non-returnable tape and resume to: News Director, WTVG, P.O. Box 1150, (410 West 6th Street), Chattanooga, TN 37401. Women and minority applicants encouraged. Equal Opportunity Employer.

News Photographer Editor. 48th Market ABC affiliate has an immediate opening for a TV News Photog/Editor. Must be willing to work evenings, overnight and/or weekends. Candidate must have a minimum of 2 years experience videotaping and editing TV news footage on BETA and/or 3/4" equipment. Related college degree preferred. If you'd like to be part of Albuquerque's #1 TV Station, send resume and non-returnable tape: Dave Mathew, E.N.G. Manager, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Drug free work place. Equal Opportunity Employer.

News Producer: Top 50 CBS affiliate seeking a highly motivated individual with 2-3 years experience to produce the weekend morning newscast. Successful candidate must be creative, accurate, a self starter and have excellent writing skills. Qualified candidates please forward non-returnable tape and resume to Rob Allman, News Director, WFMV-TV, 1615 Phillips Avenue, Greensboro, NC 27405. EOE.

News Reporter - General Assignment Reporter with Edward R. Murrow Award winning station. The position also involves occasional anchor work and sports reporting. Experience required. Send resume and tape (no Beta tapes) to: News Director, WGEM-TV, 513 Hampshire, Quincy, IL 62301. No phone calls, please. EOE, M/F.

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.

Weathercaster/Reporter. Top 50 CBS affiliate seeks Weather Anchor for weekend mornings who will report for news and help prepare weathercasts during the rest of the week. Will develop weather forecasts into easily understood "on-air" presentations using graphs, maps and other visuals and support other members of the weather team. Must have 2-3 years of television experience. Meteorology degree and NWA/AMS Seal preferred but not required. Knowledge of WSI Weather Spectrum 9000 a plus. Strong desire to grow in Weather and News skills. Send resume to Rob Allman, News Director, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420. EOE.

Main News Anchor. Top 80 midwest affiliate seeks experienced communicator to compliment female co-anchor. Resumes and tapes to Box 00530 EOE.

General Assignment Reporter: Top market station seeks an experienced General Assignment Reporter. Live newsroom experience a must. Send resume and tape to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an Equal Opportunity Employer.

News Producer: Top 50 CBS affiliate seeking a highly motivated individual with 2-3 years experience to produce the main evening newscast. Successful candidate must be creative, accurate, a self starter and have excellent writing skills. qualified candidates please forward non-returnable tape and resume to Rob Allman, News Director, WFMV-TV, 1615 Phillips Avenue, Greensboro, NC 27405. EOE.

Group Broadcaster with medium and small market stations in the South looking for energetic, qualified News Anchors, Reporters and Producers to fill immediate positions with a growth company providing good benefits and competitive pay. Rush non-returnable 3/4 or 1/2 inch demo tapes and resumes to: Clyde Payne, Benedek Broadcasting Corporation, POB 13000, Bowling Green, KY 42102. EOE. No phone calls please.

NBC 41 News in Kansas City is looking for an experienced Executive Producer. Must be the newsroom leader on a daily basis. We're looking for a person who is creative, can motivate producers and reporters and make our newscasts "standout" in the market. Send nonreturnable tapes and resumes to: Mark Olinger, KSHB-TV, 4720 Oak Street, Kansas City, MO 64112. KSHB-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply. Please no phone calls.

News Reporter: Top 50 CBS affiliate seeking individual to cover, write, edit and air stories as assigned. Maintain general knowledge of local, regional and national news. Assist photographers in shooting and editing stories. Investigate and develop stories for consideration. Must have 3 years reporting experience, a B.A. in Journalism or related field and be a team player. Qualified candidates please forward non-returnable tape and resume to Rob Allman, News Director, WFMV-TV, 1615 Phillips Avenue, Greensboro, NC 27405. EOE.

General Assignment Reporter. NBC affiliate, WNDU-TV, is looking for a smart, aggressive, creative General Assignment Reporter. We're looking for someone who can enterprise and break stories. Two years experience as a reporter is needed, and experience with microwaves and satellite lives is a plus. If you can write well and love to tell a good story, send a non-returnable tape and resume to: The WNDU Stations, Position #00120, Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please!

Weekend Sports Anchor/Reporter: We are looking for someone to anchor our weekend sportscasts and report during the week. Join a number one station on the Gulf Coast. Send resume and non-returnable demo tape to Box 00529 EOE.

TV Network Bureau. ENG Photographer: Top LA Network Bureau opportunity for bright hardworking, reliable shooter w/pro news experience. Resume, cover letter with salary history, references and tape to Tom Hanson, MVP Communications Inc., 1075 Rankin, Troy, MI 48093. Fax: 810-588-1899. Women and minorities are encouraged to apply.

Reporter needed for market's #1 news team. Requires broadcast writing and videotape editing skills, computer experience, and at least one year of TV news experience. Send non-returnable tape and resume to: News Director, WTVC, P.O. Box 1150, (410 West 6th Street), Chattanooga, TN 37401. Women and minority applicants encouraged. Equal Opportunity Employer.

Producer/Director: NBC-affiliate in Yuma, Arizona is seeking a Commercial Producer/Weekend Newscast Director. Applicant must be familiar with studio and post-production procedures and have the ability to work with ideas from conception to final product. Technical directing/directing experience preferred. Excellent communication and people skills a must. Please send your resume to Russell Spencer, Production Manager, KYMA-TV, 1385 South Pacific Avenue, Yuma, AZ 85365. EOE.

Photographer. The New York Times station in Memphis is looking for a talented photojournalist to add to our award-winning staff. I'm looking for an aggressive photographer who isn't afraid to work unusual hours. Hey, it's news. Please send resumes and non-returnable tapes to Steve Hutchinson, Chief Photographer, WREG-TV, 803 Channel 3 Drive, Memphis, TN 38103. No phone calls please. EOE.

HELP WANTED PRODUCTION

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.

We're looking for a creative, hands-on Art Director. If you've got 3 to 5 years experience as an Art Director and a killer portfolio - we want to hear from you! We've got SGI/Matador paint and animation, Alias 3D, Acom DDRs and much, much more. It's a great opportunity to build your own team as San Antonio's #1 station. Best of all we're a Post-Newsweek station. That means great benefits, competitive salary and a stable working environment. Rush resume and reel to Jim Hart, KSAT-TV, P.O. Box 2478, San Antonio, TX 78298. No phone calls. Any job offer contingent upon results of pre-employment physical including drug screen. EOE/M-F/DV/ADA.



FULL-TIME PROMO PRODUCER

Network, Syndication, or Local
Station experience a must!
Offline Editing experience
linear/non-linear Avid.
Movies, Reality, Talk Promo.
Send resume and reel to:

**ANOTHER LARGE
PRODUCTION**
6430 Sunset Blvd.
Suite 1520
Hollywood, CA 90028
Attn: Phillip Large
No calls please.

Line Producer needed for KOTV, the A.H. Belo station in Tulsa. We need someone with strong writing skills, the ability to calmly lead under pressure, and someone who puts story content above story count. If you have at least two years TV producing experience, a bachelor's degree, and strong people skills, please rush last night's aircheck, a resume and references to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. EOE/AA.

Producer/Associate Producers. The Cristina Show, Spanish Television number one talk show, based in Miami, is looking for an experienced Producer and Associate Producer. Must have journalism/news or talk show production background and speak/write Spanish. Send resume to: Osvaldo Onoz, Univision-Cristina, 9405 NW 41st, Miami, FL 33173. EOE.

TV Producer with on-air presence. Must be able to develop interesting story ideas for weekly magazine, direct EFP, interview subjects, write and narrate first-rate scripts; edit video tape; and host in-studio. Minimum two years experience required. Preference given to applicants with studio directing experience. Send resume to Executive Secretary, WVPT-TV, 298 Port Republic Road, Harrisonburg, VA 22801 by September 8. No phone calls. EOE.

Switcher/Director/Producer - KHAS-TV, Hastings, Nebraska is seeking an experienced Switcher/Director/Producer to join our Production team. Ideal candidate has superior production, switching, directing skills, ability to work on multiple projects and meet deadlines with quality work. Emphasis on live newscasts and commercial production. Women and minorities are encouraged to apply. Send resume to: John T. Benson, KHAS-TV, P.O. Box 578, Hastings, Nebraska 68902.

Canal de Noticias NBC is seeking Spanish fluent Show Producers, Assignment Editor and Graphics Artist for our growing service. Canal de Noticias NBC is a 24-hour Spanish news channel in Charlotte, NC. No calls. Send resume and references to: Box FE 301, 360 Lexington Avenue, 12th Floor, NY, NY 10017. EOE.

Production Manager. Oversee the KERO-TV Production Department with responsibilities for on air graphics, community affairs programs, public service announcements, commercial production for advertising clients as well as special local telecasts including telethons. Must be able to lead the department, set priorities and facilitate the creative process. Excellent writing, communication, and organizational skills a must. Resumes only to: Chris Westerkamp, VP/GM, 321 21st Street, Bakersfield, CA 93301. EOE. M/F.

Writer/Producer/Reporter needed for in-flight magazine show. Must have engaging on-camera personality and interest in a variety of topics. Features include a mix of sponsored and editorial elements and require some travel. Ideal candidate lives in the NYC area and is looking for a part-time opportunity, 3-5 days per month, with national exposure. Send tape and resume to: Peter Yahr, Image Productions, 1501 Broadway, NY, NY 10036. No calls please. EOE.

Voted Most Livable City. Pacific Northwest Indie seeks production pro with terrific creative ideas and a great reel to produce commercials, promos and business videos. Full-time IBEW position. No beginners and no phone calls, please. Please send resume/tape/writing samples to: Producer Search, KVOS TV, 1151 Ellis Street, Bellingham, WA 98225. EOE.

HELP WANTED PROMOTION

Creative Services Director. Looking for imaginative, dynamic, artistic person to head creative services department at Binghamton, NY NBC affiliate. Successful candidate will have responsibility for total look of the station including promotion and news graphics and will oversee commercial production. Applicants must have necessary technical skills and experience, but also be able to motivate a talented staff to doing their best work. Send resume and sample reel to Alice Riehl, General Manager, WICZ-TV, P.O. Box 40, Vestal, NY 13851. EOE.

Director of Advertising and Promotion. KERO-TV is looking for someone to lead the creative and strategic efforts to make it the station of choice in a very competitive market. Our market size requires creative solutions and excellent execution to maximize our efforts and budget. We believe in winning, hard work, and having fun. Resumes only to: Chris Westerkamp, VP/GM, 321 21st Street, Bakersfield, CA 93301. EOE. M/F.

HELP WANTED HOST

Wanted: Dynamic, bright, articulate Talk Show Host to team with female co-host on established morning talker, medium market. If you honestly know it all, from local politics to baking cookies to dancing the tango...this job's for you. Experienced only need apply. Send resume and tape no later than September 15th to Box 00526 EOE.

HELP WANTED ADMINISTRATION

Manager of Human Resources. Local unit of national media company seeks a Manager of Human Resources for a staff of 200. This is a hands-on position. Responsibilities include training, benefits administration, applicant tracking, employee relations, affirmative action and customer service. Applicants must have a minimum of five years personnel generalist experience and a bachelor's degree, should be well-organized with excellent communication skills and have experience using word processing and spreadsheet software. Send resume and salary requirements to: MHR-B&C, P.O. Box 77010, Atlanta, GA 30309. No phone calls please. EOE.

HELP WANTED RESEARCH

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Research Manager which under the direction of the Research Director will assist in the researching, writing and distribution of sales research. Analysis of broadcast and cable ratings services, qualitative research, and creation and presentation of Client proposals. Ideal candidate will have proficiency in MacIntosh, Excel, Word Perfect, data base management. College degree in communications or two years of experience in sales/research or related field an asset. Please send resume and salary history to: 78 Inc., HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

Research Coordinator: Motivated hands-on individual to create and write generic and market specific presentations, working with syndication sales staff, developing market sales pieces. Minimum 2 years television research experience. Knowledge of SNAP, Micronode and Nielsen reports. PowerPoint and Excel proficient. EOE. Send resume: Diane Oldham, Sr. VP Research, Genesis Entertainment, 625 Madison, New York, NY 10022. Or fax (212) 527-6401.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager. WCBD-TV, the ABC affiliate in Charleston, South Carolina is seeking a degreed accounting professional with 3 to 5 years managerial experience in a broadcasting environment. Successful candidate will be responsible for all accounting systems, financial reporting, budgeting and personnel. Strong interpersonal and computer skills (i.e., Lotus, MS Word) are a must. Fax resume and salary history 803-881-3410, Attn: General Manager. No phone calls, please. WCBD-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply. Pre-employment drug test required.

SITUATIONS WANTED NEWS

Dedicated, hard-working professional looking for an opportunity in broadcasting, preferably in sports. Experience in all facets of the business, from shooting to anchoring. B.S. degree in Journalism from Ohio U. Currently working in the Cincinnati market. Call Jason (513) 522-2660.

Award-winning newswoman seeks management position with Public TV. 20 years experience, network, news, documentaries, MA degree. Available immediately. Fax: 202/775-4306.

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 PROMOTION

Seek position in Creative Services/Promotions. Experienced Editor and Director, can take a project from start to finish. Completed shows have aired on cable. Trained on the Avid. Salary negotiable. Call Dennis at 618-397-0274.

SITUATIONS WANTED PRODUCTION

Lighting Director, Fiorentino trained, studio and field with many national credits and awards. Accomplished video/film cameraman. Call Tom Sharpe (704)926-6083. P.O. Box 1493, Maggie Valley, NC 28751.

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NWN, America's Virtual Weathercenter also offers daily on-camera weathercaster training sessions. Work the Chroma-Key and make your on-air demo tape. Single and multi-day sessions available.

Call 601-352-6673.



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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.

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CABLE

HELP WANTED MANAGEMENT

Continental Cablevision, Inc.: Telecommunications Regulatory Affairs. The nation's third-largest cable system operator is creating a new senior governmental affairs position in each of its five operating regions to coordinate state telecommunications regulatory matters. Responsibilities will include assisting in the development of the region's business plans and regulatory strategies for entering new telecommunications markets; representing the company before state legislatures and public utility commissions; interfacing with senior corporate management on telecommunications matters; and working as an integral part of a regional regulatory affairs team. Qualifications include substantial experience in telecommunications and/or utility regulatory issues, and excellent oral and written communications skills. A law or economics background is preferred. If interested, send inquiries, including resume and salary history to: Corporate and Legal Affairs Department, Continental Cablevision, Inc., The Pilot House, Lewis Wharf, Boston, MA 02110. No phone calls please. Continental Cablevision is an Equal Opportunity Employer.

Traffic Manager. Metrobase Cable Advertising, a major Cable TV Interconnect is looking for an experienced Traffic Manager. TV, Cable, Radio, Advertising background preferred. Excellent computer, communication, and organizational skills required. Competitive salary and benefits package. Fax resume to Dottie Mallon, 610-640-0830. EOE.

ALLIED FIELDS

HELP WANTED SALES

Sales Professional

\$50,000-\$200,000 Annually

19 year leader in corporate promotions seeks strong salesperson to call on decision makers.

- Pre-set appointments
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Contact Lisa Scott at
(800) 241-5981, Canada (800) 880-3684,
ext. 636. Fax resume to (800) 467-6544.

MMS

Media Marketing Services, Inc.

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

HELP WANTED INSTRUCTION

STATION MANAGER - WYCC-TV

WYCC-TV, Chicago's Educational PBS Station, is seeking a broadcast professional with PBS experience to fill the position of Station Manager. Responsibilities include daily station operation management as well as program acquisition, scheduling, budgeting, and direct staff supervision. The successful candidate will have a thorough knowledge of FCC and PBS guidelines and 5 - 7 years of documented television experience in an Executive Producer, Program Director, or related management capacity. A four year degree in Communications, Marketing, Business, or related field is preferred.

For consideration, forward cover letter and resume to City Colleges of Chicago, Human Resources Department, 226 West Jackson Boulevard, Chicago, IL 60606-6998. No phone calls please. Chicago residency required within six months. EOE/AA/M/F/D/V.

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National Sports Jobs Weekly. We cover pro and college sports and all of the media. \$39 - 4 issues. (602) 933-4345.

TV Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. Call Tony Windsor at **NEWSDirections** (800) 639-7347.

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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

NEW STATIONS:

Granted

Beaver Dam, Ky. (BPH-941122MM)—Charles M. Anderson for FM at 100.7 mhz, ERP 6 kw, ant. 100 m. *Aug. 18*

New Orleans (BPEX-950721MA)—AT&T Corp. for experimental FM at 96.3 mhz, ERP 3.6 kw. *Aug. 11*

Winter Harbor, Me. (BPH-950206MO)—Theodore Enfield for FM at 97.7 mhz, ERP 6 kw, ant. 100 m. *July 28*

Moose Lake, Minn. (BPH-930324MF)—Agate Broadcasting Inc. for FM at 107.1 mhz, ERP 25 kw, ant. 55 m. *Aug. 18*

Roseau, Minn. (BPH-940218MA)—Jack J. Swanson for FM at 102.1 mhz, ERP 50 kw, ant. 87 m. *Aug. 17*

St. Charles, Minn. (BPH-930203MC)—Richard R. Radke for FM at 107.7 mhz, ERP 1.6 kw, ant. 196 m. *Aug. 15*

Grand Marais, Mo. (BPH-941026MB)—Eclectic Enterprises Inc. for FM at 95.3 mhz, ERP 100 kw, ant. 164 m. *Aug. 16*

Albion, Neb. (BPCT-930726KH)—Citadel Communications Co. Ltd. for TV at ch. 24, ERP 2,590 kw visual, ant. 366 m., 18 km SW of intersection of rtes. 80 and 14. *June 27*

Broken Bow, Okla. (BPED-930416MA)—Good News Fellowship Church Inc. for non-commercial educational FM at 90.9 mhz, ERP 2.5 kw, ant. 91 m. *July 31*

Winner, S.D. (BPH-940620MB)—Midwest Radio Corp. for FM at 98.5 mhz, ERP 100 kw, ant. 130 m. *Aug. 15*

Mount Juliet, Tenn. (BPH-891012MS)—Jamal Broadcasting LP for FM at 106.7 mhz, ERP 6 kw, ant. 100 m. *Aug. 14*

Royalton, Vt. (BPH-890905MG)—Lisbon Communications Inc. for FM at 99.7 mhz, ERP 1.8 kw, ant. 127 m. *Aug. 11*

Dismissed/Returned

Calipatria, Calif. (BAPCT-950615KE)—Marvin Gardens Broadcasting GP for KAJB-TV ch. 54: assign CP to Las Tres Palmas Corp. *Aug. 15*

Charleston, Ill. (BPED-941229MA)—Wisconsin Voice/Christian Youth Inc. for new educational at 91.3 mhz, ERP 1 kw, ant. 44 m. *Aug. 16*

Ettrick, Va. (BPH-950524MD)—Kenneth R. Noble II for FM at 93.1 mhz, ERP 6 kw, ant. 100 m. *Aug. 16*

Filed/Accepted for filing

Dothan, Ala. (BPCT-950814KO)—Ramar Communications Inc. (Ray Moran, president, PO Box 3757, Lubbock, TX 79452) for TV at ch. 60, ERP 5,000 kw, ant. 161.8 m., .75 km E of Wicksburg. Ramar owns KJTV-TV and KXTQ-AM-FM Lubbock and KASY(FM) Albuquerque, N.M. *Aug. 14*

Tuscaloosa, Ala. (BPCT-950814KI)—Chancie L. Pylant (806 W. Washington, Kennett, MO 63857) for TV at ch. 23, ERP 1,600 kw visual, ant. 165 m., 5.8 km E of Maxwell. *Aug. 14*

Tuscaloosa, Ala. (BPCT-950814KJ)—Sinclair Broadcast Group Inc. (David D. Smith, president, 2000 W. 41st St., Baltimore, MD 21211) for TV at ch. 23, ERP 900 kw visual, ant. 678 m., E of Windham Springs. Sinclair owns WTO-TV Birmingham, Ala.; WPGH-TV Pittsburgh; WTTE-TV Columbus, Ohio; WBFF-TV Baltimore; WCGV-TV Milwaukee; WLFL-TV Raleigh, N.C.; and WTVZ-TV Norfolk, Va. Smith is 25% owner of WUB-TV Bloomington, Ind., and 18.75% owner of WTTA-TV St. Petersburg, Fla. *Aug. 14*

Harrison, Ark. (BPCT-950728KU)—Agape Church Inc. (H.L. Caldwell II, 701 Napa Valley Dr., Little Rock, AR 72221) for TV at ch. 31, ERP 2,500 kw visual, ant. 268 m., Gaither Mtn., 4.8 km S of Capps, W of SR 43. Agape owns KVNT-TV Pine Bluff and KVTH-TV Hot Springs, Ark. *July 28*

Kaneohe, Hawaii (BPCT-950811KH)—Dove Broadcasting Co. Inc. (Paul A. Tenynson, president, 305 Hahani St., Kailua, HI 96734) for TV at ch. 66, ERP 96 kw visual, ant. 632 m., Wiliwilinui Ridge, 3 km SW of Waimanalo. *Aug. 11*

Kaneohe, Hawaii (BPCT-950814KK)—Windward Television Inc. (Joyce Cathcart, president, 1508 Halekoa Dr., Honolulu, HI 96821) for TV at ch. 66, ERP 74.2 kw visual, ant. 661 m., atop Wiliwilinui Ridge, 4 km SW of Waimanalo. *Aug. 14*

Kaneohe, Hawaii (BPCT-950814KQ)—Mai'a Broadcasting Ltd. (Susan Simms, president, 111A Hekili St., Suite 136, Kailua, HI 96734) for TV at ch. 66, ERP 124.5 kw visual, ant. 639 m., Wiliwilinui Ridge, 11 km SE of Kaneohe. *Aug. 14*

Plainville, Kan. (BPH-950727MB)—GATORADIO (Charles Alan Farr) for FM at 96.7 mhz, ERP 5 kw, ant. 109 m, NE 1.3 km, .4 km E of Hwy 183. *Aug. 14*

South Fort Polk, La. (BPH-950720MG)—Toddlo Broadcasting (Simla B. Ellis, owner, 1103 LaNeuveville Rd., Lafayette, LA 70508) for FM at 95.7 mhz, ERP 6 kw, ant. 100 m., Leesville Concrete Co., RedTown Rd., Leesville. Ellis is building an FM in Mamou. *July 20*

Calumet, Mich. (BPCT-950814KW)—Bruce E. Fox (505 Turtle Creek Dr., Brentwood, TN 37027) for TV at ch. 5, ERP 100 kw visual, 20 kw aural, ant. 129.3 m. Fox is 25% owner of KBGE-TV Bellevue, Wash. *Aug. 14*

Hamilton, Mont. (BPH-950707ME)—Bitterroot Valley Broadcasting Inc. (Robert C.

Massey, president, 127 N. Higgins, PO Box 2543, Missoula, MT 59806) for FM at 98.1 mhz, 5.9 km W of Hamilton, 100 m. W of Grubstake Restaurant. *July 7*

McCook, Neb. (950417MQ)—W. Lawrence Patrick for FM at 93.3 mhz, ERP 50 kw, ant. 150 m. *July 27*

Farmington, N.M. (BP-950712AA)—Kenneland Broadcasting Inc. for experimental AM at 1610 khz, 1 kw, 209 W. Murray Dr., Farmington, N.M. *Aug. 3*

Jal, N.M. (950404MA)—John H. Wiggins for FM at 107.1 mhz, ERP 100 kw, ant. 113 m. *July 27*

Saranac Lake, N.Y. (BPCT-950809KF)—Floyd L. Cox Jr. (20 Oak Creek Dr., South Burlington, VT 05403) for TV at ch. 16, ERP 545 kw visual, ant. 440 m., 7 km SSW of Tupper Lake. *Aug. 9*

Manteo, N.C. (BPCT-950814KH)—Ray-D-O-Biz Inc. (William S. Ray, president, PO Box 1040, Kill Devil Hills, NC 27948) for TV at ch. 4, ERP 100 kw visual, ant. 297 m., .85 km E of Hwy 158, Mamie. Ray-D-O-Biz owns WCXL-FM Kill Devil Hills, WGA(AM) Elizabeth City and WQDK-FM Ahsoskie, all N.C. *Aug. 14*

Manteo, N.C. (BPCT-950814KL)—Lawrence F. Loesch (104 Chowan Trail, Edenton, NC 27932) for TV at ch. 4, ERP 100 kw visual, ant. 139 m., .8 km SE of Rte. 64/264 and SR 345. Loesch co-owns WZBO(AM) and WERX(FM) Edenton, N.C. *Aug. 14*

Manteo, N.C. (BPCT-950814KM)—Coastal Broadcasting Co. Inc. (Kenneth L. Mann, president, 2402 Wrightsville Ave., Nags Head, NC 27959) for TV at ch. 4, ERP 100 kw visual, ant. 142 m., 1 km E of Wanchese. Coastal owns WNNW(FM) Nags Head and wants to build FM at Manteo. *Aug. 14*

Manteo, N.C. (BPCT-950814KN)—Lockwood Broadcasting Inc. (David A. Hanna, president, 220 Salter's Creek Rd., Hampton, VA 23661) for TV at ch. 4, ERP 100 kw visual, ant. 145 m., .6 km SE of intersection of SRs 1168 and 245 near Wanchese. *Aug. 14*

Manteo, N.C. (BPCT-950814KP)—Commonwealth Broadcasting Group Inc. (Charles M. Harker, president, 4412 Commonwealth Ave., La Canada, CA 91011) for TV at ch. 4, ERP 100 kw visual, ant. 139 m., .61 km SW of intersection of hwy 1168 and 345, Wanchese. Commonwealth also wants to build KTRG-TV at Del Rio, Tex. *Aug. 14*

Southern Shores, N.C. (BPH-941223MB)—Nautical Broadcasting Inc. for FM at 100.9 mhz, ERP 50 kw, ant. 150 m. *July 24*

Massillon, Ohio (BPED-950731MA)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Dr., Chicago, IL 60610) for noncommercial educational FM at 88.7 mhz, ERP 12 kw, ant. 91 m., Camp Buckeye. Moody owns noncommercial WMBI-AM-FM Chicago and WDLN-AM-FM East Moline, Ill.; WCRF(FM) Cleveland and WVMS(FM) Sandusky, Ohio; WMBW(FM) Chattanooga, Tenn.; KMBI-AM-FM Spokane, Wash.; WKES(FM) St. Petersburg and WRMB

(FM) Boynton Beach, Fla.; WMBV(FM) Dixon's Mills, Ala.; WAFS(AM) Atlanta; WGNB(FM) Zeeland, Mich., and WJSO(FM) Pikeville, Ky.; is building noncommercial WMBW(FM) Crossville and WFCM(FM) Murfreesboro, Tenn.; WGNR(FM) Monee, Ill., and WIWC(FM) Kokomo, Ind.; and wants to build noncommercial at Birmingham, Ala.; Crown Point, Ind.; Sebastian, La Crosse and Vero Beach, Fla.; Moses Lake, Wash.; Forest, Miss.; Kalispell, Mont.; Wilmington, N.C., and Prichard, Ala. *Aug. 15*

Norman, Okla. (BPED-950714MD)—Sister Sherry Lynn Foundation Inc. (Sherry Lynn Austin, president, 1101 N. 81 Hwy, Marlow, OK 73055) for noncommercial FM at 89.3 mhz, ERP 4.5 kw, ant. 50 m., 2020 E. Alameda St., Norman. Foundation is buying KMOX(FM) Springtown and noncommercial FM at Weatherford, both Tex., and is building noncommercial FM at Sulphur, Okla. *July 28*

Poteau, Okla. (BPED-950718MD)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for FM at 91.7 mhz, ERP 3.25 kw, ant. 569 m., Cavanal Mountain Communications Site, 4.1 km NW of junction of Park St. and Robert Ave., Poteau. Association owns noncommercial educational WAFR(FM) Tupelo, WQST-AM-FM Forest and WDFX(FM) Cleveland, all Miss., and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan. *Aug. 3*

Shawnee, Okla. (BPCT-950814KE)—Pete E. Myrl Warren III (6200 Valeria Ln., El Paso, TX 79912) for TV at ch. 30, ERP 5,000 kw visual, 2,000 ft. NW of Franklin. *Aug. 14*

Wewoka, Okla. (BPH-950724MC)—Jean Bell Spencer (PO Box 1260, Wewoka, OK 74884) for FM at 104.7 mhz, ERP 6 kw, ant. 100 m., 8 km from Wolf. Spencer owns KWSH(AM) Wewoka. *July 24*

Rapid City, S.D. (BPN-950626MI)—Gregory D. Gentling Jr. (c/o KROC, 122 S.W. 4th St., Rochester, MN 55901) for FM at 106.3 mhz, ERP 100 kw, ant. 300 m., 2.4 km S of city, W of Old U.S. Hwy 16, Pennington City. Gentling is president, Southern Minnesota Broadcasting Co., which owns KROC-AM-FM Rochester and KYBA(FM) Stewartville, Minn.; and KXRB(AM) and KKLS-FM Sioux Falls, KKLS(AM) and KMMK(FM) Rapid City and KKN(FM) Salem, all S.D. *June 26*

Sioux Falls, S.D. (BPH-950629MA)—Lee O. Axdahl (1127 S. Duluth Ave., Sioux Falls, SD 57105) for FM at 95.7 mhz, ERP 10.5 kw, ant. 155 m., 4.9 km SE of Colton. Axdahl is 27.5% owner of KTWB-FM Sioux Falls and is applying for new FM at Flandreau and Rapid City, S.D.; Deer River, Minn., and Ennis, Mont. *June 29*

Winner, S.D. (PBED-950801MA)—MAS Communications Inc. (Mark A. Swendsen, president/owner, 1124 A. Westwood Dr., Winner, SD) for FM at 98.1 mhz, ERP 100 kw, ant. 299 m. *Aug. 1*

Bluff City, Tenn. (BPH-950726AB)—Kintron Lab Inc. for experimental AM at 1680 khz, 400 w, 144 Pleasant Grove Rd., Bluff City. *Aug. 3*

Dimmitt, Tex. (950407MC)—James D.

Peeler for FM at 100.5 mhz, ERP 100 m., ant. 100 m. *July 27*

Edna, Tex. (950331MH)—Hill Country Radio Inc. for FM at 96.1 mhz, ERP 12.8 kw, ant. 139 m. *July 27*

Snyder, Tex. (BPCT-950724KH)—Prime Time Christian Broadcasting Inc. (Albert O. Cooper, president, PO Box 7708, Midland, TX 79708) for TV at ch. 17, ERP 464 kw visual, ant. 134.6 m., 7.2 km NNE of Snyder, 7.1 km N on Hwy 208, 1.85 km E of Hwy 208. Prime Time owns KMLM-TV Odessa, Tex., and KRPV-TV Roswell, N.M., and is building KPTB-TV Lubbock, Tex. *July 24*

Stanton, Tex. (950425MB)—John H. Wiggins for FM at 105.9 mhz, ERP 37 kw, ant. 122 m. *July 27*

Ogden, Utah (BPCT-950814KE)—Kralowec Children's Family Trust (Arthur C. Kralowec, sole trustee) 1077 W. Morton Ave., Porterville, CA 93257) for TV at ch. 24, ERP 5,000 kw visual, ant. 217 m., Little Mountain, 10 km WSW of Warren. Trust owns KKAG(TV) Porterville, Calif. *Aug. 14*

Ogden, Utah (BPCT-950814KG)—Beehive Broadcast Corp. (E. Morgan Skinner Jr., president, 210 N. 1000 East, St. George, UT 84771) for TV at ch. 24, ERP 1,170 kw visual, ant. 1197 m., Farnsworth Peak, 5.1 km SE of Lake Point. Skinner owns KSGI(AM) St. George and is co-owner of KFMD-FM Delta, KNUC-FM Smithfield and KNFL-AM-FM Tremonton, all Utah. Skinner is 33.3% owner of KSGI-TV Cedar City and 25% owner of KSGI-FM St. George, and wants to build FM in Richfield, all Utah. *Aug. 14*

Alberta, Va. (950407MB)—Broomfield Broadcasting Inc. for FM at 103.1 mhz, ERP 1.8 kw, ant. 100 m. *July 27*

Lynchburg, Va. (BPED-950628MA)—Positive Alternative Radio Inc. (PO Box 889, Blacksburg, VA 24063) for FM at 91.7 mhz, ERP 2.2 kw, ant. 203 m., atop Round Mtn., 12.8 km NE of Lynchburg. *June 28*

Allouez, Wis. (BPH-930707MF)—Bayside Broadcasting Corp. for FM at 106.7 mhz, ERP 25 kw, ant. 100 m. *July 24*

Allouez, Wis. (BPH-930709MD)—Jon A. Le Duc for FM at 106.7 mhz, ERP 10.5 kw, ant. 155 m. *July 24*

Allouez, Wis. (BPH-930707ME)—Michael R. Walton Sr. for FM at 106.7 mhz, ERP 25 kw, ant. 100 m. *July 24*

Allouez, Wis. (BPH-930708MC)—RDO (Lawrence Hentry Zegers) for FM at 106.7 mhz, ERP 25 kw, ant. 100 m. *July 24*

Dickeyville, Wis. (BPH-950612MM)—Leon Metz (961 Whispering Ln., Hazel Green, WI 53811) for FM at 101.1 mhz, ERP 6 kw, ant. 100 m., on U.S. 151, .85 km SW of Dickeyville. *June 12*

Pinedale, Wyo. (BPH-950725MB)—Rule Communications (Robert Rule, 2232 Dell Range Blvd., Cheyenne, WY 82009) for FM at 101.1 mhz, ERP .211 kw, ant. -54.7 m., 650 W. Pine St., Pinedale. Rule also wants to build FMs in Casper and Cheyenne. *July 25*

FACILITIES CHANGES

Granted

Sedona, Ariz. (BPH-950608IB)—Rocket Radio Corp. for KQST(FM) 102.9 mhz: change transmitter site. *Aug. 9*

Fayetteville, Ark. (BPH-950414IB)—Dema-ree Media Inc. for KKEG(FM) 92.1 mhz: change ERP to 7.6 kw, ant. to 167 m. *Aug. 11*

Anaheim, Calif. (BP-950320AB)—Anaheim Radio Associates for KORG(AM) 1190 khz: increase power to 20 kw day, change daytime DA ant. pattern. *Aug. 14*

Paso Robles, Calif. (BMPH-950714IA)—Andy James Fakas for KNCR-FM 103.1 mhz: change ERP to 1.1 kw, ant. to 232 m. *Aug. 15*

San Diego (BMP-940727AC)—Midwest Television Inc. for KFMB(AM) 760 khz: augment nighttime pattern. *Aug. 14*

San Francisco (BPH-950413IE)—CBS Inc. for KRQR(FM) 97.3 mhz: install aux. ant. system. *Aug. 7*

San Joaquin, Calif. (BMPH-931126ID)—Susan Lundborg-San Joaquin Broadcasting for KVPC(FM) 105.55 mhz: change ERP to 6 kw, ant. to 54 m. *May 9*

Bowdon, Ga. (BMPH-950518MA)—Steven L. Gradick for WYAI(FM) 105.5 mhz: change ERP to 1.55 kw, ant. to 192 m., TL to Black-jack Mtn., 4 km N of Ephesus. *Aug. 1*

Kingsland, Ga. (BPH-950412IE)—Radio Kings Bay Inc. for WKBX(FM) 106.3 mhz: change ERP to 6 kw; add directional ant. *Aug. 8*

Smithville, Ga. (BMPH-950516IB)—IQ Radio Network Inc. for WZIQ(FM) 106.5 mhz: change ERP to 2.45 kw, ant. to 157 m., TL to off Crotwell Rd. 4.1 km SW of Neyami. *Aug. 10*

Kahaluu, Hawaii (BPH-950613IC)—Brewer Broadcasting Corp. for KLEO(FM) 106.1 mhz: change ERP to 7.3 kw, ant. to 886.5 m. *Aug. 10*

Rochelle, Ill. (BP-950504AB)—Rochelle Broadcasting Co. Inc. for WRHL(AM) 1,060 khz: increase power to 50 w night. *Aug. 14*

Madison, Ind. (BPH-950329IC)—Dubois County Broadcasting Inc. for WORX-FM 96.7 mhz: change ant. to 168 m.; TL to 1224 Telegraph Hill Rd., Madison; ant. supporting-structure height. *July 28*

Nashville, Ind. (BMPH-940927IE)—Brown County Broadcasters Inc. for WVNI(FM) 95.1 mhz: change ERP to 2.3 kw, ant. to 144 m., TL to .8 km S of S.R. 45, 3.2 km E of Unionville. *Aug. 3*

Bloomfield, Iowa (BPH950223ID)—Horizon Broadcasting Inc. for KXOF(FM) 106.3 mhz: change ERP to 9 kw, ant. to 112 m., TL to Rte. 63, 1.9 km NNE of Bloomfield, antenna supporting-structure height. *Aug. 7*

Cedar Rapids, Iowa (BPCT-950615KF)—KOCR Inc. for KFAX(TV) ch. 28: change ERP to 2,510 kw visual and ant. to 209 m.; modify directional pattern. *Aug. 3*

Eldon, Iowa (BMPH-950509IE)—Sample

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Broadcasting Co. LP for KRKN(FM) 104.3 mhz: change ant. to 104 m., TL to 2.3 km E of Floris. *Aug. 1*

Waukon, Iowa (BMPH-941229IB)—David H. Hogendorn for KNEI-FM 103.5 mhz: change ERP to 9.25 kw, ant. to 175 m., TL to 4.8 km N or Waukon off Hwy 9. *Aug. 17*

Hyden, Ky. (BMPH-940912IV)—Leslie County Broadcasting Inc. for WZOQ(FM) 97.9 mhz: change ERP to 1.75 kw, ant. to 368 m., TL to 3 mi. S of Hazard on Buffalo Mtn. *July 27*

Middlesboro, Ky. (BP-931213AC)—Gateway Broadcasting Inc. for WMIK(AM) 560 khz: increase power to 2.5 kw day. *July 29*

Valley Station, Ky. (BMPH-950519IE)—Otting Broadcasting of Kentucky Inc. for WQNF(FM) 105.9 mhz: change ERP to 3 kw, ant. to 100 m. *July 25*

Boston (BMPH-950522IB)—Greater Boston Radio II Inc. for WBCS(FM) 96.9 mhz: change ERP to 22.5 kw, ant. to 224 m. *Aug. 18*

East Longmeadow, Mass. (BP-950613AB)—Saga Communications of New England for WAQY(AM) 1,600 khz: reduce power to 2.5 kw day, change TL to 45 Fisher Ave., East Longmeadow, change ant. system. *Aug. 14*

Lawrence, Mass. (BPH-941227ID)—American Radio Systems Lic. Corp. for WGO(FM) 93.7 mhz: change ERP to 34 kw, ant. to 179 m., TL to Lakeland Park Dr., Peabody City, ant. supporting-structure height. *Aug. 18*

Mackinaw City, Mich. (BPH-950223IC)—Power Pager Inc. for WFGE(FM) 94.3 mhz: change channel to 94.5 mhz. *July 25*

Fosston, Minn. (BP-950615AD)—Pine to Prairie Broadcasting Inc. for KKCO(AM) 1,480 khz: reduce power to 90 w night, change ant. system. *Aug. 14*

Minneapolis (BPH-950407IB)—Radio 100 LP for WBOB-FM 100.3 mhz: install auxiliary ant. *Aug. 15*

Proctor, Minn. (BPH-950208IC)—Befera Broadcasting Inc. for KUSZ(FM) 107.7 mhz: change ERP to 7.7 kw, ant. 278 m. *July 27*

Tracy, Minn. (BPH-950517IB)—KMHL Broadcasting Co. for KARL(FM) 105.1 mhz: change ERP to 45 kw, ant. to 153 m. *Aug. 18*

Bay Springs, Miss. (BPH-940831MB)—Cotton Valley Broadcasting Co. for WIZK-FM 93.5 mhz: change ERP to 25 kw, ant. to 90 m., class and frequency to 232C3. *May 2*

Chillicothe, Mo. (BPH-930830IC)—Steve C. Mickelson for KCHI-FM 103.9 mhz: change TL to Hwy 190 2.5 mi. NW of Chillicothe.

Clinton, Mo. (BPH-950113ID)—Clinton Radio Co. Inc. for KDKO-FM 95.3 mhz: change ERP to 19.5 kw, ant. to 121 m., TL to 12.65 km W of Clinton, ant. supporting-structure height. *July 28*

East St. Louis (BPH-950516IF)—River Cities Broadcasting Corp. for WFXB(FM) 101.1 mhz: change ant. to 44 kw, TL to 532 Debaliviere Ave., St. Louis. *Aug. 7*

Kennett, Mo. (BMPH-950213ID)—Eagle Bluff Enterprises for KOLW(FM) 104.3 mhz: change TL to 2.9 km NNE of Carryville, Ark.

Aug. 7

Monett, Mo. (BP-950222AB)—Monett Communications Inc. for KRMO(AM) 990 khz: change city of license to Cassville. *Aug. 14*

Scottsbluff, Neb. (BP-950509AD)—Panhandle Broadcasting Inc. for KNEB(AM) 960 khz: augment nighttime radiation pattern. *Aug. 14*

Elko, Nev. (BPH-910422IH)—Holiday Broadcasting of Elko for KRJC(FM) 95.3 mhz: change ERP to 25 kw, ant. to 236 m. *July 31*

Concord, N.H. (BPCT-950215KF)—New England Television for WNHT(TV) ch. 21: change ERP to 1860 kw visual, ant. to 320 m., TL to Ft. Mountain, 4.3 km S of U.S. 4. *July 24*

Lovington, N.M. (BMPH-941209ID)—Lea County Broadcasting Co. for KLEA-FM 101.7 mhz: change ant. to 88 m. *July 31*

Hoosick Falls, N.Y. (BPH-940331IC)—Brian Andrew Larson for WNGN(FM) 97.5 mhz: change transmitter site, ERP to .88 kw, ant. to 214 m. *July 31*

Asheville, N.C. (BPET-950131KE)—University of North Carolina for WUNF-TV ch. 33: change ERP to 2,667 kw visual, ant. to 816 m., ant. to dielectric TFU-25 JSM. *July 24*

Lenoir, N.C. (BMPH-950427IB and -931021IE)—Foothills Broadcasting Inc. for WKVS(FM) 103.3 mhz: change ERP to 1 kw, ant. to 239 m. *Aug. 7, Aug. 4*

Newport, N.C. (BPH-950620IB)—New East Communications Inc. for WKOT(FM) 103.3 mhz: change ant. to 299 m. *July 24*

Raleigh, N.C. (BMPCT-940908KE)—Tar Hill Broadcasting Inc. for WRMZ(TV) ch. 50: change ant. to 599 m. *July 12*

Roanoke Rapids, N.C. (BPED-950215MC)—Better Life Inc. for WZRU(FM) 88.5 mhz: change ERP to 50 kw, ant. to 91 m., TL to .7 mi. NNW of intersection of routes 301 and 86 near Garysburg. *Aug. 4*

Nyssa, Ore. (BMPH-950329IA)—Robert M. Mason for KGZH(FM) 98.7 mhz: change ant. to 253 m. *July 25*

Meadville, Pa. (BPED-950414ME)—Allegheny College for WARC(FM) 90.3 mhz: change ERP to .34 kw, ant. to 23 m. *July 28*

Philadelphia (BPED-940531IA)—Trustees of the University of Pennsylvania for WXPB(FM) 88.5 mhz: change ERP to 8.9 kw. *Aug. 1*

Scranton, Pa. (BMPCT-890720KE)—Ted H. Ehrhardt Jr. for WSWB-TV ch. 64: change ERP to 8 kw visual, ant. 374 m., TL to top of Bald Mountain, adjacent to WWOL-FM, 6.1 km ESE of Scranton. *July 18*

Summerville, S.C. (BPH-941125IF)—Southern Communications Inc. for WWWZ(FM) 93.3 mhz: change TL to Cainhoy Rd. 5 km SW of Cainhoy, change ant. supporting-structure height. *Aug. 11*

Calhoun, Tenn. (BPH-950518IC)—Randall W. Slinger for WCLE-FM 104.1 mhz: change ERP to 2.3 kw, ant. to 156 m. *July 31*

Columbia, Tenn. (BPH-950512IF)—Middle Tennessee Broadcasting Co. for WKOM(FM) 101.7 mhz: change ERP to 4.1 kw, ant. to

118 m., TL to 604 Armstrong St. *Aug. 18*

Abilene, Tex. (BMPH-950307ID)—Foster Communications Co. Inc. for KFJX(FM) 92.5 mhz: change ERP to 44 kw, ant. to 160 m. *Aug. 14*

El Paso (BP-950221AB)—Dunn Broadcasting Co. for KVIV(AM) 1340 khz: change TL to 1.7 km SE of intersection of I-110 and SR-L16, ant. system. *Aug. 14*

Gainesville, Tex. (BPH-950421IB)—Bonville Holding Co. for KDGE(FM) 94.5 mhz: install auxiliary system. *July 31*

Gilmer, Tex. (BP-931203AB)—KHYM Inc. for KHYM(AM) 1060 khz: change TL to .73 mi. W of Smith/Greg Co. line. *Aug. 14*

Christiansburg, Va. (BPH-941128IA)—Valley Radio Corp. for WBNK(FM) 100.7 mhz: change ERP to 3 kw, ant. to 138 m. *Aug. 17*

Christiansburg, Va. (BP-950224AA)—New River Media Group Inc. for WNNI(AM) 1260 khz: increase power to 2.8 kw day; change TL to .95 km E of intersection of Walton Rd. and Norfolk and Western RR, Walton; change main studio and ant. system. *Aug. 4*

Marion, Va. (BMPH-950209IB)—James Killinger Cornick for WZVA(FM) 103.5 mhz: change ERP 1.35 kw, ant. to -11 m. *Aug. 9*

Spokane, Wash. (BPH-950303ID)—Z-Rock Communications Corp. for KNJY(FM) 103.9 mhz: change ERP to 7.1 kw, ant. to 381 m., TL to 4.5 km NE of Trentwood, atop Antonie Peak. *Aug. 1*

Chetek, Wis. (BMPH-930611IG)—Lake Shore Communications of Chetek Inc. for WXXD(FM) 106.7 mhz: change TL to .3 km S of Brewer Hill Dr., 2.7 km W of County Road I. *July 31*

La Crosse, Wis. (BPH-930125IJ)—Broadcast Properties of La Crosse Inc. for WLXR-FM 104.9 mhz: increase ERP to 3.4 kw. *July 24*

Milwaukee (BMP-950213AD)—WTMJ Inc. for WTMJ(AM) 620 khz: modify nighttime standard pattern. *Aug. 9*

Portage, Wis. (BMPH-940421IA)—Magnum Communications Inc. for WUSX(FM) 95.9 mhz: change TL to woodland in SW corner of NW quarter of Section 6, Town 11, N of Range 9, Columbia. *July 31*

Reedsburg, Wis. (BPH-930216IC)—Sauk Broadcasting Corp. for WNFN(FM) 104.9 mhz: increase ERP to 3.2 kw. *July 24*

Sturgeon Bay, Wis. (BPH-950425IZ)—Fleet Broadcasting Inc. for WFNL(FM) 97.7 mhz: change ERP to 1.85 kw, ant. to 182.3 m., TL to Hwy HH, 901 km N of center of Sturgeon Bay. *Aug. 8*

Trempealeau, Wis. (BPH-920427IH)—Riverview Communications Inc. for WKBH-FM 105.5 mhz: increase ERP to 2.1 kw. *July 24*

Casper, Wyo. (BPH-950411IA)—Mount Rushmore Broadcasting Inc. for KOLT(FM) 103.7 mhz: change ERP to 97 kw, ant. to 567 m. *Aug. 4*

Dismissed

St. Johns, Ariz. (BPH-930823MA)—Plateau Communications Inc. for KQZE(FM) 95.7 mhz: change ant. to 363 m. *July 28*

From fighting cavities to fighting V-chips

Were it not for a leap of faith in 1977, when he moved to Los Angeles to try script writing, Dick Wolf might be best known for selling toothpaste or other products on television. Instead, Wolf's impact on TV has been via critically acclaimed dramas such as NBC's *Law & Order* and Fox's *New York Undercover*.

Wolf was hardly struggling in the advertising business when he followed his ambitions and moved West. During his 17-year career on Madison Avenue he was instrumental in the United Airlines "I'm Cheryl, Fly Me," and the Crest Toothpaste "You Can't Beat Crest for Fighting Cavities" campaigns. Of the latter, Wolf says proudly, "what it means is, theoretically, there are 147 other brands that are just as good."

Advertising served as a convenient transition after college for Wolf, who worked at agencies during the summer and whose father was in the business. Without clear career goals—"I think I wanted to write the next great American novel, but thank God that passed"—Wolf began writing ad copy. In 1977, after a succession of promotions within the industry and with a seemingly bright future ahead of him, Wolf decided to make a change.

"I woke up after turning 30 and decided I didn't want to spend my life selling toothpaste. I knew I could do it for the next 30 years without blinking and that I was relatively successful at it."

In 1976 Wolf optioned the rights to the novel "Trucker" at the height of the popularity of the CB radios used by long-distance truckers. Unfortunately, two other movies, "White Line Fever" and "Convoy," were made at the same time, and demand for more CB-genre movies waned. However, the experience gained him some relationships in the business, and he moved to Los Angeles.

During the next nine years Wolf wrote 12 screenplays, including the independent "Skateboard," which was distributed by Universal Pictures. Although he calls his screenwriting career unsuccessful "because I didn't become Joe Eszterhas, it was hardly starvation wages." He decided to stop writing feature films, in part, because projects can spend years in development.

In 1985 Wolf got a call from his agent asking if he would be interested in writing for television. Initially cool to the idea, Wolf changed his mind when he heard it would be for *Hill Street Blues*, "my favorite show." After submitting a script



"It's amazing to me that parents would turn over control of what they watch to Big Brother."

Richard Wolf

President/founder, Wolf Films, Universal City, Calif.; b. Dec. 20, 1946, New York; BA, University of Pennsylvania, Philadelphia, 1969; copywriter, McCann-Erickson, New York, 1969-71; copy writer/producer, Jack Tinker & Partners, New York, 1971-72; copy writer/producer, F. William Free, New York, 1972-73; associate creative director, Benton & Bowles, New York, 1973-76; free-lance feature film scriptwriter, Los Angeles, 1977-85; staff writer, *Hill Street Blues*, 1985-86; co-executive producer, *Miami Vice*, 1986-88; executive producer, various programs, Los Angeles, 1988-90; creator/executive producer, *Law & Order*, 1990-present, and creator/executive producer, *New York Undercover*, 1994-present; m. Christine Marburg, June 19, 1983; children: two daughters, 11 and 8, and son, 2.

on a free-lance basis, Wolf's agent called with an offer to join the show full time. "At first I said God no, I didn't want to start having to go into an office every day again. But my agent explained they would pay me not only for every script I wrote but also a salary for being there every week. My wife immediately said: 'He'll be there.'"

Since 1988, Wolf has been one of the most prolific writer/producers in the hour genre, having created 11 series.

Law & Order, which will air Wednesday at 10-11 p.m. this fall, has survived despite cast changes that would doom most shows. During the past several seasons no fewer than four stars have left, and yet the Emmy-winning drama continues to be a staple in the NBC lineup.

In addition to *Law & Order* and Fox's *New York Undercover*—one of the few non-soap opera dramas to survive on the network—Wolf also has a series commitment from UPN for a midseason drama titled *Swift Justice*.

Not surprisingly, Wolf has become a fan of the medium. "There's no question that most TV dramas are better written than 99% of the features—everything from the issues they deal with to the depth and complexity of the characters. Looking at the films that came out last year, I think only 'Quiz Show' was written on a level with shows like *NYPD Blue* or *Law & Order*."

One aspect of television that Wolf disdains is the focus on content spurred by Congress. "The idea of a safe harbor is OK as long as it doesn't extend past prime time. Adults should be able to watch adult dramas at 10 p.m., or 9 p.m. Central." He calls the V-chip "a politically expedient magic wand that will obliterate intelligent adult drama. *NYPD Blue* is a top-20 show, but advertisers are still staying away as long as there is a sticker on it."

He also disputes assertions from politicians that they are not interested in controlling television content. "Four years ago I was on a panel with Congressman Henry Hyde [R-Ill.], and I asked him if he would sponsor content legislation. He said he would rather the industry cleaned it up—but if it didn't he would sponsor content legislation. That's scary, especially because he's now head of the House Judiciary Committee. I know these guys would like to control content. It's amazing to me that parents would turn over control of what they watch to Big Brother." —SC

Fates & Fortunes

BROADCAST TV

Cheryl Cox, NSM, KTVU(TV) Oakland, Calif., named LSM.

Kevin Ogle, weekend anchor/weekday reporter, KFOR-TV Oklahoma City, named anchor, 6 and 10 p.m. newscasts.

Paula Pendarvis, executive producer, local programming, WGNO(TV) New Orleans, named director, news and local programming.



Kiernan

Jeff Kiernan, managing news editor, WTMJ-TV Milwaukee, named news director.

Rex Granum, Southern bureau chief, news division, Atlanta, Dallas and Miami bureaus, named

London bureau chief/director, news coverage for Europe, the Middle East and Africa. He will be based in London.

Appointments at WBFS-TV Miami: **Steve Wilkerson**, NSM, WFLA(TV) Raleigh, N.C., joins as LSM; **Kathy Sparks**, spot sales consultant, United Paramount Network, joins as GSM.

Luis Roldan, VP/GSM, WNUJ(TV) Linden, N.J., named senior VP/station manager.

Mark Samuels, executive producer, WNPB-TV Morgantown, W.Va., joins WITF-TV Harrisburg, Pa., as director, production.

Mark Casey, news director, WHIO-TV Dayton, Ohio, joins WTVD(TV) Durham, N.C., in same capacity.

John Spinola, VP, operations, Group W Television Co., Boston, joins New World Television's WJBK-TV there as president/GM.

Bob Noonan, news director, WDAM-TV Laurel, Miss., joins WAPT(TV) Jackson, Miss., in same capacity.

PROGRAMING

Thomas Epstein, special assistant to the President, White House, Washington, joins Public Broadcasting Service, Alexandria, Va., as director, communications and public relations.



Thau

Appointments at Canal Fox: **Andrew Thau**, counsel, business and legal affairs, named assistant GM/senior counsel; **Alex Marin**, director, sales, Turner International, Mexico City, and

Axel de Torsiac,

director, affiliate promotions and programming sales, TVA, São Paulo, Brazil, join as regional directors, affiliate sales and relations, responsible for sales efforts in Mexico, Central America, the Caribbean, Venezuela and Colombia and sales efforts in Brazil, Argentina, Chile, Peru and the rest of South America, respectively.

Lana Corbi, senior VP, network distribution, Fox Broadcasting Co., joins Blackstar LLC, Washington, as president/CEO.

Appointments at MTM Entertainment, Studio City, Calif.: **James Zemelman**, senior VP, legal and business affairs, New World Entertainment, Atlanta, joins as VP, business and legal affairs; **Mindy Hahn**, director, ad sales research, E! Entertainment Television, New York, joins MTM Worldwide Distribution as director, cable research; **Jeff Zella**, manager, business and legal affairs, MTM Enterprises, named associate director.

Sue Richmond, director, individual giving, Public Broadcasting Service, Washington, joins WETA-TV there as senior VP, individual giving.

Steve Antoniotti, president/GM, WJBK-TV Detroit, joins New World Television Inc., Atlanta, as VP, station development.

Scott Seomin, director, media relations, *Entertainment Tonight*, joins *Extra—The Entertainment Magazine*, Burbank, Calif., as director, publicity.

RADIO

Bob Berkowitz, host, CNBC's *Real Personal*, joins Major Talk, Chicago, to host a daily two-hour talk show originating in New York City.

Bob Duchesne, morning show host/program director, WQCB(FM) Brewer, Me., named GM.

Mike Atterberry, GSM, KUPL-AM-FM

Portland, Ore., named GM, KBOZ(AM)/KATH(FM)/KPKX(FM) Bozeman, Mont.

Frank Palumbo, research director, WSPA-TV Spartanburg, S.C., named director, research, Spartan Radiocasting Co. (parent of WSPA-TV) there.

Chris Crane, account executive, Katz Radio, Philadelphia, joins The Torbet Radio Group there as director, sales, and regional manager.

Charles Parra, project manager, information systems group, Russell Reynolds Associates, New York, joins The Interep Radio Store there as director, information technology.

Bob Steinberg, director, media, radio division, Gateway Education Products, joins Westwood One Entertainment, Los Angeles, as director, sales, Western region.

Jeff Wodka, NSM, KTXQ(FM)/KRRW(FM) Dallas-Fort Worth, joins KDGE(FM) Gainesville, Tex., as LSM.

Dan Shelley, news director, KTTS-AM-FM Springfield, Mo., joins WTMJ(AM) Milwaukee in same capacity.

Rita Sands, director, public affairs, Federal Aviation Administration, Eastern division, joins WQEW(AM)/WQXR-FM New York as news director/afternoon news anchor.

Michael Wild, GM, WAZY(FM)/WGBD(FM) Lafayette Ind., and VP/GM, University Sports Radio Network there, joins WMBD(AM)/WMXP(FM) Peoria, Ill., as manager.

CABLE

Terry Neill, director, strategic planning and development, Coca-Cola Co., Atlanta, joins Cox Communications Inc. there as VP, strategic marketing.

Ann Brown, director, marketing and business development, NBC Television Network, New York, joins International Family Entertainment, Virginia Beach, Va., as director, advertiser marketing.

Jon Miller, CEO/managing director, Nickelodeon UK, London, named managing director, Nickelodeon International.

Appointments at ESPN International, Bristol, Conn.: **Minard Hamilton**, VP, international, Activision Inc., Los Angeles, joins as VP, program acquisitions. He will work from Bristol and New York offices; **Raul Hernandez**,

GSM, CBS Americas, New York, joins as VP/GM, Latin America.

Appointments at Popcorn Channel, New York: **Neal Lemlein**, executive VP, marketing, Universal Studios, Holly-



Benya



Gilbrech

wood, Calif., joins as executive VP, programming and marketing; **Robert Benya**, VP, marketing and operations, Time Warner Cable's Full Service Network, joins as senior VP, affiliate sales and marketing; **Beth Gilbrech**, manager, compression systems, HBO, New York, joins as VP, multimedia operations.

John Quigley III, VP, finance, Harron Communications Corp., Frazer, Pa., named CFO.



Liberatore

Jim Liberatore, VP, advertising sales, MSG and MSG Network, New York, joins the Sunshine Network, Orlando, Fla., as GM.

Dave Kapp, VP/architect, Caribbean Satellite Network, New

York, joins Q2 there as VP, broadcast operations.

Dan Patin, director, production, SportsCom West, Irving, Tex., named GM, Liberty SportsCommunications West.

Robert Shrader, division VP, Hertz Corp., Denver, joins Cablevision of Connecticut, Norwalk, as GM.

Matthew Zinn, lawyer, Cole, Raywid & Braverman law firm, Washington, joins Continental Cablevision, Los Angeles, as corporate counsel, Western region.

Rob Sorcher, president, Indigo Entertainment, New York, joins the Cartoon Network, Atlanta, as GM, domestic division.

Vince Cellini, host, *Sports Tonight*, and feature reporter, CNN, Atlanta, adds host, *Pro Football Tonight* and *NFL Preview*, to his responsibilities, making

him Turner Broadcasting's host for overall NFL coverage.

WASHINGTON

Philip Jones, president, Meredith Broadcasting, Des Moines, Iowa, elected chairman of the National Association of Broadcasters Joint Board of Directors.

Thomas Sugrue, deputy assistant secretary, National Telecommunications and Information Administration, joins Halprin, Temple, and Goodman law firm as partner.

John Wilson, senior staff officer/project director, National Academy of Sciences/National Research Council, joins the Information Technology Industry Council as VP, technology policy.

DEATHS

Frank Sveva, 38, senior art director, ABC News, New York, died Aug. 20 of a heart attack. Sveva joined ABC in 1989 and produced the original graphics for *PrimeTime Live*. He also worked on show openings and graphics for *World News Tonight with Peter Jennings*, *20/20*, *Day One*, *Nightline*, *This Week with David Brinkley*, elections and ABC News special events. Before joining ABC, Sveva worked for CBS News designing packages for *Evening News* and special events. Prior to that he worked for CNBC. Professional awards Sveva received include a Creativity Award for art direction and WGA Outstanding Animation awards. He is survived by his wife, Carlina; son, Devon; his parents; three brothers, and a sister.

Donald B. Gaynor, 70, retired executive director, American Federation of Television & Radio Artists (AFTRA) and the Screen Actors Guild, died Aug. 20 at the National Institutes of Health, Rockville, Md., following a stroke. Before joining AFTRA—where he served for 30 years—Gaynor worked as a reporter and weatherman for WTOP-AM-TV Washington and announced *The Jimmy Dean Show* for the CBS network. He is survived by his wife, Nancy; three sons; a daughter, and three grandchildren.

Danny Arnold, 70, television writer/producer, died Aug. 19 at his home in Los Angeles. He had a heart ailment. Arnold began his career as a stand-up comic, then actor and writer in Jerry

Lewis-Dean Martin movies before becoming a writer with *The Tennessee Ernie Ford Show* in 1956. Later, he wrote for *The Rosemary Clooney Show*, *The Real McCoys* and *Bewitched*. Arnold won Emmys for the 1969-70 season of the sitcom *My World and Welcome to It* and the 1981-82 season of *Barney Miller*—which also earned him a Peabody Award.

Pauline Long Dunn, 83, cable television pioneer, died July 24 at her home in Columbus, Miss., after a stroke. Dunn and her husband, Morris, founded Columbus TV Cable Corp. in 1954. After her husband's death in 1957, she ran the company and became more involved in the growing cable industry. She became a spokesperson for cable, organized the Cable TV Association of Mississippi and served on the National Cable TV Board of Directors. Dunn is survived by a daughter, Martha; a brother; her ward, Nancy; grandchildren, and great-grandchildren.

Bob Chandler, 61, former program director, WGAY(FM) Washington, died Aug. 17 after a heart attack. Chandler worked for now defunct WFCR(FM) Fairfax, Va., WNAV(AM) Annapolis, Md., and WOL(AM) Washington, before joining WGAY in 1965 where he developed a playlist for the 24-hour beautiful-music station. He appeared in a series of television spots that showed him with his feet up on his desk, "relaxing to the easy-listening sounds of WGAY." The station stayed atop the ratings throughout the '80s. Chandler had recently been a free-lance announcer for several companies, including the Discovery Channel.

Bruce Reeves, 34, news photographer, KXAS-TV Fort Worth died Aug. 19 in a motorcycle accident in Hill County. Reeves received a Dallas Press Club Katie award last year for his work on a high-speed car chase. He is survived by his mother, LaVera, and two sisters, Brenda and Barbara.

Charles Lee West, 66, former chief writer, *CBS Evening News with Walter Cronkite*, died Aug. 4. West worked at the *Charlotte (N.C.) Observer* and Associated Press bureaus before joining CBS in 1965. He retired in 1984. He is survived by two sons and his father.

—Compiled by Denise Smith
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The FCC last week granted a Fox request to own TV stations in New York and Philadelphia.

The action allows Fox to acquire WTXF Philadelphia from Viacom and keep its WNYW New York. Common ownership of the two stations requires a waiver of the FCC duopoly rule because the coverage areas of the stations overlap.

Showtime Entertainment Television will broadcast Taco Bell's **PPV matchup pitting NBA stars Shaquille O'Neal** of the Miami Heat and **Hakeem Olajuwon** of the Houston Rockets in a one-on-one championship at the Trump Taj Mahal Hotel in Atlantic City. The Sept. 30 SET telecast will carry a suggested retail price of \$19.95-\$29.95.

The FCC will auction MMDS spectrum in November, FCC Chairman Reed Hundt said last Friday. The current competitive bidding schedule also calls for a PCS "C block" auction in December and IVDS auctions in the first quarter of 1996, Hundt said.

UPN has added 17 stations to its affiliate lineup, bringing the network's total U.S. coverage to 91%. Of the new outlets, four are primary and 13 are secondary affiliates.

Of the four new primary affiliates, at least two, KTW-TV North Platte, Neb. and KFDF-TV Fort Smith, Ark., are low-power stations. As of press time last Friday, the classification of the two other primaries—WWBI-TV Burlington, Vt. and KODQ-TV Ada/Ardmore, Okla.—was unclear.

Former Hall of Fame New York Yankee shortstop **Phil Rizzuto** is standing by his decision to step down from the broadcast booth of WPIX(TV), where he has announced N.Y. Yankee games for the past 39 years. Rizzuto retired Aug. 16 after WPIX officials refused to allow him to attend Yankee great Mickey Mantle's funeral in Dallas while the Yankees were on the road playing the Boston Red Sox.

Bob Cook, senior VP, marketing, Columbia TriStar Television Distribution, is leaving to join former Columbia executive Ed Wilson as a partner in Wilson's Maxam Entertainment. It's understood that Cook will have an ownership stake in Maxam, a partnership between Wilson and Belo Broadcasting. Most recently, Cook handled the marketing campaign for Columbia TriStar's fall launch of talk show *Tempestt Bledsoe*.

Rick Ungar, president of New World Animation since 1991, has

Level playing field?



Tribune Broadcasting sponsored a fantasy baseball camp at Wrigley Field Aug. 16, featuring a game between Tribune station officials and program suppliers. Above, New World Communications Chairman Brandon Tartikoff (r) talks with Tribune Media Operations Executive VP Jim Dowdle.

been named president, first-run and animated programming, for the company. He will report to Brandon Tartikoff, chairman, New World Entertainment, and will oversee day-to-day operations of the new first-run strip being produced with NBC (see story, page 8). Brian Frons, who had been overseeing the company's first-run efforts, will become executive producer of several New World shows, including the *Mark Walberg* talk show, which debuted in a handful of markets last week and debuts nationally on Sept. 11.

The WB Network has named **Paul Arnzen** head of network distribution, including overseeing network's coverage of smaller markets via cable. Arnzen, a 25-year industry veteran, most recently was senior VP, broad-

Fox powers up for kids

Fox Children's Network is teaming with its newest affiliate (KNLC-TV St. Louis) to launch Fox Kids Care, a community outreach program, to provide supplies to needy children and the homeless. Fox executives were in St. Louis in force last week to kick off the program. Joining a Power Ranger for the launch were (l-r) News Corp. President of Telecommunications and Television Preston Padden; Fox Network Distribution Senior VP Adam Ware, and FCN Executive VP Bert Gould.



—JE

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cast operations, Katz Media Corp.

The 47th Annual Primetime Emmy Awards will be seen in 85 foreign countries by an estimated audience of more than 575 million people, according to the Academy of Television Arts & Sciences. Countries receiving the program for the first time include Poland, Portugal, South Africa, Hungary, the Czech Republic and Croatia. The show airs on Sept. 10.

According to market sources, **Columbia TriStar Domestic Television Distribution** sales executives are promoting the off-network launch of *Seinfeld* as the largest in history. The sitcom debuts Sept. 11 on more than 220 stations covering 99% of the country, making it the top off-network series in terms of stations cleared. The previous record was Columbia's *Designing Women*, which premiered in syndication in 208 markets. Buena Vista's *Home Improvement* is cleared in 189 markets (97% coverage).

Warner Bros. has sold the off-network rights to *Living Single* and *Hangin' with Mr. Cooper* in eight of the top 10 markets, including Fox O&Os WNYW New York, KTTV Los Angeles and Paramount Stations Group-owned WGBS-TV Philadelphia, WSBK-TV Boston, KTXA Dallas and WKBD Detroit. Tribune Broadcasting's WGN-TV Chicago also has purchased the shows. In total, *Living Single* has been sold in more than 30% of the country and *Mr. Cooper* in slightly less than 30%.

MG/Perin has renewed Hispanic Americans: The New Frontier for a second season. The series of 4 one-hour documentaries is sold with a 7 minute local/7 minute national barter split. The fourth installment of the first year's documentaries begins airing this week on 70 stations covering 93% of U.S. Hispanic households.

The House Commerce Committee has scheduled a hearing on budget reconciliation for Sept. 7. Members will discuss potential sources for \$14 billion in spectrum revenue called for by a congressional budget proposal.

In an example of corporate synergy, **UPN and MTV are teaming** to cross-promote the broadcast net-

work's fall schedule as well as the upcoming *MTV Video Awards*. On Sept. 4 and 5, MTV VJs will host UPN's fall lineup. Stars from UPN's Monday and Tuesday series will

appear frequently throughout the evening, and a special logo will integrate both identities. UPN stars also will appear on *MTV Weekend Jams* and *MTV Primetime*.

Closed Circuit

Gunning for the real Jesse James

In the tradition of Tribune's *Al Capone's Vault*, GGP is planning an hour special to reveal whether gunslinger Jesse James was killed by fellow gang member Bob Ford in 1882. Instead of producing it for broadcast syndication, GGP is in talks with cable channels, including USA Network, The Discovery Channel, A&E and The Family Channel, about carrying the one-time-only special, scheduled to air during the week of Feb. 19.

GGP purchased the rights to produce the special from forensics expert and George Washington University law professor James Starrs, who was granted court approval to exhume the famous outlaw's body. By using DNA testing, toxicology analysis and computer imaging, Starrs expects to determine how James was killed and put to rest rumors that his death was faked and he eventually died of old age at 100 while living under the name of Frank Dalton. If the bones in James's grave prove to be someone else's, Starrs will exhume the body in Dalton's grave.

Bob Horowitz, president, GGP, says that trying to put together a network of stations to air the special in pattern would have been too difficult, given the emergence of two new networks airing on former independents and the increase in programing blocks.

—SC

WASHINGTON

Barrett watch

The likelihood of FCC Commissioner Andrew Barrett keeping his job diminishes with each passing day. He has reportedly lined up sufficient Hill support—that is, Senate Majority Leader Bob Dole—to win speedy confirmation. But he must first extract the nomination from the White House, which appears in no hurry. Indeed, it may have decided that its Democratic Chairman, Reed Hundt, is better off without Barrett or any other Republican. By law, the seat must go to a non-Democrat. By the fact that Dole holds the senatorial veto, it must go to a Republican.

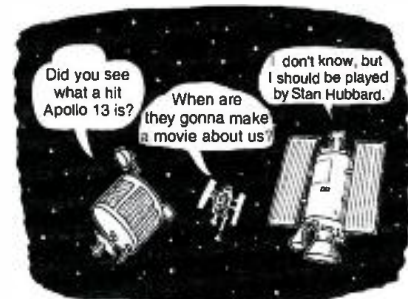
Barrett's term officially expired June 30, but he may stay on until late next year if no replacement is appointed. According to close associates, Barrett would prefer to stay at the commission, and mounted a vigorous campaign to do so. But he is not about to remain in his current limbo much longer, they say. Barrett won't say for certain what his plans are, although he says he has lucrative job offers in

academe and business and could be gone in a few months.

NEW YORK

Multiplex model

Encore Media Corp. Chairman John J. Sie says Encore's Thematic Multiplex, a cluster or digital tier that provides transmission of eight channels, represents the ideal interim "paradigm for the cable world in making its transition from a high maintenance analog program to a multichannel digital operating system." Sie says cable operators so far have demonstrated little technological foresight about making the eventual analog-to-digital switch.



Drawn for BROADCASTING & CABLE by Jack Schmidt

A scarlet letter

This week's "Fifth Estater" on producer/writer Richard Wolf (*Hill Street Blues*, *Law & Order*) again gives us an opportunity to address the V-chip and its prominent place in the pending telecommunications bill. Wolf, whose law enforcement-oriented programming has often dealt with the violence of a violent world, calls the chip "a politically expedient magic wand that will obliterate intelligent adult drama. *NYPD Blue* is a top-20 show," he says, "but advertisers are still staying away because there is a sticker on it."

We've been petitioning for a rewrite of the communications act for decades. After years of struggle among various players and with various political administrations, such a bill is being prepared for the President's desk. The bill holds the promise of increased freedom for broadcasters and competition among old and new sectors of the industry, the best hope in decades of a more level playing field. That said, if it survives with the V-chip barnacle attached—which parliamentarians suggest is inevitable, given that there is a V-chip in both bills—it will be seriously, if not fatally, flawed.

That's how concerned we are about the V-chip/ratings language in the House and Senate versions of the bill. The language differs somewhat, but the import is the same: The government hands the industry a scarlet letter and says, "Put it on, or we'll do it for you." That is voluntary to the same degree that an offer from Don Corleone was an offer, as Wolf illustrates: "Four years ago, I was on a panel with Congressman Henry Hyde and asked [if he were going to] sponsor content legislation. He said he would rather the industry cleaned it up—but if it didn't he would sponsor content legislation." The point can't get much finer.

We repeat: The V-chip represents the most serious threat in recent memory to the freedom of broadcasters to

program their airwaves. Proponents argue that it does just the opposite, saying the chip will allow them to put on more daring programming under the protection of the blocking and rating technology. In some world devoid of real-world causes and effects, perhaps, but in this one, advertisers will avoid that scarlet letter and producers eventually will have to produce to that "letter" of the law rather than to their own artistic vision. Think of the shows that will never be produced for fear of offending those all-important advertisers. Forget that two-thirds of households have no children under 18. Forget that having a national ratings system, and programming tailored to that one-size-fits-all mentality, flies in the face of the very localism that broadcasters are charged with serving. Forget that the people who are most likely to use the chip—i.e., responsible parents focused on their children's viewing habits—are the ones with the least need for parenting by proxy. Forget that once you get the government this deeply into programming, it won't stop here (look at the V ban and violence report cards that flew through committee several weeks ago), or that the intelligence and sensitivity which the retiring Paul Simon or the earnest Ed Markey bring to this issue may not be shared by the next generation of the Hill's TV critics.

(Forget too, if you will, that there is no V-chip at the moment, and even when it exists it won't touch the 200 million or more sets that will continue to be sex-and-violence-ready, and that by the time the V-chip could possibly become effective whole new generations of navigation devices will have been developed to help parents and others make their television choices.)

Broadcasters are licensed to serve the public interest. The public's greatest interest is in being able to choose freely from a range of information/entertainment that has not been prescreened,prechewed, strained or dumbed down at the behest of the federal government.

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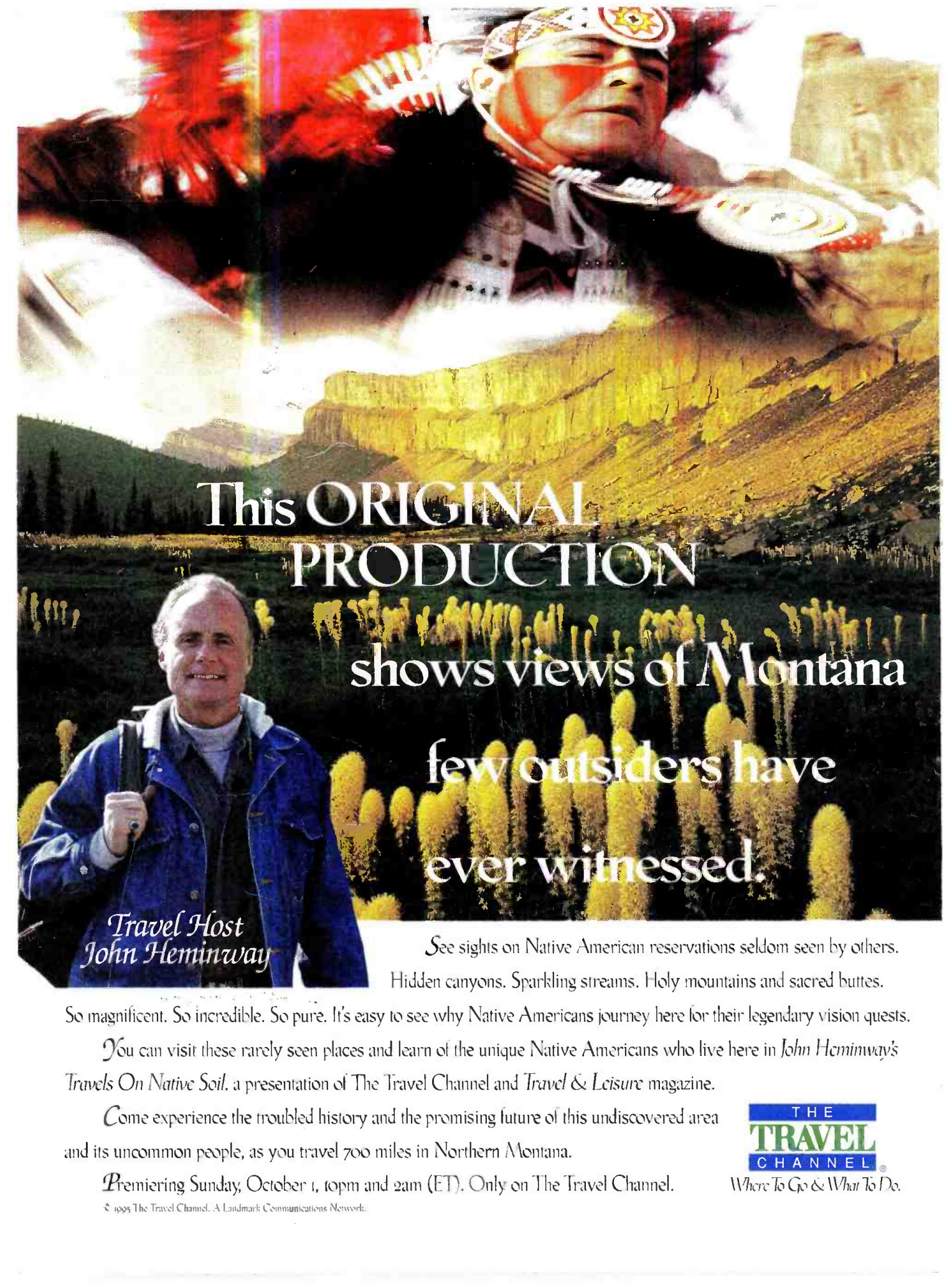
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