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Broadcasting & Cable

The Newsweekly of Television and Radio

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TV'S BIGGEST MOMENT



The Incendiary Business in Music TV

If It's November It Must Be the Sweeps

Here Comes the Series More with a Whimper Than a Bang

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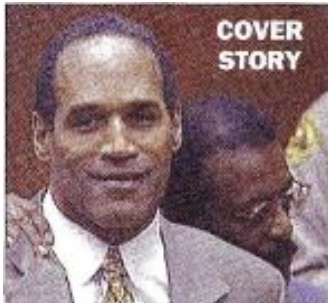
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Fast Track

Must Reading from
BROADCASTING & CABLE
October 9, 1995

TOP OF THE WEEK



TV's biggest moment: The Simpson verdict

In "one of television's defining moments," a record 150 million people watched O.J. Simpson found "not guilty." / 6

Cameras in courtrooms: How much longer? Even before the O.J. Simpson verdict, a backlash against cameras in courts appeared to be occurring across the country. Polls show the public thinks TV interferes with the justice system. / 10

November sweeps are nearing The four major broadcast networks are in various stages of completing their November sweeps schedules. With three weeks to go, only NBC has nearly all its specialty programming in place. / 12

World Series a slow sell With the World Series close at hand, the Baseball Network reportedly has sold 70% of its commercial inventory. Rates have been discounted to attract buyers, media ad experts say. / 13

Telcom compromise? The cable industry may be willing to cede some ground on telecommunications reform. / 18



Ted Turner (l) and Gerald Levin (r) pay a call on FCC Commissioner James Quello to discuss their companies' stock swap. Levin wanted to assure commissioners that Time Warner has been socially responsible. / 17

BROADCASTING

King World crowns Friendly While Scott Towle, president, domestic television sales, announced his resignation from King World, CNBC executive Andy Friendly last week was hired to head program production and development. / 24

C'est DIC France DIC Entertainment has teamed with France's Hamster Television to create DIC France. The new company will produce animated product for the world market. / 30

CABLE

SPECIAL REPORT:

Music television: Turn up the volume While new music networks such as MuchMusic and the Classic Music Channel seek to carve out niches, existing services such as stalwart MTV continue to build their businesses in the U.S. and abroad. / 42

USA, Lifetime top basic Boosted by original movies, Lifetime enjoyed its highest-rated quarter ever. USA again topped the list of basic cable networks. / 55

The Red Hot Chili Peppers heat up MTV. / 42

Court TV courts kids Court TV is offering a three-hour programming block tailored to children, with plans to turn it into a full-fledged network within five years. / 56

TECHNOLOGY

Fox boosts SNG fleet The recent acquisition of two satellite newsgathering trucks allows Fox to support its affiliates with national news feeds. Two more trucks are due to arrive within the next month. / 64



Fox's trucks went right to work covering the O.J. verdict and the Pope's visit. / 64

Telemedia Week

O.J. overwhelms Net CNN's O.J. Simpson home page had nearly 1 million visitors after the "not guilty" verdict. Some 250,000 visitors had to be redirected to CNN's new partner, Time, and its Pathfinder site. / 71

NBC moves fast with multimedia NBC Desktop Video's new multimedia player software will allow online users to play video, audio and text with no downloading time. / 72



Oprah Winfrey went live online last Monday. The America Online session attracted more than 2,000 visitors. / 72

Changing Hands.....33	Editorials.....94
Classified.....74	Fates & Fortunes.....89
Closed Circuit.....93	In Brief.....92
Datebook.....86	Washington Watch.....22



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All eyes on O.J.

Verdict in murder trial estimated to have been seen by more than 150 million

By Steve McClellan

It wasn't unexpected but the numbers are still awesome: Last Tuesday's (Oct. 3) televised verdict for O.J. Simpson, America's national obsession for the past 17 months, shattered all previous TV viewing records.

At 1 p.m. NYT, 150 million people stopped what they were doing to watch as the jury pronounced the football and film star "not guilty," according to ABC. CBS researchers say the number, which includes tens of millions who watched away from their homes, may have been as high as 200 million.

And uncounted millions more were listening on radio. The verdict halted regular programming on news, talk and music stations alike. Major radio news networks including ABC, CBS and Westwood One provided live coverage of the verdict, and interview specials, news updates and commentary before and after the announcement.

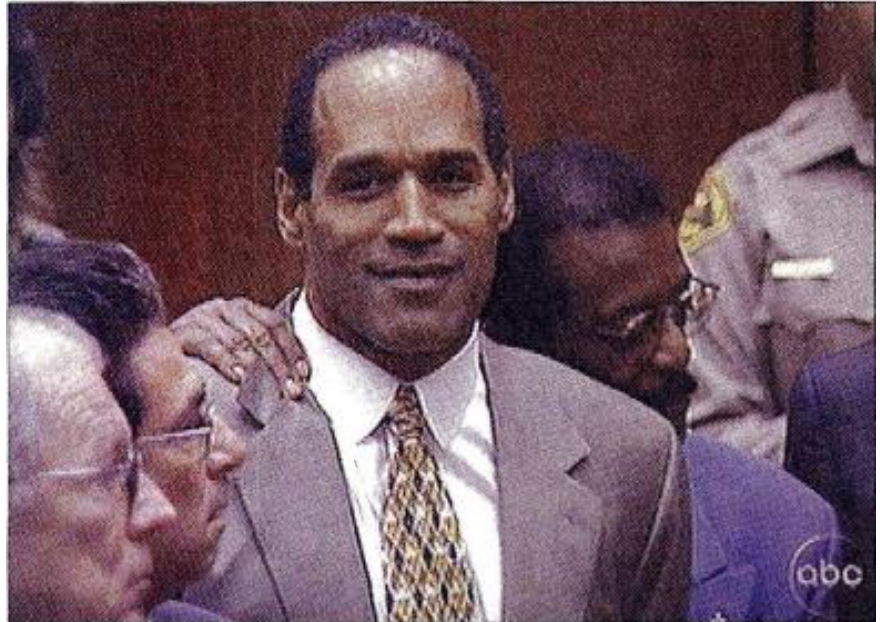
The case has gripped the country since June 1994, when Simpson—after a nationally televised slow-motion chase across several Los Angeles freeways—was arrested for the murder of his ex-wife and Ron Goldman.

And while some pundits claim that TV's intense focus affected the outcome of the trial, others say the trial had an even greater effect on TV.

Lasting 10 months, the trial boosted the ratings of such cable networks as CNN, Court TV and E!, which carried much of the trial live. News of the case became the daily sustenance for syndicated magazines. But the trial was a two-edged sword for broadcast syndication, driving many of its daytime viewers to cable to watch live coverage.

CNN alone devoted 631 hours of coverage to the proceedings, with an average 2.2 million viewers tuned in at any given moment.

"It was one of television's defining moments in a way," says Everette Dennis, executive director of the Freedom Forum Media Studies Center in New York. "It was and continues to be the



ABC captured the biggest piece of TV's biggest moment, pulling an 11.1 rating/23 share from 1 p.m. to 1:30 p.m. ET, according to Nielsen.

TV's other big draws

Date	Event	Viewers
Jan. 26, 1986	Super Bowl XX (Bears vs. Patriots)	127 million
June 17, 1994	O.J. Simpson Bronco chase	95 million
Jan. 16, 1991	Day One of Gulf War	86 million
July 20, 1969	Neil Armstrong's "one small step"	85 million
Feb. 10, 1993	Oprah interviews Michael Jackson	81 million

Source: ABC

national soap opera. And people just had this common experience over many months, and the moment of profound significance was the verdict."

The reading of the verdict was comparable to "finding the one-armed man on *The Fugitive*, except this was real, a lot more exciting and a lot more people were fascinated by it," wrote *Washington Post* TV critic Tom Shales. "It was certainly one of the big TV events of all time."

The Simpson trial had repercussions far beyond the viewing records of "the moment." The verdict and its aftermath had tabloid shows scrambling to book jury members (see page 7). There was speculation that Simpson was consid-

ering a pay-per-view telecast, an idea being downplayed by the two major PPV distributors (see page 7). A number of people involved in the trial and its coverage have parlayed that notoriety into a media spotlight of their own (see page 10). And the future of cameras in the courts has become a hot topic as a result of the media circus that surrounded the trial (see page 10).

Around the country, radio talk show hosts fielded hundreds of calls from listeners who were either outraged or ecstatic about the verdict. *Talk Daily*, a newsletter from Adams Research Inc. that tracks the most-discussed topics on national talk radio, reported that nine of

10 callers to talk shows last week "disagreed with the verdict" and that 85% of callers said they think Simpson is guilty. *Talk Daily* also reported that most talk show hosts were "convinced of O.J.'s guilt" before the verdict was in.

Estimates of the verdict's TV ratings include out-of-home viewing, which ABC calculates was approximately 50 million and which CBS says was 50 million-100 million. Nielsen Media Research has not yet measured the out-of-home audience for the verdict, and a spokesman says it is unlikely to do unless an order is placed for that measurement by a paying client. But ABC has commissioned a number of previous out-of-home measurement studies and bases its estimate on expertise gleaned from those studies.

According to Nielsen, 91% of the U.S. households with sets on last Tuesday at 1 p.m. were tuned to a channel covering the verdict, which came at 1:07 p.m. ET. The level of homes using TV was 47.2%, 17 percentage points higher than normal for daytime viewing. ■

O.J. PPV faces opposition

O.J. Simpson will face considerable opposition from inside and outside the cable industry if he tries to move forward on plans for a pay-per-view event telling his side of the story.

Simpson confidant Robert Kardashian told ABC's Barbara Walters last week that the acquitted suspect "probably" would appear in such a PPV event. But executives at the nation's two primary distributors of pay-per-view programming—Viewer's Choice and Request Television—are opposed to the idea.

"It's hard to foresee circumstances where an O.J. pay-per-view show can be an appropriate pay-per-view show," said a spokesperson for Viewer's Choice, which delivers programming to roughly 61% of the PPV audience.

Viewer's Choice made its decision after polling its affiliates last week (both Viewer's Choice and Request are owned in part by the nation's top multiple system cable operators). The offices of Viewer's Choice as well as those of some of its cable affiliates already have received strong feedback from consumers saying that such an event would be inappropriate, according to the spokesperson. The National Organization for Women issued a statement that it would oppose a Simpson PPV event.

Distributors said they received calls from would-be Simpson PPV promoters last week but that none of them appeared to be officially representing Simpson. Executives from Semaphore Entertainment Group, one of the companies rumored to be shopping the idea, did not return calls at press time. —RB

Verdict propels tabloid ratings

Shows scramble to get jury members

By Cynthia Littleton

The last gasp of the O.J. Simpson trial amounted to a ratings windfall for syndicated magazine strips last week as the race for interviews with jurors got under way.

Most shows offered nothing *but* the Simpson saga and reaction to the verdict on the day the world's most famous murder defendant went free. Nielsen's metered-market ratings for Paramount Domestic Television's *Entertainment Tonight* soared 39% over the previous week's average. King World's *Inside Edition* gained 24% over its year-ago average, while *American Journal* doubled its average national Nielsen rating for the season-to-date.

Warner Bros. Television's *Extra*, Paramount's *Hard Copy* and Twentieth Television's *A Current Affair* also posted increases over the previous week.

Among the tabloids, the market for interviews with members of the Simpson jury was not as bullish as some had predicted. Industry observers also noted that each juror's asking price was sure to drop as the days passed and other jurors spoke up.

Inside Edition and *American Journal* rejected an offer for interviews with several jurors for a reported fee of \$100,000 per panelist. "We have been approached by several jurors...and in each case we have refused to discuss the issue of money," said Sheila Sitomer, co-executive producer of both shows.

A King World spokesperson said that the company has a policy of not



Million-dollar man

Upon his release last Tuesday, O.J. Simpson pledged to find the real killer of his ex-wife and her friend. If successful, he'll be able to collect \$1 million from CBS commentator Andy Rooney. Convinced that O.J. did the deed, Rooney says he will pay the million for information leading to the conviction of another. The offer was taped last Thursday for airing Sunday night on *60 Minutes*.

paying for interviews, saying that juror Gina Rhodes Rossborough did not profit much from her appearance last Wednesday on *Oprah Winfrey*. Representatives for *A Current Affair* said that show stopped paying for interviews when it was overhauled in June.

Still, jurors had no shortage of opportunities to tell their tales. "You name [the show], they've called us," said a source close to the attorney representing juror Brenda Moran. The source said ABC had been the most aggressive of the Big Three networks. The 44-year-old computer technician had been fielding other offers for up to \$50,000 before she held a news conference on Wednesday.

With the verdict in, however, the focus of Simpson coverage already has begun to shift from the murders to what lies ahead for the embattled defendant. "Everyone is wondering whether he will be able to reintegrate himself back into Hollywood," said *ET* executive producer Linda Bell Blue. "That's the story we will keep on top of." ■

IF IT WORKS ON ABC'S TGIF OR



MARTIN

HBO
Independent
Productions

AVAILABLE FALL '96



Hangin' with Mr. Cooper

Bickley/Warren Productions
Jeff Franklin Productions
in association with
Warner Bros. Television

AVAILABLE FALL '96

FOX, IT WORKS IN SYNDICATION.

“I think that most stations consider ‘Hangin’ With Mr. Cooper’ a good utility player for stations involved with younger, all-family audiences. Certainly the numbers for ‘Step by Step’ indicate that the Warner Bros. theory is probably correct.”

BILL CARROLL
VP, Director of Programming
Katz Television

“These numbers certainly make ‘Hangin’ With Mr. Cooper’ a show that you should pay attention to.”

LOU DENNIG
VP, Director of Programming
Blair Television



A SisterLee Production
in association with
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AVAILABLE FALL '97

The Juice powers some players

Half dozen have secured own talk shows as result of participation in trial or coverage

By Rich Brown

The O.J. Simpson trial may be over, but several players involved in the yearlong drama appear likely to remain in the media spotlight.

Just as news coverage of the Gulf War boosted the careers of highly visible correspondents such as CNN's Wolf Blitzer, the Simpson trial has created some stars of its own. At least a half-dozen players involved in the trial have parlayed their proverbial 15 minutes of fame into full-time talk shows.

Brian "Kato" Kaelin, the B-movie actor/hanger-on-turned-witness, just celebrated his second month as an afternoon personality on KLSX-FM Los Angeles. Quarterly Arbitron ratings for the station do not come out until tomorrow (Oct. 10), but a station spokesman says Kaelin's popularity can already be measured by the thousands of listeners who attempt to call Kaelin during his weekday 2-4 p.m. shift.

Gerry Spence, the outspoken criminal defense lawyer who frequently appeared on talk shows throughout the trial, has



Brian 'Kato' Kaelin



Gerry Spence

just celebrated his third month as host of his own Friday night talk show on CNBC. Presented live each week from his hometown of Jackson Hole, Wyo., Spence and guest legal experts each week tackle a variety of legal issues with the help of viewer calls.

At CNBC sister channel America's Talking, former NBC News Channel West Coast correspondent John Gibson has been named co-host of the network's nightly news analysis show, *A-T in Depth*. Gibson gained national exposure for his coverage of the Simpson

trial for NBC affiliates as well as his contributions to *Rivera Live* on CNBC.

CNN legal commentators Roger Cossack and Greta Van Susteren have gone from guesting on various Simpson-related talk shows to hosting a show of their own; *Burden of Proof* airs weekdays at 12:30 p.m. ET on the news network.

E!'s gavel-to-gavel coverage of the Simpson trial also appears to have paid off for anchor Kathleen Sullivan, the ex-CBS anchor who reportedly is negotiating with E! for additional exposure on the cable network.

By week's end, doubt had been cast on Marcia Clark's future as a civil servant as word got out that she has signed with the William Morris Agency. An agency spokesman said Clark, who has been bombarded with book, movie and TV offers, will be handled by a team of agents led by Norman Brokaw, the company's William chairman/CEO.

One agent at a rival talent agency speculated Clark could easily land a job as a network news commentator or legal analyst. ■

Cameras in courts take a hit

Television coverage may be hurt as a result of Simpson case

By Christopher Stern

Even before the verdict in the O.J. Simpson trial had been handed down last week, a backlash against cameras in the courts appeared to be taking place across the country.

California Governor Pete Wilson called for limits on televised access to federal courts, and several national opinion polls, despite the unprecedented popularity of the Simpson trial, indicated that the public thought that television was interfering with the justice system.

"The public hates itself for its fascination with O.J. Simpson," says David Bartlett, president of the Radio-Television News Directors Association. He cites a short list of cases, including the Polly Klaas and Susan Smith trials, where cameras have been refused access. (Klaas was a young girl who was abducted from her home and murdered;

Smith confessed to drowning her two sons in a South Carolina lake.)

CNN legal commentator Greta Van Susteren says the Simpson case is not representative and should not be used to ban cameras in every courtroom in the country: "I would hope that people will not make a knee-jerk decision based on their reaction to this case."

Court TV founder Steve Brill cites anecdotal evidence that the Simpson trial has actually encouraged more judges to open their courts to cameras. Brill says that his network has received several calls from judges who are concerned that the only picture of the American justice system will come from Judge Lance Ito's courtroom. The quick and decisive verdict will also focus attention on a flawed system rather than the television coverage, says Brill.

Brill notes that Court TV received permission to televise 47 of the 50 trials

it sought to cover during the past year. "That's a higher rate than at any other time." Court TV has covered more than 380 trials in the past four years. It has 24 million subscribers nationwide.

Judge Richard Sheward, who allowed cameras into his Columbus, Ohio, courtroom, says that the Simpson trial has dealt a severe blow to the movement for more televised access to trials: "The [Simpson] trial will have a very, very, very negative impact for years to come."

Like others interviewed last week, Sheward lays at least part of the blame for the circus atmosphere on Judge Ito. "I would have pulled the plug [on cameras] on day one," says Sheward, who says his experience with a Court TV crew was positive.

Federal Judge Stanley Sporkin predicts that cameras in the courtroom are here to stay, despite potential fallout from the Simpson trial: "My view is that you can't stop progress, you can't thwart technology." Sporkin has never had cameras in his court, but he endorses televised trials for their "tremendous educational experience." ■

THESE STATIONS ALREADY HAVE WHAT WORKS.

MARTIN

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KTXA
WKBD
WVEU
KTXH
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WBFS
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WPGH
KPWB
WKCF
WBFF
WNDY
WCCB
WSTR
WRDC
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KSMO
WZTV
WTTE
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WTVZ
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WTTO
WRLH
WAWA
KMPH
KLRT
WPMI
WTNZ
KPTM
KMSS
WDEF
WACH
WDBD
KWKT
WGMB
WSAV
WFXI
KVEO
KTAT
WFXG
WCOV
WPDE
WTLH
KREN
WGXA
WXTX
KDJ
KPEJ
WSFX

Greensboro
Wilkes-Barre
Birmingham
Richmond
Jacksonville
Fresno
Little Rock
Mobile
Knoxville
Omaha
Shreveport
Chattanooga
Columbia, SC
Jackson, MS
Waco
Baton Rouge
Savannah
Grn/New Bern/Wash.
Harlingen
Charleston, SC
Augusta
Montgomery
Florence
Tallahassee
Reno
Macon
Columbus, GA
Bakersfield
Odessa
Wilmington

HANGIN' WITH MR. COOPER

WNYW
KTTV
WGN
WGBS
WSBK
KTXA
WKBD
WATL
KHTV
WDZL
KWGN
WJZY/WFVT
WNOL
WHBQ

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Los Angeles
Chicago
Philadelphia
Boston
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Detroit
Atlanta
Houston
Miami
Denver
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LIVING SINGLE

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KTTV
WGN
WGBS
WSBK
KTXA
WKBD
WATL
KHTV
WDZL
KWGN
WBFF
WJZY/WFVT
WRDC
WCGV
WTVZ
WNOL
WHBQ
WTTO

New York
Los Angeles
Chicago
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The missiles of November

Networks arm for sweeps with movies, minis and specials

By Steve Coe

With the start of the November sweeps three weeks away, the TV networks are readying for battle. The four major players have completed their November schedules to varying degrees, with NBC having almost all of its specialty programming in place. (The November sweeps begin Thursday, Nov. 2, and end Wednesday, Nov. 29.) Below are November programming highlights for each network.



The Beatles: Anthology



The biggest project in the ABC November lineup is the six-hour special *The Beatles: Anthology*, which airs Sunday, Nov. 19, at 9-11 p.m.; Wednesday, Nov. 22, at 9-11, and Thursday, Nov. 23, at 8-10. Among the theatricals set to air on Sunday nights are "Indecent Proposal" and "Groundhog Day." Movies scheduled to air on Saturday nights are *Brothers of the Frontier*, *Annie II* and *The Barefoot Executive*. Among the ABC specials that will air in November are two ice-skating programs: *Skates of Gold* and *Disney's Champions on Ice*. Barbara Walters will return with another interview special, featuring actress Sandra Bullock, Roseanne and a yet-to-be-determined third guest.



Streets of Laredo



CBS's sweeps programming is built around two miniseries at the beginning and the middle of the month. *Sidney Sheldon's Nothing Lasts Forever* airs Sunday, Nov. 5, and Tuesday, Nov. 7, at 9-11 p.m. The project stars Vanessa Williams, *NYPD Blue*'s Gail O'Grady, and Brooke Shields.

The network returns to a proven performer with *Larry McMurtry's Streets of Laredo*, based on the novel of the same name. The five-hour miniseries airs Sunday, Nov. 12, at 8-11 and Tuesday, Nov. 14, at 9-11. It stars James Garner, Sissy Spacek, Ned Beatty, Sam Shepard and Sonia Braga. Among the specials set to air are *The Soul Train 25th Anniversary Hall of Fame* (Wednesday, Nov. 22, 9-11) with host Arsenio Hall. *Reba: Starting Over*, featuring Reba McEntire, airs on Friday, Nov. 24 at 10-11.

CBS has scheduled the theatrical "Free Willy" for Friday, Nov. 24, from 8-10. Other unscheduled theatricals are "Dave," "The Man Without a Face" and "Sleepless in Seattle." The movie nights are Sunday, Nov. 19; Tuesday, Nov. 21; Sunday, Nov. 26, and Tuesday, Nov. 28.



She Fought Alone



NBC will feature one four-hour miniseries, *Dead by Sunset*, on Sunday and Monday, Nov. 19-20, at 9-11. The project stars Ken Olin, Lindsay Frost and Annette O'Toole and is based on Ann Rule's book of the same name.

The network also has a slate of theatricals, including "Made in America" (Sunday, Nov. 5, 9-11) and "Honeymoon in Vegas,"

which makes its broadcast debut on Monday, Nov. 13, at 9-11. "Home Alone," which originally was broadcast during the 1993 November sweeps, will be rebroadcast on Thanksgiving (Nov. 23) at 8-10. "The Mighty Ducks," starring Emilio Estevez, airs on Friday, Nov. 24, at 8-10; "Dennis the Menace" airs Saturday, Nov. 25, at 8-10, and "Jurassic Park" will be broadcast on Sunday, Nov. 26, at 9-11. The network originally aired the movie May 7.

Among the specials scheduled are *Extremely Weird* (Sunday, Nov. 5, at 7-8). It is hosted by Jay Thomas and looks at odd, humorous and unexplainable events. *The World's Greatest Magic* airs Wednesday, Nov. 22, at 8-10, and is hosted by Alan Thicke, who presents a gathering of world-class magicians.

That night is an all-special evening as the network airs *All New All-Star TV Censored Bloopers* at 10-11 with host Dick Clark. On Thursday, Nov. 23, at 10-11, *Frasier* star Kelsey Grammer hosts a tribute to comedian Jack Benny that was produced with the cooperation of the late comedian's estate. *TV's Funniest Families: The Neighbors*, on Saturday, Nov. 25, at 10-11, focuses on the friends and neighbors featured in situation comedies from the 1950s to the present. National Geographic presents *Cyclone!* at 8-9 on Wednesday, Nov. 29.



The Invaders



Fox, which built a franchise on Friday night with the sci-fi *The X-Files*, is turning to the genre for a four-hour miniseries in November. *The Invaders*, based on the classic series that aired in the 1960s, will air on Sunday, Nov. 12, and Tuesday, Nov. 14, at 8-10. The project stars Scott Bakula, Elizabeth Pena, Richard Thomas and Richard Belzer.

Fox has scheduled the miniseries head-to-head with CBS's *Streets of Laredo*. The network has made a number of moves this fall to blunt CBS, including stunting at the beginning of the season on Wednesday nights against CBS's *Central Park West*.

Other Fox sweeps programming includes the broadcast premiere of "Bram Stoker's Dracula" Tuesday, Nov. 7, at 8-10. The network's first movie from its deal with Hallmark airs Tuesday, Nov. 21, at 8-10, with *Hallmark Entertainment Presents Blue River*. The movie stars Sam Elliot, Susan Dey and Jerry O'Connell. Scheduled for Tuesday, Nov. 28, 8-10, is the made-for *The Price of Love*, starring Peter Facinelli, Laurel Hollomon and Jay Ferguson. ■

World Series a slow sell for TBN

Buyers say about 30% of inventory still open; prices may drop

By Jim McConville

The Baseball Network reportedly still hasn't sold all its commercial spots for Major League Baseball's upcoming World Series, now just three weeks away.

Media ad buyers say TBN has approximately 30% of its inventory still unsold and has reduced its rate card to entice last-minute buyers.

Sports Business Daily, a weekly sports newsletter, last week reported that TBN had sold 70% of its World Series commercial inventory. Meanwhile, ad time for MLB's playoff games reportedly is sold out, and its League Championship round nearly all accounted for. TBN officials declined to comment.

"Based upon word of mouth, they're still selling [World Series] inventory," says Steve Grubbs, a media buyer for BBDO.

Adds Bill Sherman, vice president at McCann-Erickson: "They have not sold a great deal of inventory; the World Series isn't sold out."

Barry Gould, president of Gould

Media, a sports market research firm, thinks TBN has sold out the World Series, but that "the advertisers are not paying what TBN was hoping it would get. TBN has discounted some."

TBN, a joint venture started in 1993 between MLB and ABC and NBC to market MLB games, will be dissolved after this season ends with the World Series. Fox, CBS and ABC reportedly are interested in signing a TV deal with MLB for 1996.

Some media ad experts say TBN has discounted its original rates of \$300,000 per 30-second spot to attract buyers.

"I've read that TBN's rate card is off pretty good," says Brian Byrnes, sports ad buyer for Paragon Alliance. "They are reportedly 25% off the rate card and 70% sold."

However, Sherman says TBN told him that it planned to stick by its rate card: "For what reason, I don't know, because they will be a nonentity after this season."

Ad buyers say potential World Series



advertisers likely are concerned about what happens to their make-good guarantees if TBN underdelivers its

promised audience. "Where do you put your make-goods if you're not going to exist after Oct. 27?" asks Byrnes.

Gould says some advertisers that previously have been World Series regulars this year have passed, including one major sportswear company. "Nike was one of the advertisers that said [it was] not interested in running ads on baseball."

Bill Sheehan, vice president, Zenith Media, says it's not unusual for commercial time to be available at this late date. Whether TBN can sell the remaining inventory, he says, will depend on the ad markets of the two teams that make it to the World Series. "If the [New York] Yankees and [Los Angeles] Dodgers make it, then it will be a different story." ■

Look who (else) is talking

Three syndication projects are in development

By Steve Coe

At least three syndicators are developing talkers for possible fall 1996 debut.

ACI, which distributes the action hour *High Tide*, is working on a project tentatively titled *The Sam & Dorothy Show*, to be hosted by KTLA(TV) Los Angeles entertainment reporter Sam Rubin and former co-host of CBS's *How'd They Do That?* Dorothy Lucey.

According to sources, Four Point Entertainment, which is producing the hour show, shot a pilot last Thursday (Oct. 5). The project, which will be based in Hollywood, will feature a



Co-host to-be Sam Rubin

heavy dose of entertainment industry activities and guests and is described as similar to *Regis & Kathie Lee*, with a lot of banter between the two hosts. Most recently, Rubin and Lucey attended the opening of Planet Hollywood in Beverly Hills and taped a segment for the pilot there.

New York's MG/Perin Inc. is readying *Decisions, Decisions* to take to

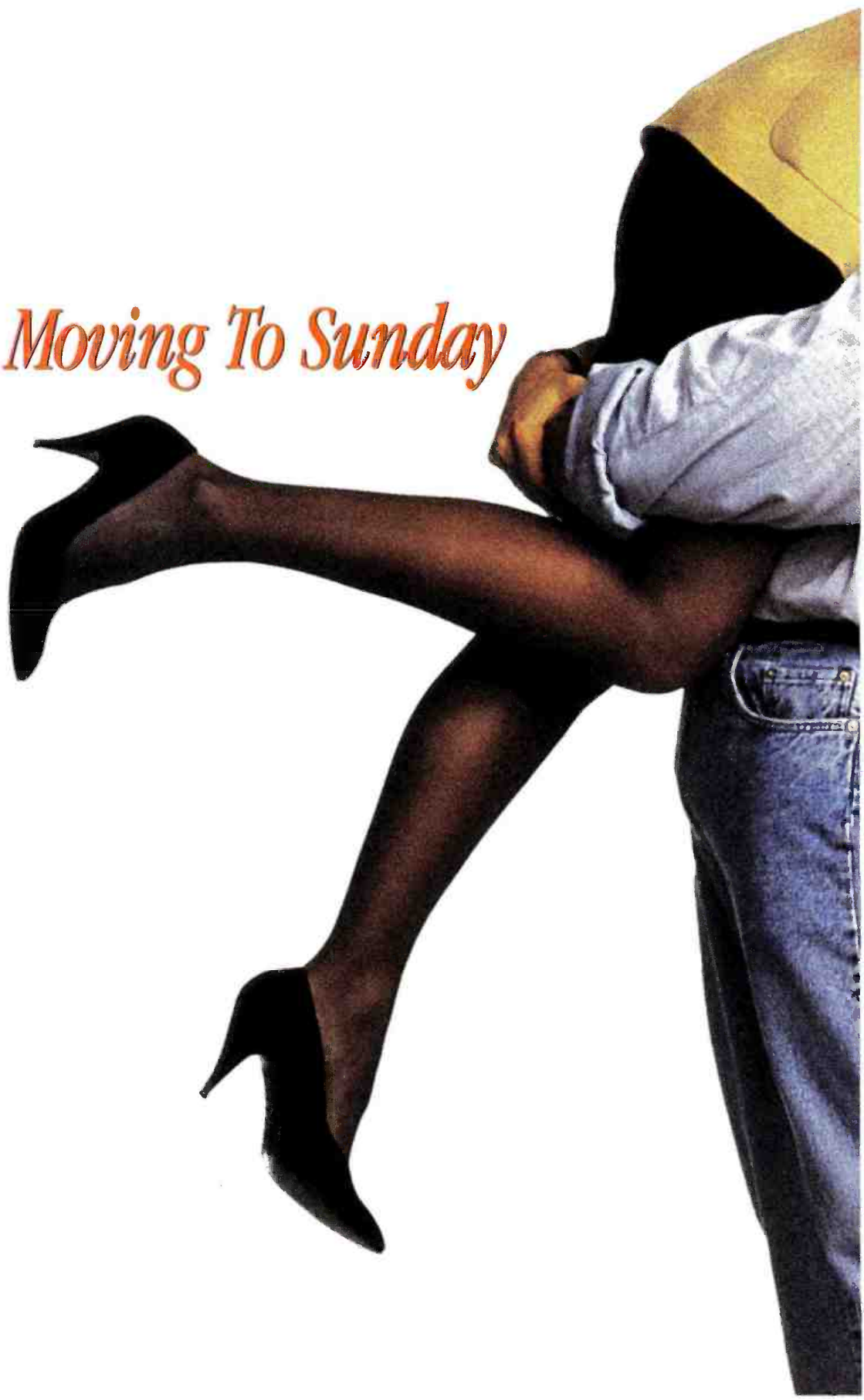
NATPE. The hybrid talk show is hosted by writer Marki Costello (niece of the late comedian Lou Costello). The half-hour strip will feature at least two topics per show; audience members will vote on how to resolve the conflict

facing the guests in each segment. The guests will abide by the decision of the audience members.

A pilot was shot last Friday, and MG/Perin is expected to begin marketing the project next month. The company hopes that the show will be able to play in a number of time periods, including early fringe and late night.

Author and therapist John Bradshaw is fronting a talk show titled *The John Bradshaw Show* for MGM Domestic Television Distribution. Not as far along in the process as the two other projects, a pilot will be shot this week. Bradshaw wrote the best-selling self-help book "The Inner Child." According to sources, MGM is hoping to have the project ready for a fall 1996 premiere. ■

Moving To Sunday

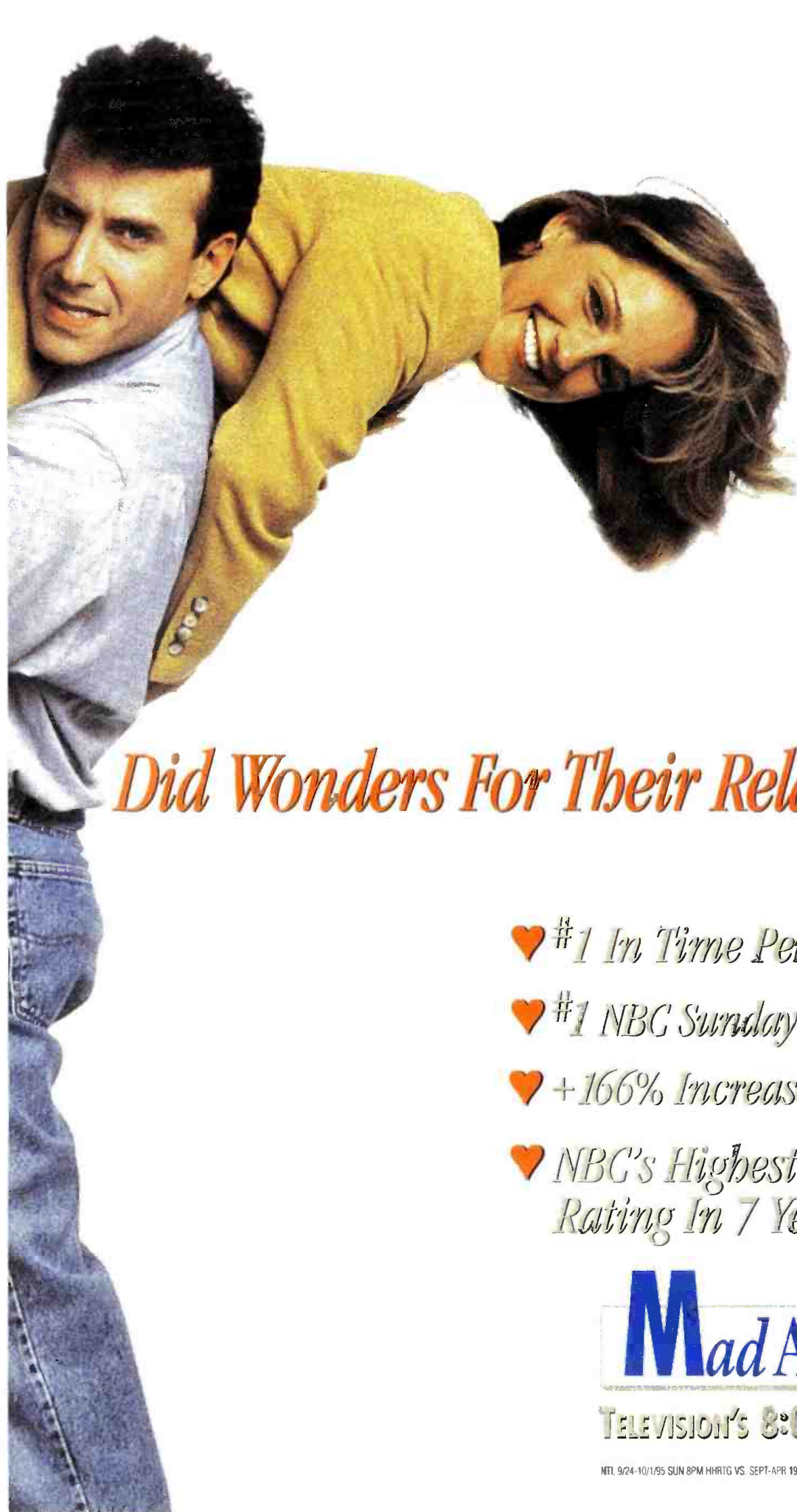


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Telcos want DBS waiver

By Mark Berniker

At least five of the seven regional Bell operating companies are eyeing the DBS business.

Ameritech, Bell Atlantic, BellSouth, Nynex and SBC Communications last week asked the Justice Department to support a waiver that would allow them to deliver pay programming to subscribers via high-power satellite.

Whether the telcos get the waiver is up to U.S. District Court Judge Harold Greene, who oversees the antitrust consent decree that regulates the RBOCs' businesses.

"At some point, DBS may be valuable to us and we want to have the option to get into the DBS business," says Eric Rabe, executive director of corporate relations for Bell Atlantic. But, he adds, the telco has "no immediate plans" for DBS.

The other telcos echoed Bell Atlantic, saying they were just trying to keep their options open.

The telcos could get into DBS by buying the channels of existing licensees or by bidding for channels in an auction. FCC commissioners last week were considering an auction plan (see story below). DBS licensee EchoStar is looking for partners. Telcos could offer direct-to-home service via medium-power satellites as the cable-backed Primestar Partners now does.

DBS may provide a faster and less expensive way of getting into TV than building wired, broadband networks. "We're considering all technologies, including DBS," says BellSouth spokesman Kevin Doyle.

As part of their video strategies, Bell Atlantic, Nynex and PacTel have invested heavily in wireless cable (MMDS) systems.

The telcos say they are continuing to pursue earthbound wired video networks. "We're still building our hybrid fiber/coax network, but we continue to look at our options," says Dave Onak, spokesman for Ameritech. ■

Primestar primed for DBS win

By Chris McConnell

Primestar Partners last week was looking to emerge from its long-standing DBS dispute at the FCC with a positive verdict.

Commissioners last week began voting on a proposal to grant Primestar the 27 DBS channels it needs to provide a high-power service. Several FCC sources expected the plan to win approval from commissioners James Quello, Andrew Barrett and FCC Chairman Reed Hundt.

Commissioners Susan Ness and Rachelle Chong, who had favored auctioning the disputed channels, voted against the Primestar-backed proposal.

The new proposal, which was formally presented to commissioners for a vote last week, calls for Primestar to gain access to the channels in exchange for returning channels that Primestar partner Tempo DBS holds at other orbital locations. Primestar later will make a payment to the government for the 27 channels based on revenue the FCC collects from auctioning 11 channels at the

119 degrees west orbital slot.

TCI subsidiary Tempo earlier had struck a \$45 million deal with DBS licensee Advanced Communications to acquire the disputed channels and then lease them to Primestar. But the deal was scuttled by an FCC International Bureau decision in April to reclaim the channels from Advanced for failing to meet due diligence requirements.

Under the FCC plan, Advanced still will be allowed to turn the channels over to Tempo, but will be permitted to recover only about \$7 million in costs.

Opponents of the plan last week were hoping to convince commissioners that it would yield less money than an outright auction of the channels. "No one has expressed any interest in bidding on the 11 channels currently assigned to TCI's subsidiary," MCI Senior Vice President Laurence Harris said in a letter to Hundt.

MCI has said it is willing to bid for the 27 channels at 110 degrees, but that it will not bid for the 11 channels at 119 degrees. "A competitive auction for

Oprah re-ups

King World Productions breathed a sigh of relief late last week as Oprah Winfrey announced that she is renewing her top-rated talk show through the 1997-98 season.

King World had faced the prospect of losing an estimated 40% of its annual revenue if Winfrey had opted to end her show this season after a 10-year run. Winfrey's contract gives her the option of renewing the show on a yearly basis through 2000.

Under the terms of the renewal agreement, Winfrey will have options for 2 million shares in King World by the end of the '97-'98 season.

Uncertainty about Winfrey's future plans has taken its toll on King World's stock price in recent weeks, particularly after she asked for an extension of the original Sept. 15 renewal deadline. On fears of Oprah's departure, the stock price, which started the day at 36 7/8 had dropped as low as 32 3/4, but rallied to close at 36, down 7/8. —CL



DBS spectrum will insure a fair market price for the property," added National Taxpayers Union Executive Vice President David Keating, who also wrote to Hundt.

Primestar Chairman Jim Gray countered that his company's plan will provide the FCC with more channels to auction, plus a payment for the disputed channels it does not auction. "We think it's clear the Treasury is going to get more," Gray said.

FCC sources last week said the commission has not estimated the market value of DBS spectrum at either orbital location. A measure approved by the Senate this month would allow the FCC to pursue an alternative to auctions only if it determines that the alternate plan will yield more money for the U.S. Treasury. ■

TW makes its public service case

Gives FCC 'responsibility report' on number of social issues addressed

By Chris McConnell

Time Warner last week fired a preemptive strike in support of its public interest record.

Time Warner Chairman/CEO Gerald Levin greeted FCC commissioners with a "responsibility report" on his company. Discussing Time Warner's \$8 billion stock swap with Turner Broadcasting System, Levin offered commissioners a brochure detailing his company's efforts on a variety of social fronts, including literacy, workplace diversity, program diversity, community service and youth service.

Levin and TBS Chairman/CEO Ted Turner visited all of the commissioners except Rachelle Chong, who was out of the country. Their presentation also included a letter that Levin sent President Clinton last month about Time Warner's efforts to wire classrooms with cable.

One FCC source speculated that the company hopes "there won't be anything for anyone to add" to its public interest efforts.

The visit follows challenges made



TBS's Ted Turner (l) and Time Warner's Gerald Levin (r) outline the companies' public service to the FCC's Jim Quello.

by the Center for Media Education (CME) and other groups to Westinghouse's \$5.4 billion acquisition of CBS and Disney's \$18.5 billion effort to acquire CapCities/ABC. In both cases, public interest groups have asked the FCC to condition its grant of license transfers on "social contracts" in which the applicant pledges to provide more children's educational programming.

Picking up on the theme, FCC Commissioner James Quello greeted Levin and Turner with a quip about the state of senior citizens' programming. "I want

three hours a week of seniors programming," Quello said.

Others expect more serious demands from public interest groups. "It wouldn't surprise me," said one industry onlooker. "I think with any merger of this size the deal could be a target."

"You always have to anticipate there will be some opposition," added another source, who said that Time Warner wanted to highlight its attitudes toward social responsibility to FCC officials.

The company's deal does not require as many broadcast license transfers as do the Disney and Westinghouse deals, but it requires the FCC to sign off on the transfer of Turner's superstation WTBS(TV). FCC sources said they expect to receive the application in two to three weeks.

CME Co-executive Director Jeff Chester had no comment about any plans to challenge the merger. CME Counsel Henry Geller, however, said the commission request leaves a "very small hook" on which to hang any requests for a social contract. ■

Broadcasters pass FCC kids test

Inspection of children's TV record finds no 'large pattern' of violations

By Chris McConnell

Broadcasters appear to have scored well on a recent pop quiz by FCC field offices.

The 26 offices last month sent officials to TV stations to collect information on children's television. FCC officials visited more than 60 stations during the data-gathering effort.

FCC rules require broadcasters to maintain children's programming records as part of their public inspection file. Rules call for the records to contain a summary of the station's "most significant" children's TV programming. Broadcasters can update the records quarterly or annually.

During the information-gathering effort, the field officials requested information on children's programming for the past year. An FCC source says the commission's Compliance and Information Bureau was asked to initiate the survey after receiving a complaint from an individual about broadcast compliance with the rule.

But the FCC's check uncovered no "large pattern" of violations of the record-keeping rule, an FCC official says. The official adds that the bureau plans to follow up on some of the station records it received, but generally is satisfied with the information collected.

"We pretty much got what we want-

ed," the official says.

The search had alarmed several broadcasters, who feared that the information could be used against broadcasters in the pending rulemaking on children's television requirements. Broadcasters had pointed to FCC Chairman Reed Hundt's criticism of the state of children's television. FCC sources last month said that the visits were being made at the request of the chairman's office.

Once the bureau completes its follow-up information gathering, it will prepare a report for Hundt and the other commissioners. The bureau expects to send its report to the commissioners within the next month. ■

Compromise expected on telecom reform

As bills head to conference committee, concessions on cable dereg are likely

By Christopher Stern

When Congress begins hammering out differences between the House and Senate versions of the telecommunications reform bill, don't be surprised if the cable industry is willing to cede some ground on cable deregulation.

Cable lobbyists indicated last week that, at least on the issue of cable rates, they would accept the Senate's more regulatory version of cable deregulation. "If the bill is going to pass, the Senate holds the cards on the issue of rate regulation," said one industry source.

The willingness to bend on cable deregulation is motivated by a desire to conserve the cable industry's political chits for the looming struggle with the Baby Bells over the details of local telephone competition. "We hope to come away with a bill that preferably reflects the most deregulatory sense of both bills, [but] in the long term the critical issue is telephony," said Cable Telecommunications Association President Steve Effros.

In addition, the cable industry wants to do what it can to placate the White House, which is threatening to veto the bill. The Clinton administration's concerns stem, at least in part, from the deregulation in cable rates. But administration officials said last week that even the Senate's approach to cable rate deregulation is unacceptable.

"We have never said that language was good," said Larry Irving, chief of the National Telecommunications and Information Administration and one of the administration's chief lobbyists on the telecommunications bill.

And Irving last week repeated the administration's threat to veto the telecommunications bill unless the legislation is modified to address concerns about media concentration and cable rate regulation.

The Senate's so-called bad actor provision bars a cable company from raising its rates substantially above the national average as of June 1, 1995. The bill calls for the average to be revisited every two years. The House version essentially ends rate regulation within 18 months for all levels of ser-



"The telephony issues are clearly important.... But so are the [cable rate regulation] issues."

Decker Anstrom, president, National Cable Television Association

vice except basic.

CATA's Effros says that cable rate regulation essentially is obsolete due to the emerging competition from DBS, MMDS and telephone companies. Many cable operators could raise their rates under current regulations but are forgoing increases for market reasons, Effros says.

Others, however, including National Cable Television Association President Decker Anstrom, say that cable deregulation and telephony issues are equally important. "The telephony issues are clearly important and in many ways critical," says Anstrom, adding: "But so are the [cable rate regulation] issues, which go to the crux of the industry's ability to raise capital." In the past, Anstrom has predicted that rate deregulation would result in only modest price increases.

During the conference, the NCTA will be lobbying to preserve elements in the bills that require the Baby Bells to open their telephone networks to competition. Both bills seek to create a competitive market by forcing the Bells to unbundle their services and



"We hope to come away with a bill that...reflects the most deregulatory sense of both bills."

Steve Effros, president, Cable Telecommunications Association

allowing emerging competitors to plug into the local telephone network.

In addition to consolidating elements in both the House and the Senate versions that will speed cable's entry into telephony, Anstrom says several other issues need to be resolved. Among his priorities are provisions of the bill that would allow cable and telcos to form joint ventures in small markets.

The House version would allow a telco to buy up to 50% of a cable company in its own service area. It eliminates that cap in communities of less than 10,000. The Senate sets a cap of 10%, but would allow mergers and joint ventures in markets of less than 50,000.

The administration opposes liberalization of the current law. Irving said last week that there is no reason to allow telco and cable companies, the two most likely competitors in telecommunications, to combine: "How does it help the consumer to allow [cable and telcos] to merge into a single company?"

Anstrom also said he will fight elements of the bill that permit telcos to

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increase their fees for allowing cable companies access to telephone poles. NCTA also will seek to defeat a House provision allowing consumers to buy set-top boxes in retail stores.

The cable industry, said Anstrom, also will join with broadcasters to head off provisions in both bills that

call for every TV set in the country to have the ability to block violent or sexually explicit programming, Anstrom said.

Congress is expected to name members of the telecommunications conference committee this week. The conference has been delayed, in part, by a turf

war between the Commerce and Justice committees in the House.

Commerce Committee members object to the current plan which allegedly would allow Justice Committee members to vote on all portions of the bill, not just those provisions germane to their jurisdiction. ■

House Commerce Committee Chairman Thomas Bliley (R-Va.) has asked for a congressional investigation

into allegations that Vice President Gore's office sought to improperly influence FCC Commissioner James Quello. Quello has accused Gore aide Greg Simon of improperly soliciting his support for a Westinghouse agreement to provide two—and later three—hours of children's educational programming during the next three television seasons. Simon has conceded phoning Quello, but has denied soliciting his support for the Westinghouse agreement or any quantitative children's television guidelines.

Westinghouse has also insisted its agreement on children's TV was voluntary. But Bliley asked for the investigation in a Sept. 28 letter to House Oversight and Investigations Committee Chairman Joe Barton. The letter also was signed by House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.).

The PCS "C-block" auction is back on, this time for Dec. 11.

The FCC rescheduled the delayed spectrum auction after a U.S. Appeals Court in Washington decided Sept. 28 to lift a stay it had imposed on the auctions. The court had ordered the stay after Omnipoint Corp. challenged FCC procedures for the auction, which is aimed at awarding 493 PCS licenses to small businesses. The FCC originally had planned to provide bidding credits for small businesses owned by women and minorities, but stripped all such preferences from auction procedures this summer after the Supreme Court's *Adarand* decision. The commission last week said short-form applications for auction are due Nov. 6.

FCC Commissioner Andrew Barrett says he had no conversations with Westinghouse about a social contract.

In a letter last week to Senate Commerce Committee Chairman Larry Pressler (R-S.D.), Barrett said he told Westinghouse representatives at a Sept. 14 meeting that his decision on granting the license transfers and waivers sought by the company would not "in any way" be influenced by a commitment to children's television. Barrett's letter follows a request from Pressler that each commissioner disclose any meetings with Westinghouse and Disney representatives during which a "social contract" on children's educational TV was discussed.

Barrett told Pressler that FCC Chief of Staff Blair Levin cited FCC Chairman Reed Hundt's interest in children's television during an Aug. 2 meeting between Westinghouse and FCC officials, but that there was no talk of a social contract during the meeting. In answer to another of Pressler's questions, Barrett also insisted that the commis-

sion should evaluate the pending applications without regard to programming commitments. "If the commission begins to utilize such contracts to impose content-based obligations on its licensees, I am concerned that we will be establishing precedent that is not only dangerous, but

which may also fail to meet constitutional muster," Barrett said. Barrett is the third commissioner to reply to Pressler, following James Quello and Hundt.

In his Sept. 29 reply to Pressler, Hundt said he has not coerced any broadcaster to provide more children's educational programming. While conceding

that he had voiced his views on broadcast public interest obligations both publicly and privately, Hundt insisted that such statements did not amount to coercion. Hundt also countered Barrett's views on the role of content commitments in

license transfer applications. "The commission is on solid legal ground in considering so-called social contracts such as the agreement that Westinghouse announced," Hundt said.

The FCC's Cable Services Bureau has finished work addressing most of the initial round of cable rate complaints.

Of 6,393 complaints received before May 15, 1994, the bureau has dealt with all but 228. The commission settled 4,705 of the rate complaints in orders, and is settling another 996 through negotiated agreements or "social contracts."

But there is still another round to go. The bureau has received 2,054 new complaints since May 15, 1994, and is re-examining the original complaints even if no new complaint was filed. The combination of old and new brings the total "second round" workload to 8,447 complaints. The commission so far has settled 218 of the new complaints through orders and is settling another 2,946 through negotiated agreements or social contracts. There are still 4,287 complaints to go in the second round, the bureau says.

FCC Chairman Reed Hundt was on his way to Geneva, Switzerland, last week to participate in international telecommunications negotiations.

Hundt was scheduled to sit in on a negotiating session of the General Agreement for Trade and Service. Participants in the talks are seeking to set rules on fair competition in international telecommunications by April of next year. Also expected to sit in on the session were the Commerce Department's Larry Irving and the State Department's Vonya McCann.



Edited By Chris Stern

King World expands its production horizons / 24
'Extra' to get some extra attention / 24

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King World expands its domain

Hires cable executive Andy Friendly; Towle out as domestic sales head

By Steve Coe

Signaling a move to expand its production base, King World hired CNBC executive Andy Friendly last week to head program production and development. And in what was being called an unrelated move, Scott Towle, president, domestic television sales, King World, abruptly resigned his position last Monday after more than five years with the company.

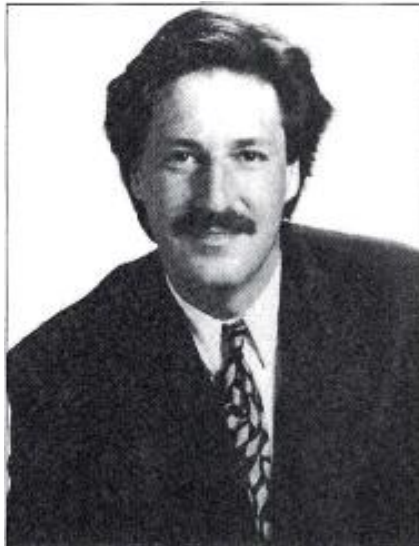
A King World spokesman confirmed that Towle had resigned and that company chairman Roger King had accepted his notice effective immediately. Towle joined the syndication company in 1990 after leaving his position as president, domestic television distribution, for the failing Orion Television Entertainment.

According to Michael King, president, King World, the hiring of Friendly is part of an overall strategy to expand production and branch out into other genres. "We've got programming in several genres, and we think every genre is available to King World." The company will look to expand production to include children's programming and scripted series for the networks as well as action hours for syndication and other forms of programming for all distribution.

King also said the company wants to start producing for independent stations in the form of action hours or other programming. He noted that most of the current King World product—such as *Oprah*, *Wheel of Fortune*, *Jeopardy!* and *Inside Edition*—is sold to network affiliates.

One area where the expansion is expected to see immediate results is in the cable business. King World already has an ownership stake in CNBC's talk show hosted by Charles Grodin, which the company was considering taking into syndication before selling to the cable channel. According to King, the company will expand its cable activities in the next few weeks, when it will announce the sale of at least two more projects to cable.

Friendly, the son of former CBS News president Fred Friendly, joins the company as executive vice president,



Andy Friendly

and program development. He joined the channel in April 1990 and was credited with converting the former Financial News Network into a predominantly talk format including shows featuring Grodin, Geraldo Rivera, Mary Matalin and Tim Russert. Friendly also brought former NBC late-night host Tom Snyder to CNBC to host a show and subsequently saw the host's popularity increase before Snyder moved to CBS as the lead-out to *Letterman*.

programming and production. As part of his three-year deal, he will supervise the production of all King World current programming as well as develop new programming.

Friendly will have offices in New York and Los Angeles. At CNBC, he was network executive producer and vice president, prime time programs

and program development. He joined the channel in April 1990 and was credited with converting the former Financial News Network into a predominantly talk format including shows featuring Grodin, Geraldo Rivera, Mary Matalin and Tim Russert. Friendly also brought former NBC late-night host Tom Snyder to CNBC to host a show and subsequently saw the host's popularity increase before Snyder moved to CBS as the lead-out to *Letterman*.

"I've stayed close with the principals here at King World over the years, and when they asked me if I'd be interested, I jumped at it," said Friendly. "When people think King World has stopped growing, the company comes back even stronger. Besides, they've got a lot of dough and they want to spend it," he joked.

Michael King denied that Friendly's hiring was in response to failed merger talks with Turner, which unexpectedly broke down nearly two months ago. He said the company would continue to be interested in an alliance but that growing King World continues to be the top priority. ■

'Extra' retooling likely

NBC is negotiating for stake in show, but changes may come regardless of outcome of talks

By Cynthia Littleton

Warner Bros. Television was working on a deal with NBC last week that both hope produces a prime access first-run franchise along the lines of Paramount's *Hard Copy* or *Entertainment Tonight*.

The deal reportedly calls for NBC Television Stations to acquire a significant ownership stake in *Extra* in exchange for continued clearances on NBC O&Os beyond fall 1996. That's when the NBC stations had been expected to dump *Extra* in favor of a new magazine strip jointly produced by NBC and New World.

Warner Bros. Television officials declined to comment, but published

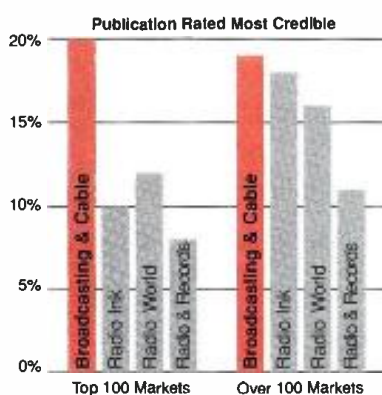
New World sources say there's no opposition to the plan so long as NBC makes good on its promise to deliver a retooled 'Extra.'

reports said that NBC was seeking as much as a 50% stake in the studio's costliest first-run production to date.

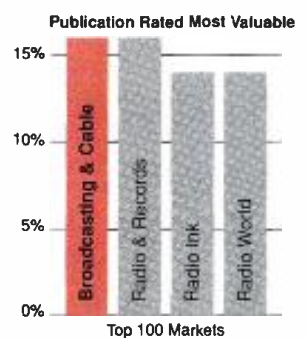
Insiders say the deal would require a major overhaul of *Extra*, since the New World production already has been developed as a competitor to *Enter-*

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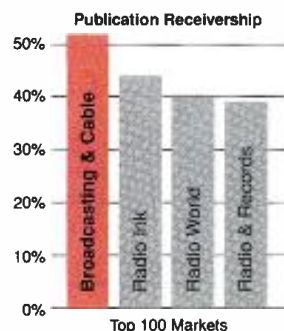
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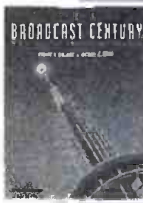
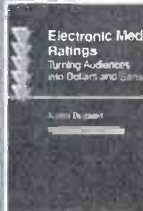
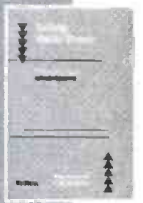
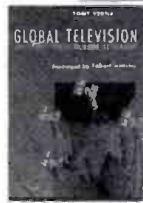
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tainment Tonight.

Now at the start of its second year, *Extra* has yet to prove much of a challenge to the venerable *ET*. *Extra* has averaged a 3.3 national Nielsen rating for the season-to-date, down from its first season average of 3.7.

Warner Bros. sources say changes are probably in store for *Extra* regard-

less of what becomes of the negotiations with NBC. Rather than mine *Hard Copy*'s hard-hitting tabloid vein, however, the revamped *Extra* could wind up looking more like an electronic issue of *Entertainment Weekly*, with a broader focus on trends and pop culture.

So how does New World feel about

SYNDICATION MARKETPLACE

Big Bart

The other Simpson news last week was about the syndication ratings for Twentieth Television's hit animated series—soaring 22% over two weeks despite competition in prime access from *Seinfeld* and *Home Improvement*. As a strip, *The Simpsons* averaged a 6.1 rating for the week ended Sept. 24, according to national Nielsen ratings. The show, which ranked as the highest-rated new strip of 1994-95, has the fastest-growing ratings of any access strip for the season-to-date.



Blast off

Florida's Kennedy Space Center is the setting for MTM Television's new first-run action hour, *The Cape*, set to launch in fall 1996. NASA will assist MTM with production for the weekly series, described as a showcase for "the drama and intrigue of the personal and professional lives of today's astronauts." MTM officials say the big-budget show is another step in revitalizing its TV production activities. MTM says the series concept, no doubt inspired in part by the success of Universal's "Apollo 13," has gotten a thumbs up from stations in key markets.

Field trip

Western International Syndication has taken an FCC-friendly *Field Trip* in about 40% of the country. The weekly half-hour show, sold on a barter basis, follows host Barry Louis Polisar and a half-dozen youngsters on trips to the Smithsonian, the U.S. Naval Academy and other educational locales. *Field*

Trip is in the midst of a national rollout after originating in January on Washington's WJLA-TV.

Kelly gets Clinton

President Clinton will make an appearance later this month on Kelly Entertainment's *Save Our Streets*, when the new syndicated reality series heads to Little Rock, Ark., for a look at the city's efforts to combat gang violence. In a segment taped at the White House last month, Clinton praises the work of the Reverend Hezekiah Stewart and his Watershed Project, which provides food, clothing and counseling to families in need. The *Little Rock at War* episode of the weekly one-hour series will air the week of Oct. 22. *Save Our Streets* premiered last month to a 2.6 rating and 11 share in Nielsen's metered markets.

Christmas shopping

It's never too early to start shopping for Christmas specials. Promark is offering *Red Boots for Christmas*, the animated tale of a Scrooge-like shoemaker who learns the real meaning of Christmas from kindly village paupers. The half-hour special is available for straight barter from Nov. 23 through Dec. 23, and, in the Christmas spirit, an extra barter-free airing is thrown in on Christmas Eve or Christmas Day.

More Christmas shopping

Elsewhere on the holiday front, Los Angeles-based Our W.A.Y. Entertainment will start the domestic pitch for *Friends in Winter Wonderland* after MIPCOM. Company officials say some proceeds from the special, about a girl whose friend is hospitalized with AIDS at Christmas, will benefit pediatric AIDS charities. Singers Gladys Knight, Rachele Ferrell and the gospel group The Winans will take part.

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NBC's proposal to pair *Extra* with its still untitled (as of press time) strip? New World sources say there's no opposition to the plan so long as NBC

makes good on its promise to deliver a retooled *Extra*.

New World brass are far more concerned these days with picking a title

for the new show and selecting two co-hosts with the "right chemistry," sources say, adding that the short list of candidates has not stopped growing. ■

DIC, Hamster Television create DIC France

First project will be *Tex Avery shorts*

By Steve Coe

DIC Entertainment has teamed with France's Hamster Television to create DIC France, a Paris-based animation company. The new entity will focus on producing animated product for the world market.

DIC France has a reported \$12 million in first-year production lined up, including the company's first project, *Tex Avery Theater* (BROADCASTING & CABLE, Oct. 2).

"This venture will thrive as a direct response to the desire of French broadcasters for more locally produced cartoons," said Andy Heyward, president, DIC Entertainment. "This

will allow us to produce animated shows which qualify as European content." France, among the European countries, has been particularly strident in calling for quotas that limit the amount of U.S.-produced programming sold in Europe. By linking with a French company and producing on French soil, DIC anticipates greater acceptance of its product in that country.

Heyward announced the deal last Tuesday with Pierre Grimblat, chairman, and Nicolas Traube, general manager, Hamster Productions. Overseeing the new com-



DIC France's first project will be 'Tex Avery Theater.'

pany will be Gaspard De Chavagnac, currently president, directeur general, Millesime Productions, a subsidiary of Hamster Television.

"DIC Entertainment has proven itself to be a prolific producer of children's programming, and we believe this new animation company will be a success in producing educational and

O'Boyle tapped for talker

Warner Bros. Television is readying a talk show with former *A Current Affair* host Maureen O'Boyle for a fall 1996 launch. O'Boyle has served as the weekend anchor for Warner Bros.' magazine strip *Extra* since January. Her talk show will be pitched as a compatible news lead-in for early fringe. Warner Bros. was said to be close last week to sealing a deal for the show in its desired time slots with NBC O&Os in the top three markets.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 24. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.8/230/99
2. Jeopardy!	9.4/223/99
3. Home Improvement	8.4/219/97
4. Oprah Winfrey Show	7.4/237/99
5. Entertainment Tonight	6.4/171/94
6. Seinfeld	6.2/215/96
7. The Simpsons	6.1/184/95
8. Home Improvement-wknd	5.9/205/93
8. NFL on TNT '95	5.9/5/69
10. Hercules: Legendary Journ	5.7/225/98
11. Buena Vista I	5.6/157/97
11. Star Trek: Deep Space Nine	5.6/233/99
13. Inside Edition	5.4/168/94
14. Wheel of Fortune-wknd	5.1/154/71
15. Fresh Prince of Bel-Air	5.0/157/88

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entertaining programs for children," said Grimblat.

Tex Avery Theater is described as a "Looney Tunes" for the 1990s. The series will feature original cartoons in the style of legendary animator Tex Avery, known for his exaggerated "squash and stretch" animation style. DIC has acquired rights for Avery's name and likeness from his estate and will create a character based on him. ■

Who's watching? the kids

Study suggests that young audience may be underreported due to out-of-home viewing

By Cynthia Littleton

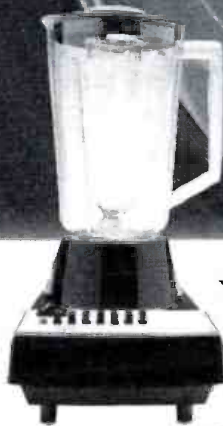
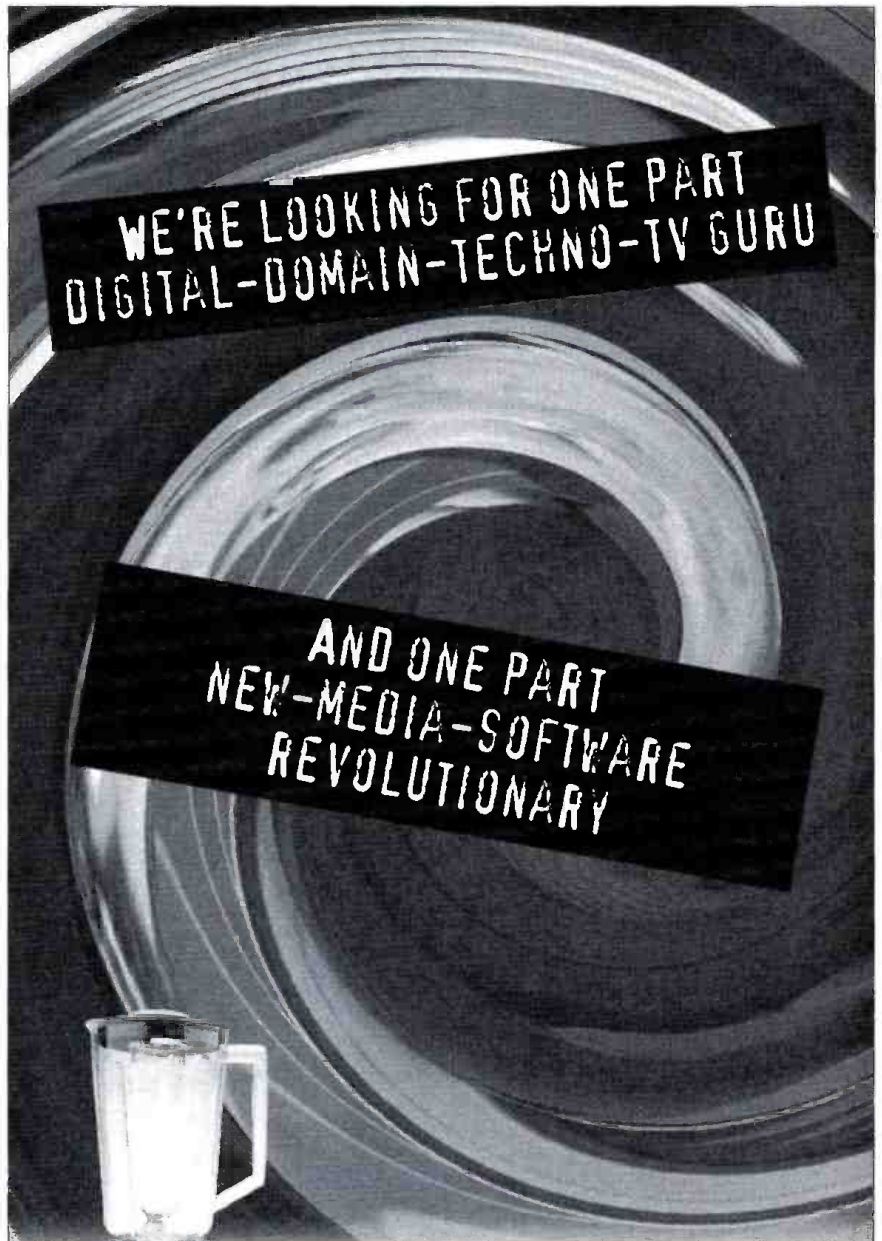
What's the matter with kids TV ratings these days? A new study suggests that the audience for children's programming may be underestimated because many kids spend significant amounts of time watching TV outside the home.

The survey of 466 households with children was conducted by New Jersey-based Statistical Research Inc. as part of an industry-funded research project to improve TV ratings data.

SRI officials say the study was designed to help perfect TV audience measurement techniques by pinpointing where kids spend time outside of home and school on a typical day.

The survey found that nearly one-third of the children in the households surveyed spend time at day care facilities, relatives' homes or other locations. One in four respondents reported that other children visit their home on a regular basis. And two-thirds of the households surveyed said their kids watch some TV each day between 8 a.m. and 6 p.m.

"The study shows [that] a lot of potential viewing could be lost by



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[Nielsen family] kids who watch TV away from home and away from their measuring environment," says Maura Clancey, SRI's director of client services.

Nielsen Media Research's Jack Loftus says that such a loss should

generally be balanced out when metered households record any TV viewing done by visitors from unmetered homes. Loftus also notes that Nielsen has improved its survey data in recent years by sending representatives into homes to teach kids

and teenagers how to use its TV monitoring devices.

Meanwhile, SRI is in the process of signing 500 homes in Philadelphia for a long-term study exploring potential improvements and alternatives to the current audience measurement system. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Sept. 25-Oct. 1

Week	abc	CBS	NBC	FOX	U/P/N
Week 2					
	15.8/25	12.7/19	12.5/19	7.4/11	4.6/7
MONDAY	8:00 59. The Marshal 8.5/14	21. The Nanny 12.7/20	45. Fresh Prince 9.7/15	46. Melrose Place 9.6/15	84. Star Trek: Voyager 6.0/9
8:30		24. Can't Hurry Love 12.0/18	49. In the House 9.4/14		
9:00	6. NFL Monday Night Football—San Francisco 49ers vs. Detroit Lions 19.1/32	12. Murphy Brown 14.6/21	15. NBC Monday Night at the Movies—Beauty's Revenge 14.0/22	94. Partners 5.2/8	99. Nowhere Man 3.5/5
9:30		32. If Not for You 11.1/16		95. Ned and Stacey 5.0/7	
10:00		19. Chicago Hope 12.8/21			
10:30					
TUESDAY	15.2/24	8.7/14	11.3/18	4.3/7	2.2/3
8:00	18. Roseanne 13.0/22	54. John Grisham's The Client 8.8/14	29. Wings 11.4/19	98. Fox Tuesday Night Movie—W.E.I.R.D. World 4.3/7	104. Deadly Games 2.4/4
8:30	16. Hudson Street 13.6/21		36. Newsradio 10.8/17		
9:00	4. Home Imprvmt 19.3/29	56. CBS Tuesday Movie—Element of Truth 8.7/14	13. Frasier 14.2/21		105. Live Shot 2.0/3
9:30	8. Coach 17.7/27		48. Pursuit of Hap 9.5/15		
10:00	16. Murder Dne 13.6/23		39. Dateline NBC 10.4/17		
10:30					
WEDNESDAY	13.2/22	6.5/11	8.4/14	8.5/14	2.9/5
8:00	25. Ellen 11.9/20	80. Bless This House 6.3/11	85. seaQuest 2032 5.9/10	41. Beverly Hills, 90210 10.1/17	102. Sister, Sister 2.9/5
8:30	41. Drew Carey 10.1/16	51. Dave's World 9.1/15			100. The Parent Hood 3.0/5
9:00	10. Grace Under Fire 15.6/25	82. Central Park West 6.2/10	51. Dateline NBC 9.1/14	73. Party of Five 6.9/11	100. The Wayans Bros. 3.0/5
9:30	23. Naked Truth 12.1/19	89. Courthouse 5.7/10	43. Law & Order 10.0/17		103. Unhap Ever After 2.5/4
10:00	11. PrimeTime Live 14.7/25				
10:30					
THURSDAY	6.2/10	7.7/12	20.8 33	7.7/12	
8:00	80. Charlie Grace 6.3/10	50. Murder, She Wrote 9.2/15	4. Friends 19.3/31	76. Living Single 6.8/11	
8:30			9. The Single Guy 17.5/27	70. The Crew 7.1/11	
9:00	90. The Monroes 5.6/9	70. New York News* 7.1/11	2. Seinfeld 22.7/35	59. New York Undercover 8.5/13	
9:30			7. Caroline in City 18.4/29		
10:00	78. ABC News Special: Into the Jury's Hands 6.6/11	76. 48 Hours 6.8/11	1. ER 23.4/39		
10:30					
FRIDAY	13.9/26	6.7/12	5.0/9	8.8 16	
8:00	35. Family Matters 10.9/22	86. Dweebs 5.8/12	95. NBC Baseball Night 5.0/11	79. Strange Luck 6.4/12	
8:30	36. Boy Meets World 10.8/21	90. Bonnie Hunt 5.6/11			
9:00	31. Step by Step 11.2/20	70. Picket Fences 7.1/13		32. The X-Files 11.1/20	
9:30	32. Hangin' w/Mr. C 11.1/20	69. American Gothic 7.2/13			
10:00	3. 20/20 19.6/36				
10:30					
SATURDAY	8.2/15	10.4/19	7.5/14	5.3/10	
8:00	65. Jeff Foxworthy 7.5/15	54. Dr. Quinn, Medicine Woman 8.8/17	67. JAG 7.4/14	93. Martin 5.3/10	
8:30	65. Maybe This Time 7.5/14	40. Touched by an Angel 10.2/19	67. John Larroquette 7.4/14	97. Preston Episodes 4.6/9	
9:00	59. Saturday Night at the Movies—Look Who's Talking 8.5/16	22. Walker, Texas Ranger 12.3/23	73. Home Court 7.0/13	92. Cops 5.5/10	
9:30			63. Sisters 7.8/15	86. Amer Most Wntd 5.8/10	
10:00					
10:30					
SUNDAY	10.2/17	11.2/19	11.2/19	7.5/12	1.4/2
7:00	58. Am Fun Home Vid 8.6/16	14. 60 Minutes 14.1/25	(nr) NFL Postgame 9.6/18	73. Space: Above & Beyond 6.9/12	106. Pinky & Brain 1.7/3
7:30	27. Am Fun Home Vid 11.7/20	44. Cybill 9.9/16	86. Brotherly Love 5.8/10		106. Sister, Sister 1.7/3
8:00	28. Lois & Clark 11.6/19	59. Almost Perfect 8.5/14	25. Mad About You 11.9/19	53. The Simpsons 9.0/15	110. Kirk Cameron 1.2/2
8:30			30. Hope & Gloria 11.3/18	83. Too Something 6.1/10	111. Simon 1.1/2
9:00	46. ABC Sunday Night Movie—Trial by Fire 9.6/16	38. CBS Sunday Movie—A Child Is Missing 10.7/17	19. NBC Sunday Movie—In the Line of Duty: Hunt for Justice 12.8/21	56. Married w/Child 8.7/14	108. Cleghome! 1.3/2
9:30				64. Misery Loves Co 7.7/12	108. First Time Out 1.3/2
10:00					
10:30					
WEEK AVG	11.8/20	9.3/15	11.0/18	7.1/12	UPN: 3.5/5; WB: 2.0/3
STD AVG	12.1/20	9.6/16	11.3/19	7.5/12	UPN: 3.5/5; WB: 2.0/3

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 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

Douglas makes quick sale of California FM

By Elizabeth Rathbun

It didn't take 24 hours for John Douglas to earn nearly \$2 million on his recent purchase of KECR-FM El Cajon, Calif. (San Diego).

Douglas closed on the \$12 million purchase of the station from Family Stations Inc. on Sept. 22. Also that day, Jacor Communications said it had agreed to buy KECR-FM from Douglas for \$13.875 million, giving him a return of \$1.885 million, a 15.6% increase over his purchase price, in two days (see "FM" item, "Changing Hands"). The sale is subject to FCC approval.

"You're going to see a lot of this [kind of deal]," says broker Mark Jorgenson of Jorgenson Broadcast Brokerage. Once it's publicly known that a station is up for grabs "at a reasonable price," action will be swift, he says.

In this case, Douglas in August quietly made plans to buy KECR-FM from Family Stations, a noncommercial reli-

gious broadcaster based in Oakland, Calif. Douglas is in nearby Palo Alto, which helped keep the deal quiet, Jorgenson says. "It wasn't available for Jacor in the first place," Jorgenson says.

But once the deal became public, Jacor was interested. The San Diego market, the nation's 15th largest radio market and 27th DMA, lately has been particularly active, for both radio and TV sales.

Cincinnati-based Jacor apparently isn't too attached to the property either. In a statement, Jacor President Randy Michaels says: "Our intention is to purchase additional San Diego properties or trade KECR-FM for something interesting. We're standing by to evaluate any offers to buy, sell or swap." Jacor already owns 22 radio stations in six markets, but none are in California.

The company continues pursuing "rationally priced deals in non-Jacor environments," as well as acquiring additional properties in existing mar-

kets, the statement says.

In June, Kelso Partners IV LP exercised its stock warrants to purchase Douglas Broadcasting, and Douglas became chairman of the company. He then formed O.I.A. Broadcasting, under which he is selling KECR-FM.

Superior offers to sell TVs

Two-TV owner Superior Communications Corp. has asked Communications Equity Associates to "explore its options in today's deregulatory transaction market," which could include selling, according to a CEA news release. Superior owns KOCB(TV) Oklahoma City, a UPN affiliate on ch. 34, and WDKY(TV) Danville, Ky. (Lexington), a Fox affiliate on ch. 56.

Superior bought KOCB in October 1993 for \$11 million. It bought WDKY in August 1992 for \$10.3 million. Investment and merchant-banking firm CEA expects to make its recommendations to Superior later this month. ■

TV

WWTI-TV Watertown, N.Y.

Price: \$2,982,746

Buyer: Smith Broadcasting Group Inc., Santa Barbara, Calif. (Robert N. Smith, president/owner), owns KEYT-TV Santa Barbara/Santa Maria/San Luis Obispo, and WETM-TV Elmira and WKTU(TV) Utica, N.Y.; Smith Broadcasting Group of Alaska is buying KATN-TV Fairbanks, KIMO-TV Anchorage and KJUD-TV Juneau, all Alaska; also is buying KSBW-TV Monterey/Salinas, Calif., WEYI-TV Saginaw, Mich., WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio; and has interest in WATM-TV Altoona and WWCP-TV Johnstown, Pa., which are being sold.

Seller: Finova Group Inc., Phoenix (Samuel L. Eichenfield, president); owns KOMQ-AM-FM Honolulu and KYIS(FM)-KATT-FM Oklahoma City. Group's subsidiary, Desert Communications VI, is limited partner of Smith Broadcasting Group of Alaska. Facilities: Ch. 50, 1,200 kw visual, 120 kw aural, ant. 1,268 ft.

Affiliation: ABC

Construction permit for WWRS-TV

Mayville, Wis./Milwaukee

Price: \$930,799

Buyer: Mayville Communications Inc., El Toro, Calif. (Jane P. Duff, president/33.3% owner). Duff also is

Changing Hands

The week's tabulation
of station sales

Proposed station trades

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

This week:

TVs □ \$3,913,545 □ 2
Combos □ \$287,786,000 □ 5
FMs □ \$18,664,569 □ 10
AMs □ \$1,101,000 □ 4
Total □ \$311,465,114 □ 21

So far in 1995:

TVs □ \$2,714,425,545 □ 105
Combos □ \$1,617,239,810 □ 168
FMs □ \$529,424,130 □ 289
AMs □ \$79,718,754 □ 147
Total □ \$4,965,281,139 □ 708

president of National Minority TV Inc., which owns KNMT-TV Portland, Ore., and is officer/director of companies that own KLUJ(TV) Harlingen, KITU(TV) Beaumont and KETH(TV) Houston, all Tex.; and WTCE(TV) Fort Pierce and WJEB(TV) Jacksonville, Fla. Seller: TV-52 Inc., Green Bay (Lyle R. Evans, president). Evans owns WEZR(FM) Brillion and WMBE(AM)

Chilton, Wis., and has CP for WFON(FM) Stevenson, Mich., and WHET(FM) Birnamwood, Wis. Facilities: Ch. 52, 2,510 kw visual, 251 kw aural, ant. 764 ft.

COMBOS

WOC(AM)-KUUL(FM) Davenport/ KMXG(FM) Clinton, Iowa

Price: \$11 million

Buyer: KFKF Broadcasting Inc., Vienna, Va. (Randall T. Odeneal, president/50% owner); is selling KFKF(FM) Kansas City, Kan. Odeneal also owns 33.3% of KCQQ(FM) Davenport; WLNH(FM) Laconia and WBHG(FM) Meredith, N.H.; and WLLR-AM-FM Moline/East Moline, Ill.

Seller: Signal Hill Communications Inc., Davenport (Larry G. Patten, president); no other broadcast interests

Facilities: woc: 1420 khz, 5 kw; KUUL: 103.7 mhz, 100 kw, ant. 1,191 ft.; KMXG: 96.1 mhz, 100 kw, ant. 980 ft.

Formats: woc: news, talk, info; KUUL: oldies; KMXG: adult contemporary

KRCO(AM)-KUJK(FM) Prineville, Ore.

Price: \$1 million

Buyer: Jay Man Productions Inc., Eugene, Ore. (Jonathan Mann, president); no other broadcast interests

Seller: High Lakes Broadcasting Inc., Prineville (John Kendall, president); no other broadcast interests

Facilities: AM: 690 khz, 1 kw day, 77

w night; FM: 95.1 mhz, 100 kw, ant. 472 ft.

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

Broker: Exline Co.

KBTA(AM)-KZLE(FM) Batesville, Ark.

Price: \$586,000

Buyer: WRD Entertainment Inc., Batesville (Preston Grace Jr., president/owner); no other broadcast interests

Seller: White River Valley Broadcasters Inc., Batesville, Ark. (Diane Vinson, president); no other broadcast interests

Facilities: AM: 1340 khz, 1 kw; FM: 93.1 mhz, 100 kw, ant. 984 ft.

Formats: AM: oldies; FM: country

Broker: MGMT Services Inc.

KRUN-AM-FM Ballinger, Tex.

Price: \$200,000

Buyer: SEC/CESS Broadcasting Inc., Brady, Tex. (Stephen Rex Everett, president/50% owner); also owns KNEL(AM)-KIXV(FM) Brady

Seller: Central West Broadcasting Inc., Ballinger (Dean Smith, president); no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 103.1 mhz, 3 kw, ant. 300 ft.

Format: Both country, adult contem-

Big deals

The following deals were received last week at the FCC:

Infinity Broadcasting Corp.'s \$275 million purchase of KFRC-AM-FM and KYCY(FM) San Francisco; WYCD(FM) Detroit; KSNN(FM) Arlington, Tex.; KYNG(FM) Dallas, and KYCW(FM) Seattle. Seller is Alliance Broadcasting. (BROADCASTING & CABLE, Sept. 25)

porary, farm

RADIO: FM

KECR-FM El Cajon, Calif. (San Diego)

Price: \$13.875 million

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, president); also owns KBPI(FM)/KOA(AM)-KRFX(FM) Denver; WGST(AM)-WPCH(FM) Atlanta; WCKY(AM)-WPPT(FM)/WLW(AM)-WEBN (FM) Cincinnati; WWST(FM) Karns and WMYU (FM) Sevierville/Knoxville, Tenn., and Florida stations: WJGR (AM)-WQIK-FM/WZAZ(AM) Jacksonville; WJBT(FM) Green Cove Springs (Jacksonville); WHJX-FM Brunswick, Ga. (Jacksonville); WDUV(FM) Bradenton-WBRD(AM) Palmetto, and WFLA(AM)-

WFLZ(FM) Tampa.

Seller: O.I.A. Broadcasting LLC, Palo Alto, Calif. (N. John Douglas, president/90% owner). Douglas is transferring control of his Douglas Broadcasting Inc., owner of five FMs and four AMs, to Kelso Partners IV LP, but remains chairman. Douglas owns KSJX(AM) San Jose, Calif.; WBPS(AM) Dedham, Mass., and KGOL(AM) Humble, Tex.

Facilities: 93.3 mhz, 2 kw, ant. 1,850 ft.

Format: Religion

Broker: Jorgenson Broadcast Brokerage

KLOB(FM) Thousand Palms, Calif.

Price: \$1.5 million

Buyer: Las Tres Palmas Corp., Pacific Palisades, Calif. (Walter F. Ulloa, president/50% owner). Ulloa also owns KSTV(TV) Ventura, Calif.; WVBTV (TV) Virginia Beach, Va.; 50% of KONG-TV Everett, Wash.; 33.75% of KINC(TV) Las Vegas; 21% of KCED(TV) Denver, and has 30% interest in ksms-TV Monterey, Calif., which is being sold

Seller: Marvin Gardens Broadcasting, Los Gatos, Calif. (Leo Kesselman, general partner); owns KAJB(TV) Calipatria, Calif. Kesselman also owns KTAP(AM) Santa Maria and KIDI(FM) Guadalupe, Calif., and has applied to build AM in Palm Beach Gardens, Fla. **Facilities:** 94.7 mhz, 630 w., ant. 581 ft. **Format:** Not on air

KZBE(FM) Pleasant Hope and KHTO-FM Mount Vernon/Springfield, Mo.

Price: \$1.4 million

Buyer: Channel Z, Whitefish, Mont. (Frank Copidas, president); also owns KTOZ-FM Springfield

Seller: Ranger Broadcasting Co., Dallas (Dick Hull, president); owns KRYS-AM-FM and KMXR-FM, Corpus Christi, Tex.

Facilities: KZBE: 95.5 mhz, 50 kw, ant. 497 ft.; KHTO: 106.7 mhz, 25 kw, ant. 328 ft.

Format: KZBE: rock classics; KHTO: CHR **Broker:** Bergner & Co. (buyer); Chapin Enterprises (seller)

WYYB(FM) Dickson, Tenn.

Price: \$500,000

Buyer: Tuned In Broadcasting Inc., Nashville (Lester L. Turner Jr., chairman/owner); also owns WRLG(FM) Smyrna, Tenn., and is buying WRLT (FM) Franklin, Tenn.

Seller: Edmisson and Eubank Communications, Dickson (Tommy Edmisson, president); owns WDKN(AM) Dickson

Facilities: 93.7 mhz, 6 kw, ant. 197 ft. **Format:** Soft spectrum, adult contemporary

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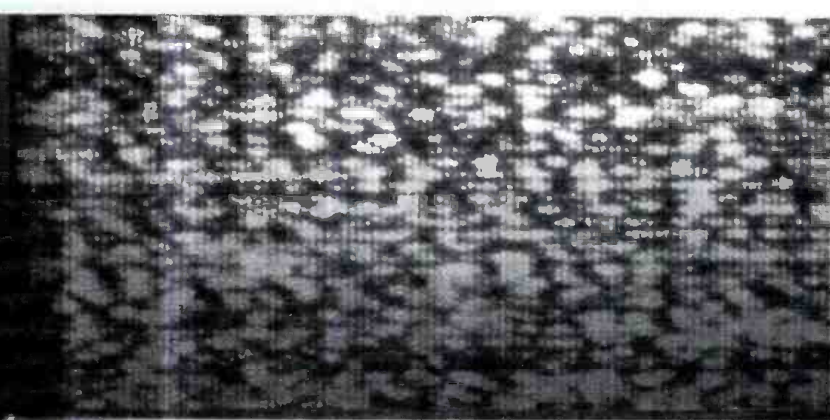
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WKID(FM) Vevay, Ind.

Price: \$180,000

Buyer: Dial Broadcasting Inc., Vevay (Richard D. McLeod, vice president/67% owner); no other broadcast interests

Seller: Raydell Media Group Inc., Vevay (Carolyn D. Hubbard, president); no other broadcast interests

Facilities: 95.9 mhz, 2.7 kw, ant. 480 ft.

Format: Country

KKJH(FM) Gallup, N.M.

Price: \$150,000

Buyer: Skynet Communications Inc., Gallup (Thomas C. Troland, president). Troland also owns KGLX(FM) Gallup and KFXR(FM) Chinle, Ariz., and is applying to build FM in Gallup.

Seller: Maranatha Broadcasting Co. Inc., Allentown, Pa. (Richard C. Dean, president); owns WFMZ-TV-FM Allentown, WKJE(FM) Hertford, N.C., and is applying to build FM in Gulf Breeze, Fla. Affiliated MBC Grand Broadcasting Inc. owns KNZZ(AM)-KJYE-FM Grand Junction, Colo. Dean is officer of company that owns WBMR-FM Telford, Pa.

Facilities: 106.1 mhz, 26 kw, ant. 185 ft.

Format: Not on air

WMVV(FM) McDonough, Ga.

Price: \$75,000

Buyer: Life Radio Ministries Inc., Lawrenceville, Ga. (Joseph C. Emert, president/33.3% owner); no other broadcast interests

Seller: Mount Vernon Baptist Church of Henry County, Stockbridge, Ga. (Terry Rainey, president); no other broadcast interests

Facilities: 90.7 mhz, 11 kw, ant. 300 ft.

Format: Dark

WEMG-FM Crete, Ill.

Price: \$650,000

Buyer: Covenant Communications Inc., Olympia Fields, Ill. (Diane Silas, president); no other broadcast interests

Seller: Word of Faith Fellowship Inc., Chicago (Rickey Singleton, president); owns WEMG(AM) Knoxville, Tenn.

Facilities: 102.3 mhz, 3 kw, ant. 299 ft.

Format: Gospel

CP for WSHX(FM) Danville, Vt.

Price: \$152,500

Buyer: Northeast Broadcasting Co. Inc., Bedford, N.H. (Edward F. Flanagan, VP); also owns WSKI(AM)-WNCs(FM) Montpelier, Vt.; WLYT(FM) Haverhill, Mass., and 50% of a new FM at Royalton, Vt.

Seller: Barry W. Sims, Framingham, Mass. (receiver)

Facilities: 95.7 mhz, 230 w, ant.

1,174 ft.

Broker: Raven Group Inc.

WKYX(FM) Jasper, Tex.

Price: \$182,069

Buyer: Borgen Broadcasting Co., Jasper (John F. Borgen, president/owner); no other broadcast interests

Seller: KTXJ Radio Inc., Sulphur Springs, Tex. (Galen O. Gilbert, president/88.24% owner). Gilbert also owns KTXJ(AM) Jasper-KDXE(FM) Sulphur Springs, Tex.; KSWM(AM) Aurora, Mo., and KYFM(FM)-KWON(AM) Bartlesville and KWHW(AM)-KRRKZ(FM) Altus, all Okla.; is selling KIOL(FM) Lamesa, Tex., and is buying KMMX(FM) Lamesa

Facilities: 102.3 mhz, 3 kw, ant. 299 ft.

Format: Country

RADIO: AM

WKZO(AM) Kalamazoo, Mich.

Price: \$900,000

Buyer: Fairfield Broadcasting Co., Kalamazoo (Stephen C. Trivers, president/joint owner of 67.8%); owns WQLR(FM)-WQSN(AM) Kalamazoo. Trivers also is president of KEWB(FM) Anderson, Calif.

Seller: Radio Associates of Michigan Inc., Kalamazoo (Kenneth Miller, president); no other broadcast interests

Facilities: 590 khz, 5 kw

Format: News/talk

WDVA(AM) Danville, Va.

Price: \$150,000

Buyer: C.G. Hairston, Danville; no other broadcast interests

Seller: Mitchell Communications Inc., Lynchburg, Va. (James H. Mitchell, president); no other broadcast interests

Facilities: 1250 khz, 5 kw

Format: Gospel

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Amplifications

■ The Oct. 2 "Changing Hands" item on the sale of KNLA(FM) White Rock, N.M., should have included KRSN(AM) Los Alamos, N.M. The price, \$845,000, remains the same.

■ The Oct. 2 article "Freedom rings for West Palm Beach TV" should have said that seven of Act III Broadcasting's television stations are Fox affiliates; the eighth is with CBS. Also, the only other holding of ABRY Partners Inc. is KSMO-TV Kansas City, Mo.

■ The other broker in the \$1.925 million sale of WHCY(FM) Blairs-town, N.J., was Serafin Bros. ("Changing Hands," Sept. 25).

Stern loses FM in Chicago; moves to AM

Radio

By Donna Petrozzello

National shock jock Howard Stern's brutal on-air tirades against Chicago radio executives may have cost him an FM outlet in the market.

Six months after Stern signed a three-year affiliation deal with Cox Broadcasting's WCKG(FM) Chicago, WCKG Vice President/General Manager Michael Disney last Monday dropped the show. He cited "problems philosophically with the on-air content." But an advertiser boycott of WCKG, allegedly organized by competing Evergreen-owned stations, may have helped Disney make that decision.

"It was the first time in my life I'd ever seen anybody do that," Disney said of the boycott.

Shortly after hitting the Chicago airwaves in late March, Stern attacked Larry Wert, president/GM of Evergreen Media's WMVP(AM) Chicago, and Evergreen Chairman/CEO Scott Ginsburg. Stern criticized them and their business practices and made remarks about their families.

Stern had been bounced from Evergreen's WLUP-FM Chicago in 1993 after he failed to achieve satisfactory ratings, company executives said. Stern then filed a lawsuit against Evergreen for breach of contract. That suit is



Howard Stern is moving from WCKG(FM) Chicago to WJJD(AM) there.

pending.

The day after Stern was dropped from WCKG, Infinity Broadcasting's WJJD(AM) Chicago negotiated an agreement to continue airing Stern's show. Infinity syndicates the show nationally.

WJJD VP/GM Harvey Pearlman said he expects Stern to boost the station's lackluster ratings. The station earned a 2.1 share in morning drive in Arbitron's latest survey. After five months with WCKG, Stern was attracting a majority of the male audience ages 25-54 during morning drive time, according to Stern's agent, Don Buchwald.

"I wouldn't have done this unless I thought Howard would be able to bring a new dimension to the radio station.... Obviously, the results that had been shown at WCKG in the past few months show there is a tremen-

dous opening for Howard in the marketplace," Pearlman said.

AM station WJJD marks a departure from Stern's typical FM rock affiliate, however. "An AM station with the right magnet can be successful," Disney said, adding that he doesn't think "Howard will be lost at all" in Chicago on WJJD.

"Being on an AM in Chicago will [make it] more difficult" for Stern to earn top ratings quickly, Buchwald said. "We were certainly happy with the signal on the Cox station."

But WJJD has a "good signal," Buchwald said. Since the station is owned and operated by Infinity, he said, "there is a great deal of confidence [that Stern can] win in Chicago and gain a lot of fans there." Infinity owns several of Stern's affiliates in major markets, where his is the top-rated morning show.

Meanwhile, in El Paso, Stern switched affiliates last week. He moved from adult contemporary KAMZ(FM) to talk KROD(AM) after KAMZ dropped its classic rock format. KROD wanted to move syndicated talker Don Imus from morning drive to middays to make room for Stern, but Imus declined the move. The time slot is being filled by syndicated sports talk.

Also last week, Stern debuted on new affiliates in Virginia. The stations—WKOC(FM) Norfolk and WVGO(FM) Richmond—are owned by Benchmark Communications Radio. ■

Katz finds country tops

Country music claims the largest average format share in radio markets nationwide, but news/talk and information service formats outrank country formats in large markets, according to Katz Radio Group's latest *Format Report*.

Gerry Boehme, senior vice president and director of research for KRG, says, "Country shows outstanding strength in the average market for all demos and dayparts." In KRG's spring 1995 report, country claimed 18.8% of the average market format share, outranking other formats by a significant margin.

Other top-ranked formats include adult contemporary (which earned 9.4% of the average market share) and urban contemporary (8.5%). KRG's research used lis-



Among country's newer acts are The Mavericks, who won the Country Music Association's vocal group of the year award last Wednesday.

tenership data compiled in Arbitron's spring 1995 survey.

Boehme also says that "news, information and service formats perform better in large markets" and that country formats "control more listening in smaller markets" than does any other format.

In KRG's research measuring format shares in different dayparts, country and adult contemporary listening lead their competitors across the board. Combined, the formats claims 39.2% of morning drive listeners and

38.5% of afternoon drive listeners.

All other formats split the remaining audience of listeners 12-plus for those dayparts, KRG research concludes.

—DP

Advertising revenue up average 8%

Radio stations nationwide reaped an average 8% more revenue from combined local and national spot advertising in August 1995 than they did in August 1994, according to the Radio Advertising Bureau. The growth marks the 36th consecutive month-to-month revenue gain, according to RAB officials.

Separately, stations nationwide reported an average 9% growth in revenue from local advertising and an average 3% growth in revenue from national spot sales, the RAB concluded from its survey of 100 markets.

Stations in the Southeast and Midwest reported the strongest gains in local advertising, at 13% and 12%, respectively, while stations in the East reported the strongest gains in national spot revenue, an average 10% increase. Only stations in the Midwest reported a decline in national spot revenue for August, an average 6% less than last year.

Revenue growth in 1995 through August marks an average 10% increase in combined local and national advertising compared with the first eight months of 1994, the survey found. RAB's survey was based on data collected by the accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

RAB President and CEO Gary Fries says all indications are that "this pattern of increases should persist through the fourth quarter."

Imus bounced in favor of Stern

Sharp-tongued talker Don Imus apparently has refused to allow sports/talk KROD(AM) El Paso to broadcast his show middays since KROD gave Imus's morning drive slot to Howard Stern two weeks ago. The switch came after KROD owner New Wave Communications purchased KAMZ(FM), the former affiliate for Stern's syndicated show, and made format changes that replaced KAMZ's classic rock format with adult contemporary and dumped Stern's show.

KROD program director Jon Teicher wants to move *Imus in the Morning*, syndicated through Westwood One Entertainment, to middays but has been unable to because Imus's man-

agement insists that the contract requires the I-Man's affiliates to broadcast the show between 5 a.m. and 9 a.m. weekdays.

Teicher claims, however, that KROD's contract with Imus specifies that the show be broadcast between 5 a.m. and 9 p.m., making a midday slot legally sound. Teicher says the contract KROD forged with Stern's management "says we must run Stern in the morning."

While the specifics are being debated by lawyers, Teicher says, Imus is off the air in El Paso.

Meanwhile, KROD had dropped G. Gordon Liddy's talk show from its midday slot to accommodate Imus before Imus refused the time period. Liddy also is syndicated by Westwood One. For the time being, KROD has filled its midday void with syndicated sports talk from One-on-One Sports Network in Chicago.

'Star' wars

A federal district court judge in Maryland has issued a temporary restraining order preventing WGAY(FM) Washington from using its on-air "Star 99.5" slogan after determining it was too similar to WSM-D-FM Mechanicsville, Md.'s "Star 98.3" trademark. WSM-D-FM owner Roy Robertson says WGAY "stole" its slogan and began using it Labor Day weekend after WGAY General Manager Robert Longwell failed to make a successful takeover bid for

WSM-D-FM last year. Robertson says WSM-D-FM has used the "star" slogan for several years. Longwell could not be reached for comment.

Premiere Radio Networks launches Web site

Comedy shorts from Larry "Bud" Melman, sound bites from celebrity interviews and jokes and sports talk will be featured on Premiere Radio Networks' new home page site which debuts this week on the World Wide Web.

One of the nation's largest suppliers of comedy sketches for radio, Premiere Radio Networks will make its library of syndicated talk and music programming accessible to Web users, in addition to radio listeners, through the new site. Premiere produces 27 syndicated programs and services, mostly entertainment-based, for its more than 4,000 radio station affiliates.

Industry salaries up 7.4%

The latest poll by the National Association of Broadcasters found that radio station employees are earning an average 7.4% more in 1995 than last year.

The largest salary increases for the year were claimed by station sales staffs, with account executives earning more than 15% more on average. NAB officials attribute sales pay hikes to double-digit increases in local and national spot ad revenue.

New team



Evergreen Media Corp. and Katz Radio Group executives gathered to celebrate their exclusive sales rep agreement in New York. Present are (l-r): Carl Butrum, president, Eastman Radio; Nancy Leicher, general sales manager, KKBV(FM) Los Angeles; Craig Wilbraham, general manager, KKBV, and Steven Moskowitz, vice president/general sales manager, Eastman Radio.

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COMING JANUARY 1996

Special Report

Music Television:

Turning up the volume

Joining the dozen or so music video networks are still more tuning up for launch

By Rich Brown

Although the music video landscape already is crowded with roughly a dozen networks, still more are on the horizon.

MTV Networks, long said to be interested in launching full-time spin-

launch. But Rosenthal anticipates a lot of launch activity on both national and regional levels as cable system operators rebuild their systems to accommodate more channels.

Top multiple system cable operator Tele-Communications Inc., which owns a 17.5% stake in Black Entertain-

TMZ's plans for the U.S. call for the creation of a "music zone" of six multiplexed networks, each offering a distinct genre of music videos. The model is similar to the thematic multiplex of mini-pay movie channels now offered by TCI's Encore movie channels. The launch of the music video channels is being timed to coincide with the advent of digital compression.

TCI and Bertelsmann Music Group last year were said to be interested in backing a music video/home shopping network that media giants Time Warner, Sony, EMI Music, PolyGram Holding Inc. and Ticketmaster were to launch. But talk of launching the network all but disappeared in the face of antitrust investigations by the U.S. Justice Department.

One network with firm plans to launch is BET on Jazz: The Cable Jazz Channel, a 24-hour network from Black Entertainment Television. BET has decided on a Jan. 15, 1996, launch for the network, following several postponed start dates.

"In order to make it seem real, we have to take the move and see what happens," says Curtis Symonds, BET's executive vice president of affiliate marketing and sales. He says the network hopes to gain 2 million

subscribers a year and expects to break even within five years. The company also is eyeing international distribution for the channel, which will have a programming lineup that includes live in-studio performances, interviews, jazz festival coverage, jazz videos, documentaries, jazz club concerts, talk shows and biographies.

It is likely to be a gradual climb for would-be music video networks eager to jump quickly into the business.



MTV is developing plans for regional music networks, which up to now have been the province of news and sports

off networks based on its MTV and VH1 services, has in the past year and a half been accelerating its development plans. Although the company originally was thought to be focusing on the development of national networks, MTV Networks Executive Vice President of Affiliate Sales and Marketing Mark Rosenthal says it is particularly interested in launching regional music networks. Rosenthal says the company also is looking at the possibility of networks designed specifically for the online world.

"What we've been exploring is not only different genres but different methods of delivery," says Rosenthal.

Despite MTV's strong foothold in the music business, the company faces the same channel-capacity problems faced by all new networks looking to



GLOBAL MUSIC NETWORK

ment Television and a 5.5% piece of The Box, has its eye on yet more music video networks down the road. The company has quietly been working with industry veteran Connie Wodlinger on The Music Zone, a West Palm Beach, Fla.-based joint venture designed to create music video networks here and abroad. Wodlinger is the entrepreneur who 10 years ago created Video Hits USA, the would-be music video network that dissolved in 1990 after years of litigation with MTV.





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COUNTRY MUSIC TELEVISION.



Faced with competition from well-established music video networks, newcomers to the U.S. market, such as Canadian music video network MuchMusic, still have a ways to go. Since its debut in the U.S. a little more than a year ago, MuchMusic has lined up a relatively few 3 million homes here.

"Unlike the new and emerging networks that are coming out, we are different in that we don't have a program-

ing model that is at the beginning," says Dennis Patton, senior vice president and general manager, MuchMusic. "We have a matured programming model that we're able to offer and we don't have to go through the evolution process."

Despite the difficulties, yet more new music video networks are chomping at the bit. The Los Angeles-based Classic Music Channel, which is available on low-power TV network Channel America, plans to launch full-time

by mid-1996. Another service, The Gospel Network, expects to debut in late 1996. And by this time next year, there should be three Spanish-language music networks competing for channel space (see "Spanish-language networks," page 45).

While the new music networks seek to carve out niches, the existing services continue to build their businesses here and abroad. Following is an overview of the music video landscape. ■

Hitting the right note: A music TV sampler

The Box

Like other veteran music video networks, The Box has its eye on international expansion. The 10-year-old network is available in more than 20 million households in the U.S., the UK and Puerto Rico, and plans to launch in Europe, Latin America and the Pacific Rim.

Domestically, The Box is building distribution through Tele-Communication Inc.'s tv! sampler network. The



network has two weekend programming blocks on tv!, which reaches 6.7 million cable subscribers nationally. A poll of tv! viewers found that 81% rated The Box as very good or excellent, and 73% of those viewers said they wanted the network 24 hours a day.

The Box, a national network composed of local market affiliates with individual video servers, gives viewers the option of dialing a 900 telephone number and requesting a video, with the charge (starting at 99 cents)

billed to the phone. Within about 20 minutes, the video is played for all viewers of the local cable system. A sister service, The Box on Satellite, features preprogrammed hits from local markets and carries lower start-up costs for small systems looking to carry the network.

In addition to 900-number revenue, The Box is building its advertising base. The ad sales division in July reached a personal-best tally of more than \$1 million and has closed 1996 upfront deals with Helene Curtis, Levi Strauss, MCI, Nintendo, Procter & Gamble and Slim Jim. The network also is developing its ancillary business with the creation of a merchandise division, P.O. Box (Box Personal Objects).

The publicly traded company in first quarter 1995 had revenue of \$4.8 million and a net loss of \$923,000. Revenue rose 20% and net loss fell 18% compared with first quarter 1994, which the company attributes to programming enhancements, the consolidation of unprofitable boxes, improved marketing efforts and lower interest expense.

Country Music Television

Executives at Country Music Television are kicking up their heels this fall in celebration of the network's expansion into more than 30 million homes. The music video network's base in the past year has grown by 21%, representing 5.3 million additional U.S. cable-subscriber households on about 500 systems across the country.



Mary Chapin Carpenter on Country Music Television

"Country music continues to be the most popular form of music in America today, and we expect to continue to see this trend grow," says David Hall, president of CMT, which features a lineup of music video-based programming like *CMT Saturday Nite Dance Ranch*, *CMT Top 12 Countdown* and *CMT Showcase*. The popularity of country music on cable mirrors the success of the format on radio. The number of FM country radio stations has jumped nearly 50% since 1991 and is by far the nation's most popular format, according to Katz Radio Group.

CMT, which debuted in 1983, is not limiting its expansion to the U.S. market. The network last spring completed its expansion into the international arena with the launch of CMT in Latin

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America. In June, CMT and the Canada-owned New Country Network reached a tentative agreement to combine forces to operate a single 24-hour Canadian country music network. The company also operates a three-year-old service in Europe and a year-old service in the Asia-Pacific region.

Much of CMT's growth has occurred since the network was sold in 1991 to Nashville Network partners Gaylord Entertainment Company and Group W Satellite Communications. The companies are now rolling out an ambitious worldwide image campaign for the network, featuring the theme "Genuine American Original" and the tag line "Turn On to Country, Turn On to CMT" (BROADCASTING & CABLE, Oct. 2).

production).

Although music videos dominate MTV's schedule, the network's programming lineup continues to expand to an ever-growing range of formats aimed at its ages 12-34 target audience. Programming ranges from a daily dating-game show (*Singled Out*) to an original sports magazine show (*MTV Sports*). The network later this month will debut its first health show, *MTV Mega-Dose*, featuring reports on recreational drug use and other topics. MTV has even become a buyer of off-network product, picking up 19 episodes of ABC dramatic series *My So-Called Life*.

MTV Networks Chairman and CEO Tom Freston refers to MTV's growing lineup of long-form programming as a "punctuation mark" that helps bring

ping network adjusts to business under new owner Speer Communications.

Home Shopping Network founder Roy Speer bought the network in August and is planning changes that will help boost distribution past its current lineup of roughly 4 million homes. One change already being implemented is the addition of on-air hosts to introduce videos and better explain the merchandise side of the network.

MOR Music TV is designed to sell music merchandise (CDs, cassettes, videotapes and memorabilia) tied to the artists appearing in the music videos. Music programming on the network falls into five categories: adult contemporary/pop; classic rock; country; jazz/instrumental, and legends (ranging from Frank Sinatra to Elvis Presley).



Bruce Springsteen and Melissa Etheridge on 'MTV Unplugged'

MTV

Since its launch in 1981, music video network pioneer MTV has grown into a global empire reaching more than 265 million households in 69 territories on five continents. In the past year alone, the Viacom-owned cable network has expanded its overseas presence with the launch of MTV Mandarin and MTV Asia.

MTV's expansion goes beyond international growth. The channel is using its brand name to expand its business into book publishing with sister company Simon & Schuster; movie production; multimedia projects through Viacom New Media; audio releases, and MTV Productions (TV

attention to the network. Long-form programming gives the network a better chance of being included in cable listings, he says.

Another way the network gets attention is through its event programming. Last month's live MTV Video Music Awards telecast received a 6.4 rating from 8 to 11 p.m., according to A.C. Nielsen Co. data supplied by the network. The rating marks a 5% boost over the 1994 awards and represents roughly 6.3 million viewers.

MOR Music TV

St. Petersburg, Fla.-based MOR Music TV is in a transitional phase as the three-year-old music video/home shop-

MuchMusic

It has been a little more than a year since Canadian music video network MuchMusic became available to U.S. cable system operators. So far, according to U.S. distributor Rainbow Programming Services, the network's distribution base here has grown to 3 million homes.

Giving the network a head start in its U.S. distribution is Rainbow parent company Cablevision Systems Corp., the nation's sixth-largest cable MSO. In addition to MuchMusic, Rainbow manages the operations of American Movie Classics, Bravo, The Independent Film Channel, Prime Network, NewSport, The SportsChannel Regional Network and News 12 Long Island.

MuchMusic debuted in Canada in 1984 and features a programming lineup of musical series, concerts and videos featuring rock, pop, alternative, blues, metal, rap, jazz and folk. Among the shows appearing on the network are *Clip Trip*, with music videos from around the world; *Fax*, focusing on pop culture, and *Electric Circus*, a 90-minute live show





featuring in-studio performances and reports on news and fashion. The 24-hour network also is available in South America and provides syndicated programming to Asia and Europe.

Given the network's Canadian base, MuchMusic is required to program 30% of its schedule with Canadian programming. For the U.S. version of the channel, however, Rainbow replaces the Canadian programming with its own material.

Break This, the first original show to air on the U.S. version of MuchMusic, debuted last May. The half-hour show airs three times a week and features videos, interviews and exclusive live performances with emerging artists from a variety of genres ranging from folk to hip-hop. Rainbow executives expect to insert a second original U.S. production by the end of the year and plan to debut more originals in 1996.

Spanish-language music video networks

Although Spanish-language music video networks have not been available in the U.S. for as long as English-language services, the competition is heating up.

MTV Latino, which launched two years ago with 2 million subscribers, now reaches more than 6 million homes in 23 territories throughout

Latin America and the U.S. New launches for the network include Modesto and Ventura counties, Calif., and Phoenix.

MTV Latino's programming lineup borrows from some of the same concepts seen on MTV. Taking its lead from MTV's popular series of original *Unplugged* concerts, for example, MTV Latino has launched an *Unplugged* series of its own, and last month it debuted a sports show patterned after MTV's sports programming. Hosted by MTV Latino VJ Arturo Hernandez, *MTV Sports* airs Saturdays at 8:30 p.m. ET.

Meanwhile, Galavision is preparing to boost its position among Spanish-language cable programmers by launching two 24-hour music video networks next year. The network plans to import TeleHit, a Mexico-based music video network targeting the 18-34 audience. A complementary music channel, Ritmoson ("The Key to the Sun"), is scheduled to debut as a full-time network in April 1996. Both services are now seen part-time on weekends on Galavision, which reaches some 1.5 million Hispanic households.

Segments appearing on TeleHit include *One Artist*, which focuses on a single top singer; *Remixes*, featuring top songs in new, longer versions; and *The Hits of the Moment*, a selection of videos on fashion. Features on Ritmoson include *Amigos del Sol*, aimed at young Latinos who find themselves out of their native country or who have old friends with whom they

want to get in touch. Another feature, *Chisme Caliente* (hot gossip), will present the latest music gossip.

VH1

It was a year ago that MTV Networks executives began repositioning their VH1 music video network to attract more viewers ages 25-40. Although the network was turning a profit with its broad distribution to more than 52 million homes, corporate brass was

eager to increase the success of the network.

In the past year, VH1 has focused almost entirely on music videos and music information and has begun delivering them more aggressively. Gone are many of the non-music shows that had crept onto the network's schedule. Among the few shows today that are not music-based are *Flix*, a weekly Hollywood roundup, and *FTI/Fashion Television*, a fashion show.

The many new music shows now on the network include *The Big '80s*, featuring video hits from that decade; *The Number Ones*, with top music video hits from a variety of music genres; *Soul of VH1*, a rhythm and blues show, and *4 on the Floor*, a roundtable show with music critic guests.

Borrowing from MTV's popular *Unplugged* concert series, VH1 in November plans to debut *VH1 Duets*. Each live-performance show will feature a unique duo playing for an audience in a relaxed setting. The first show will feature Melissa Etheridge with fellow singer/songwriters Paula Cole, Sophie B. Hawkins, Jewel and Joan Osborne. The second show will feature Simply Red lead singer Mick Hucknall with Earth, Wind & Fire.

VH1 executives also will emphasize developing marquee events. The network in November will cover its second annual *Fairway to Heaven*, a pro-am golf tournament featuring celebrity guests, and exclusive concerts by *Cheap Trick* and others. This past summer, VH1 covered a concert to benefit the LIFEbeat AIDS organization. The network's summer events also include



Chris Isaak on VH1



"Ombbligo Club" on Ritmoson

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Z Music Television

Although it is one of the nation's newer music video networks, Nashville-based Z Music Television has managed to expand distribution of its Christian music network to more than 27 million cable and broadcast homes in less than three years.

Z Music's marketing materials boast that the network's programming lineup reflects "the national movement toward simpler lifestyles and deeper spiritual values." The network is aimed

at the more than 50 million adults who listen to and buy Christian music each year, accounting for about 6% of music sales in the country.

Helping to build the network has been Gaylord Entertainment Co., which bought into the network in May 1994 and now manages it. Gaylord has considerable experience in the area, given its ownership of TNN: The Nashville Network and its majority ownership stake in CMT: Country Music Television and CMT Europe. Z Music Television's administrative and marketing offices are based in Nashville, while affiliate relations is based in Dallas.

Just as MTV built distribution with its "I Want My MTV!" campaign, Z

Music is trying to build audiences with a campaign whose theme is "Want your own video network? Just ask." The network since April has been encouraging Christian radio stations, retailers, concert promoters and local religious leaders in key markets to contact their cable operators and ask for the channel.

Z Music's programming lineup features a variety of Christian music genres, ranging from adult contemporary to rock, pop and country. The network also features news and information updates on Christian music, artists, concerts and new releases. Programming blocks include Rock and Rap, Brimstone Chronicles (Christian hard rock) and Christian Country. ■

Making music and more

In addition to all-music channels, cable offers tunes on a number of other services

By Jim McConville

There's more to music than MTV, at least in terms of other cable networks with a high-profile music presence. In addition to MTV, co-owned VH1 and other primarily music video services (see capsules, page 42), cable TV subscribers can get their fill of country, soul, jazz, blues and pop on several other cable channels.

In the case of Black Entertainment Television and The Nashville Network, music defines the networks' character and the demographic they target. For Turner Broadcasting System, adding a late-night music show means drawing a new group of viewers that the network's usual late-night programming hasn't attracted.

TNN

The Nashville Network, the self-proclaimed home of country and western music, boasts 12 weekly music programs, accounting for almost 90% of its overall schedule. "Our core audience [is] people who enjoy country music; we're definitely a niche network," says Kevin Hale, TNN's vice president and general manager.



Bill Monroe, Ricky Skaggs and Travis Tritt on TNN

TNN's range of musical programming has expanded in the past five years to include younger performers—a reflection, Hale says, of the changes in country music itself. "Primarily because that's the direction that country music has gone. We've been hand in hand with that growth. Our research has told us that our viewers want to see a variety."

Live music programming consists of *Grand Ole Opry Live*, a 30-minute weekly broadcast culled from WSM(AM) Nashville's legendary *Grand Ole Opry* program.

TNN will revamp its lineup in January, dropping its *Music City Tonight* variety series and replacing it with a yet-to-be-named prime time entertainment series.

That series and *Grand Ole Opry Live* represent the hub of TNN's musical schedule, Hale says. "It's our primary venue for live performance."

At the Ryman, a weekly performance series taped at Nashville's historic Ryman auditorium, tries to bridge the gap between current country and classic pop. "It's country music," Hale says, "but it shows that pop music of

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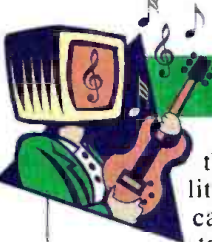
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the 1960s and '70s, with a little bit of an adjustment, can be made into country today."

In 1993 TNN developed a special program format called *Limited Series*, which consists of quarterly specials featuring taped concert performances of various country music artists.

A current TNN limited series is *Marty Party*, with singer Marty Stuart. Other weekly TNN shows featuring musical performances include *Charlie Daniels Talent Roundup*, a weekly musical talent search; *Club Dance*, billed as a country/western *American Bandstand*; *The Legends of Country Music*; *Music City Tonight*; *Path to Stardom*, and *The Statler Bros. Show*. TNN also airs three music video shows: *TNN Video Session*, *Video Morning* and *Video PM*.

TNN also is now airing the syndicated series *The Road*, recently acquired from Tribune Entertainment, which features country artists on the concert trail.

BET

Black Entertainment Television airs eight regular weekly music video shows aimed primarily at black audiences. The shows span a range of musical genres, including gospel soul, rap, jazz, R&B, reggae, pop and hip-hop. The shows are *Bobby Jones Gospel*, *Video Soul*, *Video Soul by Request*, *Caribbean Rhythms*, *Rap City*, *Jazz Central*, *Midnight Love by Request* and *In Your Ear*.

BET executives call the network an "urban contemporary R&B alternative for music videos," says Lydia Cole, vice president of programming for BET. "We see ourselves as the outlet for African-American artists to get their music in front of a large percentage of the African-American TV viewing public."

The network's eight music video shows make up roughly 65% of its overall weekly program schedule.

BET last year added *In Your Ear*, an "eclectic" video program featuring "a variety of music, all not necessarily R&B. It's a program that doesn't necessarily have a category. It's just good music," Cole says.

TBS

Turner Broadcasting System entered the music video genre in July with a weekly live music show, *Live from the*

House of Blues. The hour-long show airs at midnight on Friday and is repeated Saturday. Co-produced by Warner Music Group and The House of Blues, the show comes from the House of Blues clubs in Los Angeles and New Orleans.

"It brings a whole new demographic to our network on Friday and Saturday nights," says Vivian Schiller, senior vice president, Turner Original Productions. "TBS historically has not had a lot of younger viewers like this show has brought in." Other TBS programming is heavily cross-promoted during the show.

House of Blues, unlike its name, comprises a variety of musical genres ranging through pop, rock, jazz, rap and alternative rock. The format con-

sists of live stage performances with band interviews interspersed throughout.



Other cable networks with regular music series include The Disney Channel, which each year runs 10-12 of its *Going Home* music specials at 9 on Sunday nights. Recent performers include Aretha Franklin, Kenny Rodgers and Robbie Robertson.

Arts cable channel Bravo this fall rolled out an eight-part music series, *Masters of American Jazz*. Airing on Friday at 10 p.m., each hour episode focuses on a major figure in American jazz and combines documentary footage with concerts. ■

Sturm und twang

PPV concert business down due to variety of factors

By Jim McConville

The concert business, a PPV staple, has had a quiet year, due in part to forces that have changed the way the business is done.

That's a far cry from 1994, when blockbusters Woodstock '94, Pink Floyd and the Rolling Stones set record concert PPV buy numbers.

Last year the Pink Floyd concert generated 52,000 PPV buys out of a 16 million-household universe, while the Rolling Stones' second concert tour pulled in approximately 200,000 PPV buys from the 23 million homes available, according to Showtime Event Television (SET), which distributed both events.

Jeffrey Bernstein, vice president, programming and marketing, Request Television, attributes this year's lull to a scarcity of touring acts, consumer reluctance to plunk down anywhere from \$25 to \$40, and competition from other venues.

"The idea of paying that much for music on television is an idea the consumer is still not totally used to," Bernstein says. Nor do PPV distributors any longer have a lock on concert bids. "Now, with some really strong [event] like the Rock 'n' Roll Hall of Fame, [or concerts by] Barbra Streisand or

Michael Jackson, HBO just keeps out-bidding PPV."

The art of the PPV concert deal also has changed, distributors say, becoming a launchpad for other revenue vehicles—such as home video, rebroadcast and international market distribution—rather than simply a way to generate onetime profits.

Jock McClean, vice president of programming, SET, says PPV concert deals were forced to change in the early '90s, when groups asking for large upfront money virtually broke the PPV bank. McClean says that with Guns N' Roses and U2 securing \$1 million-plus guarantees for 1992 concerts, it was the beginning of the end for some distributors.

"PPV distributors got killed because they didn't recoup their advances, so now they're out of the business," McClean says. The result: fewer PPV concerts today.

As a consequence, for today's PPV concert deals, distributors are hiring marketers working on a straight fee basis to market and distribute a concert, with the musical performers carrying both the box office risk and residual rights. "We're basically the specialists in distribution and marketing of PPV, leaving the principal rightsholders with those other property rights to exploit," McClean says. ■

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Broadcasters upbeat about music programming

Cross-promotion and bridging demographics are among genre's drawing cards

By Cynthia Littleton

A built-in audience and a range of cross-promotional opportunities are just two reasons broadcasters are singing the praises of music programming this season.

ABC hopes to get a little help from the trans-generational appeal of the Beatles during the November sweeps. PBS hopes last month's 10-hour history of rock 'n' roll helped bring non-traditional viewers into the public television fold.

And a Time Warner home video unit has teamed with an independent syndicator to test the waters for first-run rock star interview specials.

"Music specials are always rich in demographic appeal, but now we've hit a time when a 40-year-old mom may like some of the same stuff her 14-year-old daughter listens to," says David Morgan, president of Litton Syndications.

Encomium: A Tribute to Led Zeppelin, the first in a possible series of hour-long specials co-produced by Litton and WarnerVision, will air in January.

Rock programming in particular opens the door to radio cross-promotions and other creative tie-ins, Morgan notes. With new music from the Fab Four in its position, ABC is justly promoting *The Beatles Anthology* as "event television." The six-hour special will air in two-hour blocks on Nov. 19, Nov. 22 and Nov. 23.

ABC also will celebrate Frank Sinatra's 80th birthday in December with a two-hour special, *Sinatra: 80 Years My*



ABC is promoting *The Beatles Anthology* as "event television." The six-hour special will air in two-hour blocks Nov. 19, 22 and 23.



PBS aired a 10-hour documentary on the history of rock and roll. Above: Jerry Lee Lewis strikes a familiar pose.

Way. CBS has other legendary crooners on tap for *The Concert for Hope: The Tony Bennett Special*, the *Grand*

Ole Opry 70th Anniversary Special and *The Soul Train 25th Anniversary Hall of Fame*.

All of the Big Four will offer music award shows as well. ABC has the *American Music Awards* in February and the *World Music Awards* in May. Fox will air *Billboard Music Awards* in December. NBC steps out with the *Academy of Country Music Awards* in May, springtime's answer to fall's *Country Music Association Awards*, which aired last week on CBS. CBS also will telecast next year's Grammy and Tony awards ceremonies.

Soul music is king in syndication, where *Soul Train* (Tribune Entertainment) is celebrating its 25th year, while *It's Showtime at the Apollo* (Western International Syndication) has begun its ninth season as a showcase for top stars and budding talents. *Soul Train* also has prompted

two syndicated awards shows: *The Soul Train Music Awards* and *Soul Train Lady of Soul Awards*.

Also in syndication, Warner Bros. Television's 10-hour syndicated series, *The History of Rock 'n' Roll*, averaged a 2.7 national Nielsen rating during its first outing in March. The much-praised documentary will be available for second runs on a barter basis Dec. 18-31. CBS also is working on an hour-long special with country singer Reba McEntire to air in November or December.

PBS has the classical music market cornered with such returning series as *Live from Lincoln Center*, *Metropolitan Opera Presents*, *Great Performances* and *Evening at Pops*. *Austin City Limits* will keep serving up an eclectic array of live performances in its 21st season, while jazz lovers will hear from trumpeter Wynton Marsalis in the four-part special *Marsalis on Music*. And PBS again will turn

to a music special, this time with singer Carly Simon, to drum up pledges in December. ■

USA tops basic for third quarter

TNT second; Lifetime has best ever third quarter

By Rich Brown

USA topped the list of basic cable networks in the just-completed third quarter, strengthened in part by a 30% year-to-year ratings boost for such USA Pictures original movies as *A Mother's Prayer* and *Wounded Heart*.

Original movies also helped boost ratings at Lifetime, which enjoyed its highest-rated quarter ever with a 1.6 prime time rating representing more than 1 million households. Strong orig-

Among networks carrying the O.J. Simpson trial, CNN during the third quarter saw its full-day ratings rise, from 0.7 to 0.9, compared with third quarter 1994.

E!'s ratings climbed from 0.2 to 0.4 in the same comparison, while Court TV enjoyed a 0.8 full-day rating.

inal movies like *Almost Golden: The Jessica Savitch Story* and *Dancing in the Dark* helped boost prime time ratings by 24% over third quarter 1994. Total-day ratings grew by 29% in the same comparison.

3RD QUARTER CABLE RATINGS: 1995 vs. 1994 (6/26/95-10/1/95)

	Prime Time (Mon.-Sun., 8-11 p.m.)				Full Day (Mon.-Sun. 24 Hours)			
	3Q 1995		3Q 1994		3Q 1995		3Q 1994	
	Rating	HHs	Rating	HHs	Rating	HHs	Rating	HHs
USA	2.4	1,543	2.3	1,431	1.1	736	1.1	682
TNT	2.2	1,413	1.9	1,178	1.1	657	0.9	571
TBS	1.9	1,285	1.8	1,135	1.1	741	1.2	730
ESPN	1.7	1,139	1.6	983	0.8	554	0.7	468
NICK	1.7	1,099	1.5	891	1.6	993	1.1	694
LIFE	1.6	1,010	1.3	771	0.9	553	0.7	404
CNN	1.2	783	1.2	745	0.9	582	0.7	435
DISC	1.0	669	1.0	599	0.6	377	0.5	310
A&E	0.9	582	1.1	620	0.7	407	0.8	458
FAM	1.0	613	0.9	524	0.6	366	0.5	306
TNN	0.8	517	1.0	599	0.5	291	0.5	297
MTV	0.8	470	0.7	435	0.6	342	0.5	318
CNBC	0.7	385	0.4	188	0.4	207	0.3	142
WGN	0.9	336	1.0	358	0.6	235	0.6	214
TOON	1.4	276	1.4	154	1.0	201	0.8	93
HLN	0.4	207	0.4	190	0.3	179	0.3	169
TLC	0.4	176	0.4	121	0.3	130	0.3	89
E!	0.5	170	0.2	NA	0.4	136	0.2	NA
COURT	0.7	167	NA	NA	0.8	178	NA	NA
FX	0.7	165	NA	NA	0.5	90	NA	NA
PREVUE	0.4	153	0.4	140	0.2	83	0.2	77
SCIFI	0.6	146	0.5	91	0.4	97	0.4	42
BET	NA	NA	0.6	227	NA	NA	0.4	156
VH1	NA	NA	0.3	149	NA	NA	0.2	113
COM	0.5	NA	0.4	124	0.3	NA	0.2	62
CMT	0.3	100	0.3	77	0.3	83	0.3	70

USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; CNBC's is 8-11:30 p.m. Mon.-Fri.; Discovery's and TNN's full day is 9 a.m.-3 a.m.; Family's is 7 a.m.-1 a.m.; Lifetime's is Mon.-Fri. 7:30 a.m.-1:30 a.m. and Sat.-Sun. 10 a.m.-1 a.m.; A&E's is 8 a.m.-3 a.m.; E!'s is 6 a.m.-3 a.m., Mon.-Sun.; TLC's is Mon.-Fri. 6 a.m.-3 a.m. and Sat.-Sun. 9 a.m.-3 a.m.; BET's full day is Mon.-Fri., 9 a.m.-4 a.m.; FX's full day is 6 a.m.-2 a.m.; all other networks are 6 a.m.-6 a.m. Source: A.C. Nielsen Co. data supplied by various networks. All ratings based on coverage homes for each network. NA—not available.



The NFL gave TNT five of the top 12 basic cable programs.

TNT was the second-highest-rated basic cable network in prime time during the third quarter, helped by strong NFL ratings. NFL games on TNT accounted for five of the top 12 basic cable programs for the quarter.

Among networks carrying the O.J. Simpson trial, CNN during the third quarter saw its full-day ratings rise, from 0.7 to 0.9, compared with third quarter 1994. E!'s ratings climbed from 0.2 to 0.4 in the same comparison, while Court TV enjoyed a 0.8 full-day rating (Court TV's ratings were not available for third quarter 1994).

In cable-only homes—roughly 70% of the nation's TV sets—basic cable networks saw their third-quarter prime time ratings climb from 22.2 to 24.8 in a comparison with third quarter 1994. During the same time period in cable-only homes, the three broadcast networks saw their prime time ratings drop from 25.7 to 23.3, and Fox's prime time numbers fell from 5.3 to 4.7. ■

Court TV courts kids

New three-hour block could be seed for children's network

By Jim McConville

Court TV will try to capture a younger audience next year when it launches Court TV Kids, a three-hour programming block tailored to children.

The programming, aimed at an 8-15-year-old audience, will air Saturday at 9 a.m.-12 noon beginning in March.

Steve Brill, chairman of Court TV, says the goal is to gradually expand Court TV Kids into a full-fledged network within five years.

The series will examine the justice system from a children's perspective, says Brill. The block comprises three self-contained hour shows: *Fair or Foul?*, *The Justice Factory* and *Your Turn*.

Fair or Foul will cover current-day trials, with an adult anchor and guest children examining them from beginning to end. Trial footage will be edited to include a background piece, segments from opening statements, key testimony, closing arguments and the verdict.

The Justice Factory, hosted by a Court TV anchor and a young guest, will visit various court locations to examine how the justice system affects young people.

Justice Factory segments will include Online, a contest linked to Court TV's area for kids on America Online, and *Media Watch*, a segment devoted to debunking myths about the legal system. *Justice Factory* will also devote programming time to examining the juvenile justice system.

Your Turn, the third hour segment, will be an issues-oriented talk show in which Court TV anchor Carol Randolph will talk with a panel of kids and legal experts. The show will include audience participation.

Programming will include material shot at Court TV's New York studios and court locations nationwide. Brill says the shows will not be ratings-driven. "The hardest thing for Court TV to do is to make its daytime programming work on weekends. By running [the block] on Saturday morning we're not risking a whole lot in having our rating decline."

Court TV hopes to draw as advertisers the same companies that advertise

on Saturday morning cartoons, but no advertisers have been signed so far.

Like Court TV, the children's block will use only actual trials, not court recreations or dramatizations. "It's important for us to preserve our brand naming," Brill says. "Everything that we do is real."

Brill says the purpose of the shows is to demonstrate the court system as a peaceful alternative for settling social differences. ■



TVKO vs. Fox still on

Caesars won't change date of Bowe-Holyfield

By Jim McConville

Time Warner Sports officials are sticking with the Nov. 4 date for their TVKO pay-per-view Riddick Bowe-Evander Holyfield heavyweight fight at Caesars Palace, Las Vegas.

At a press conference last week, Time Warner Sports President Seth Abraham said that despite the schedule conflict with the Mike Tyson-Buster Mathis Jr. fight airing on the Fox Network the same evening, TVKO fight organizers had no choice but to stick with the date.

"We had one vote; it was Nov 4 or no fight," says Abraham, explaining that Caesars Palace refused to switch from Saturday night to Friday evening (Nov. 3) for fear of shrinking its box office gate.

TVKO's Bowe-Holyfield fight, with a \$39.95 price tag, could pull in as many as 700,000 PPV households but will be a success at 500,000-600,000 PPV buys, Abraham says.

Barry Gould, president of Gould Media, a sports market research firm, says the fight likely will generate approximately 500,000 PPV households, a core of what he called "the dedicated boxing PPV fan."

Abraham blames Tyson fight promoter Don King for the Nov. 4 conflict, saying King prematurely booked Tyson's fight date with Mathis before Tyson had even fought his Aug. 13



Tyson fight scheduling conflict can't be avoided, says TW Sports.

return bout with Peter McNeely. PPV fights, he says, should be booked one at a time. "It's like landing jumbo jets; there has to be some order to it."

The financial impact of two fight conflict on TVRO's gate is unknown, says Abraham, since "such an event is unprecedented in PPV boxing."

When asked if TVKO would retaliate against King by staging its own

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

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Good Medicine For Your Bottom Line

fight date conflict to upstage a future King-sponsored fight, Abraham replied, "Eisenhower didn't reveal details about D-Day, did he?" Abra-

ham added that TVKO "isn't really looking for battle with King, but it takes two to compromise."

Abraham says King may already be

setting up a second confrontation in announcing the next Tyson bout for March 14 before fighting the current one. ■

History Channel to launch in London

Will start out as three-hour block on BSkyB

By Jim McConville

A&E Television Networks is planning to launch its History Channel in the United Kingdom next month.

The History Channel U.K., which debuts Nov. 1., will launch with a three-hour block scheduled at 4-7 p.m. weekdays.

A&E's British migration stems from a 50-50 partnership deal struck last week between A&E and British Sky Broadcasting (BSkyB), the UK pay-TV direct-to-home operator.

"It's taken a long time to get an international network launched," says Nickolas Davatzes, president and CEO of

A&E Television Networks, "but we wanted to have the program product and partners we are comfortable with."

Davatzes says History U.K. will expand into a full-time network when A&E's digital transponder launches in 12-18 months. He also says A&E plans to expand the History Channel to other countries next year.

History Channel U.K. will initially reach an estimated 3.5 million BSkyB households in England, Scotland, Northern Ireland and the Republic of Ireland. An additional 1 mil-



Nickolas Davatzes, A&E president, announces The History Channel U.K. at a Oct. 2 press conference.

WORLDWIRE

Time Warner's recent decision to acquire **Turner Broadcasting** for \$7.5 billion could have regulatory repercussions in Germany. Turner's CNN has a 32.61% stake in German news channel n-tv, while Time Warner holds 30.08%, bringing their combined shareholding to 62.69%, 12.7% more than media regulations permit.

Turner Broadcasting's TNT Classic Movies and Cartoon Network began broadcasting in Africa on Oct. 1. The Turner channels are being transmitted via PanAmSat's PAS-4 satellite.

Asia Business News (ABN), a 24-hour business and financial TV service whose majority shareholders include Dow Jones & Co. and Tele-Communications Inc., extended its global reach Oct. 1. ABN is now being carried by PanAmSat's PAS-4 satellite, making it available to more than 4.7 billion people throughout Asia, Europe and Africa.

The Disney Channel, part of BSkyB's MultiChannels package, debuted in the UK Oct. 1. Six more channels—The Sci-Fi Channel, Paramount TV, The History Channel, European Business News, Sky Sports Gold and Playboy TV—are expected to bow Nov. 1. Sky will introduce new charges that day to reflect the expanded channel lineup.

United International Holdings, the Denver-based MSO with stakes in cable networks in 22 countries, is

launching a cable channel in the UK. The twist: The channel will be exclusively supplied with programming by Irish public broadcaster RTE. The channel will be operated by a UIH subsidiary, UIH Programming (UIHP), which already has launched five cable channels in Europe. UIHP's 10-year deal with RTE gives it exclusive access to RTE's library as well as to live programming such as news and sports, some of which will be simulcast on the UK cable channel. Ashley Dartnell, UIHP's managing director, Europe, says there are 5,000 hours of "quality programming" in the RTE library that would be suitable for the new channel. She added that another 1,000 hours of RTE's annual output, including live programs, would be suitable. The channel will be officially launched Nov. 1.

Kelly Broadcasting will deliver 24-hour Arabic-language Emirates Dubai Television (EDTV) to Latin America via Comsat's Intelsat-K satellite. The channel will be targeted at 27 million Arabs living in Latin America.

Scandinavian Broadcasting System (SBS) has acquired the remaining 25% of Swedish satellite-to-cable broadcaster TV Femman, making it a wholly owned subsidiary. SBS will pay \$5 million now and \$1.8 million in 1998 for the broadcaster, which reaches nearly 2 million households in Sweden.

—Special correspondents Lloyd Shepherd and Michael Katz

Cable operators agree... Customer satisfaction grows with HGTV.

"We launched about a dozen services, and of these, HGTV is one of the channels our customers call about most. They love it."

*Stephen R. Fry
President
NE Ohio Division
Time Warner Cable*



"At Intermedia, we've found that HGTV is growing a new generation of cable viewers by bringing 'light' TV viewers out of their workshops and gardens and back to their TV sets."

*Donna Young
Director of Marketing
Intermedia*



"We've received rave reviews from customers calling to thank us for adding Home & Garden Television."

*Kathleen MacLeod
Southeast Regional Marketing Director
Century Communications*



"The industry needs to remember its roots, and look to add 'break-through' programming like HGTV. Just because some other channels have been around for several years, doesn't mean they're the best choice."

*Rob Stengel
Senior Vice President, Programming
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lion subscribers are expected to be added as other UK cable systems sign on.

History Channel U.K. programming, to come from the A&E/History Channel library and UK-based original acquisitions, will take a distinct UK slant, using British production facilities and a British host. Davatzes says History Channel U.K. programming will be drawn from three sources: "indigenous" programming (approximately 50%); A&E's library (25%), and other international sources (25%).

Davatzes says A&E Television chose the History Channel for its international launch because of History's universal appeal. "The History Channel is to be our international flagship."

The channel's three-hour block will comprise *History Alive*, an anthology of original documentaries; *Our Century*, A&E's classic series about major historical events of the 20th century, and A&E's flagship series *Biography*, which will be tailored for British TV audiences and will use a British host.

History Channel U.K. will start with a two-part presentation: *Titanic: Death of a Dream* and *Titanic: The Legend Lives On* on Monday, Nov. 1, at 4 p.m. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Sept. 25-Oct. 1, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHS. (000)	Rating Cable U.S.
1. <i>O.J. Simpson Trial</i>	CNN	Wed 7:30p	4,714	7.1 4.9
2. <i>O.J. Simpson Trial</i>	CNN	Fri 5:00p	4,670	7.0 4.9
3. <i>O.J. Simpson Trial</i>	CNN	Fri 5:30p	4,635	7.0 4.8
4. <i>NFL Football</i>	TNT	Sun 8:00p	4,583	7.0 4.8
5. <i>O.J. Simpson Trial</i>	CNN	Fri 7:00p	4,479	6.7 4.7
6. <i>O.J. Simpson Trial</i>	CNN	Wed 5:30p	4,476	6.7 4.7
7. <i>O.J. Simpson Trial</i>	CNN	Wed 7:00p	4,463	6.7 4.7
8. <i>O.J. Simpson Trial</i>	CNN	Wed 6:00p	4,429	6.7 4.6
9. <i>O.J. Simpson Trial</i>	CNN	Wed 5:00p	4,175	6.3 4.4
10. <i>O.J. Simpson Trial</i>	CNN	Fri 6:25p	4,169	6.3 4.3
11. <i>O.J. Simpson Trial</i>	CNN	Thu 8:00p	3,923	5.9 4.1
12. <i>O.J. Simpson Trial</i>	CNN	Fri 2:00p	3,831	5.8 4.0
13. <i>O.J. Simpson Update</i>	CNN	Tue 5:30p	3,807	5.7 4.0
14. <i>O.J. Simpson Trial</i>	CNN	Tue 6:00p	3,753	5.6 3.9
15. <i>O.J. Simpson Trial</i>	CNN	Wed 6:38p	3,752	5.6 3.9

Following are the top five pay cable programs for the week of Sept. 25-Oct. 1, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Little Giants'</i>	HBO	Sat 8:00p	3,224	13.8 3.4
2. <i>Boxing: Jones-Thornton</i>	HBO	Sat 10:20p	2,622	11.2 2.7
3. <i>Movie: 'Milk Money'</i>	HBO	Tue 8:00p	2,409	10.3 2.5
4. <i>Movie: 'Milk Money'</i>	HBO	Sun 9:30p	2,247	9.6 2.3
5. <i>Boxing: Jones-Thornton</i>	HBO	Sat 10:00p	2,187	9.4 2.3

HEADLINES

'Lois & Clark' goes to TBS

TBS has secured the off-network rights to Warner Bros.' *Lois & Clark: The New Adventures of Superman*, now in its third year on ABC. TBS reportedly paid \$275,000 per episode for the drama, said to also have been sought by Lifetime, Family Channel and USA Networks, among others. A Warner Bros. source says that the TBS offer for the series, available in fall 1997, was made before the Time Warner-Turner merger talks.

Outdoor Life Network paddles own canoe

The Outdoor Life Network will broadcast the U.S. Canoe and Kayak 1995 NationsBank Whitewater National Championships later this month. The national championships will be held Sept. 16 at Opryland Themeland in Nashville. The hour program will air at various times between Oct. 14 and Nov. 5. The Outdoor Life Network, a partnership of Cox Communications, Continental Cablevision and Comcast Corp., is producing the show in conjunction

with Lingner Group Productions.

Primed for WBA

Liberty Sports Inc. has signed a new three-year TV contract with the Women's Basketball Association to televise WBA games during the 1996 season. Liberty Sports will distribute 80 regular season games as well as the 1996 WBA All-Star game and play-offs on its Prime Sports regional networks and Women's Sports & Entertainment Network. Last year Liberty aired the WBA's 15 game schedule.

DIRECTV NBA deal

DIRECTV will start offering its direct broadcast satellite subscribers NBA Team Pass and NBA League Pass, two new out-of-market sports programming packages. NBA Team Pass gives DBS subscribers 40 out-of-market basketball games featuring NBA teams of their choice. NBA Team Pass has a \$99 price tag for the 1995-96 NBA season, which begins Nov. 4. DIRECTV's NBA League Pass season package of more than 700 NBA games has an early-bird price of \$129 until Oct. 31 and a regular

season price of \$149 after that.

Charter completes deal

Charter Communications has completed its acquisition of Gaylord cable systems in North Carolina, South Carolina and California. The deal brings Charter approximately 180,000 additional cable customers, giving it a total 900,000 customers in 17 states. Charter gains 15,400 customers in Lenior, N.C.; 4,300 customers in Greer, S.C., and 164,00 subscribers in the Los Angeles and Riverside County areas of Southern California.

TNN goes prospecting

The Outdoor Channel has signed an agreement with The Nashville Network to air 52 of The Outdoor Channel's half-hour *Gold Prospector* shows. The program, to premiere Jan. 7, 1996, on TNN, will air Sunday evenings at 9:30 PST. TNN will run Outdoor Channel promos as part of the arrangement. Launched in 1993, The Outdoor Channel's outdoor sports programming has been distributed primarily on TVRO and C-band satellite systems. —RB

State-of-the-art additions to Fox's SNG fleet / 64
Ka-band a hot property at the FCC / 66

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Fox boosts its fleet of SNG trucks

New vehicles go to work right away covering Simpson verdict and Pope's visit

By Glen Dickson

Fox is making good on its promise to affiliates to support them with national news feeds with the recent acquisition of two satellite news-gathering trucks. Upon delivery from BAF Communications in Sanford, Fla., the vehicles immediately went to work in Los Angeles and New York to bring back coverage from the two biggest stories in recent memory: the O.J. Simpson verdict and the visit of Pope John Paul II.

The 26-foot trucks represent the first half of the four-truck package that Fox News President Joe Peyronnin announced in June at the Fox affiliates

"They are dual-path trucks, in that they can put up two signals to the satellite simultaneously on the same or different transponders, on the same or opposite polarities."

meeting. The remaining two trucks should be delivered within the next month, according to BAF.

Fox spokesman Roy Brunett says the vehicles are proof of Fox News' commitment to provide its affiliates with a full news source operation: "The trucks are being dispatched to help us in helping our affiliates to cover breaking news stories."

Fox Sports also helped out last Thursday (Oct. 5) by lending its new Sony DX-1 all-digital production truck, which it leases from National Mobile Television, for coverage of the Pope's Giants Stadium Mass in the Meadowlands, N.J.

Unlike its sports division, Fox's network news operation is buying, not leasing. According to Bob King, VP of sales and marketing for supplier BAF, the total Fox News purchase, including the four Ku-band trucks and a "fly-away" redundant RF uplink package, totals roughly \$3 million.



Above: Fox News's third SNG truck was put to work immediately. **At left:** The Fox Ku-band 'flyaway' package is a redundant RF uplink system.



"They are equipped with every possible piece of communications gear you can imagine," says King. "They are dual-path trucks, in that they can put up two signals to the satellite simultaneously on the same or different transponders, on the same or opposite polarities."

King says the trucks are well suited for pool feeds: "They're designed so they can have two cameras and reporters on the air and two on deck at all times."

In addition to satellite uplinks, the trucks have a microwave mast with 2 ghz and 7 ghz transmitters that can transmit simultaneously. Each unit has

two edit stations onboard, using Sony PVW-2800 and 2650 half-inch Beta machines. "I think they went that route—not buying high-end tape machines, as everyone is—because they're probably going to go to video servers here pretty quick," says King.

Rounding out the equipment list are Sony field cameras, a Grass Valley 110 video switcher, Nova routing switcher, Allen & Heath 8-channel audio board, For.A character generator, Clear Com intercom system, Andrew 2.4 meter antenna, Microwave Radio microwave gear, MCL transmitters and dual-path Continental Microwave exciters.

King says that John Laberdie, chief engineer for Fox News and the engineer in charge of the project, was on-site for the integration of the first truck and was very hands-on in specifying additional equipment. "They kept adding stuff," says King. "I don't think there's any more rack space left free." He estimates that Fox added at least \$55,000 worth of gear to each truck beyond the original specifications.

Fox's commitment to satellite newsgathering is extending to its personnel as well as its purchases, King says: "A lot of newspeople and engineering people are showing up in the Fox ranks. It's not just the John Maddens and Pat Summeralls." ■



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WJDM to be first on extended AM band

While others await FCC action, New Jersey station gets green light

By Glen Dickson

WJDM(AM) Elizabeth, N.J., will be the first station in the country to broadcast on the expanded AM band when it begins transmitting at 1660 khz this month. While 687 other AM stations await the FCC's recalculation—due to flaws in the commission's database—of which stations will get reassignment (BROADCASTING & CABLE, Sept. 11), WJDM is free to proceed on the basis of legislation passed during the Bush administration.

"The law passed in 1988, changing the Communications Act for the second time since 1934, [gives] us permission to serve our listeners at nighttime," says WJDM President John R. Quinn. "We were the only daytimer in the country in a city of over 100,000 without nighttime service on a clear channel frequency. The law stipulated that any station in that situation would be allowed to get preference on the expanded band."

WJDM, a 1 kw daytimer at 1530 khz, will move to 1660 by the end of the month with 10 kw during the day and 1 kw at night. The station is busy installing new transmitters and phasing equipment. "It's like putting in a whole new station," says Quinn. "Most of it is installed, and we're doing tests which the FCC requires. If we don't have any complications, it could be over in a couple of weeks or less."

Although Quinn won't divulge the cost of the switch to the expanded band, he says the average price for a station to make the move is \$75,000-\$125,000, with the new transmitter being the major expense. He says the market potential makes the initial cost well worth it: "There are 280 million expanded-band receivers in the United States now. Most people don't realize there are that many out there."

Quinn says that advertisers are "very excited" about the launch and that a "dramatic increase" in revenue should make up for WJDM's additional over-

head. He hints that the oldies-formatted station also will launch a new format to complement the move, but says "the programming is a big surprise until we go on the air."

In the New York metropolitan region alone, there are more than 18 million expanded band receivers that are capable of receiving WJDM. But

Elizabeth comes first to Quinn: "What I'm thrilled about is to be able to give our city of license a radio station at night. They've never had it before in their history, and they're going to have it. That's what we've been working for."

Quinn also represents the New York and New Jersey stations on the National Association of Broadcasters board of directors as the board member for District II. He won't predict how long the FCC's retabulation of assignments will take. "They're opening it for comments, so there'll be a comment period," he says. "Everyone's guessing on that. The FCC is going to re-input them in the computer, and I don't know how long that's going to take." ■

Satellite's new hot slot: Ka-band

New 28 ghz frequencies in big demand at FCC

By Chris McConnell

Satellite companies are stampeding toward new frequencies in the Ka-band. At least eight have applied to the FCC for orbital slots from which to provide a variety of voice and data services in the "new" satellite frequencies at 28 ghz. The list of applicants includes:

- AT&T, which requested seven orbital slots for a 12-satellite system.

- GE Americom, which applied for five orbital slots to accommodate nine satellites.

- Lockheed Martin, which hopes to operate a nine-satellite system from five orbital positions.

- NetSat 28 Co., which has applied to operate one satellite.

- Loral Corp., which hopes to operate a three-satellite system.

Motorola also has filed an application to operate a geostationary satellite system in the Ka-band. The applications joined an existing request by Hughes Communications and Teledesic to operate satellite systems in the Ka-band. Hughes modified its application to provide services over Ku-band frequencies as well as on Ka-band

channels.

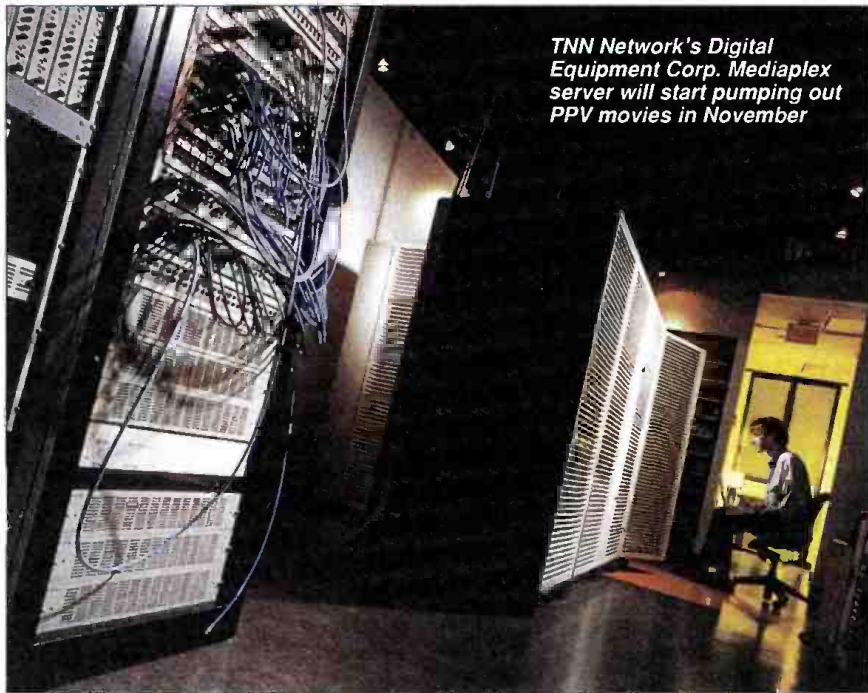
Most of the applicants are seeking to provide a mix of voice, data and video-conferencing services. Hughes, for instance, hopes to provide "bandwidth-on-demand" data, video and telephony service from 15 orbital locations. Lockheed Martin plans to provide similar services.

But before any of the companies win orbital assignments, the commission will have to adopt a plan to segment the spectrum between satellite and terrestrial service providers. Commissioners in July proposed settling a long-standing dispute between the two sides with a plan to divide spectrum at 28 ghz between satellite and terrestrial services.

An FCC source hopes the commission will adopt a final plan in January. Once such a plan has been adopted, the commission will need to adopt licensing and service rules for the satellite systems before assigning any licenses.

Once those rules are in place, the commission will then sort through the applications. A commission source says it is too soon to tell whether there is any mutual exclusivity among the satellite applications. ■

TNN Network's Digital Equipment Corp. Mediaplex server will start pumping out PPV movies in November



TMN to launch server for PPV origination

Will bring subscription services online in spring

By Glen Dickson

TMN Networks, the majority partner of Viewer's Choice Canada Pay Per View and owner of The Movie Network and Moviepix, will start originating 20 channels of pay-per-view movies from its Digital Equipment Corp. (DEC) Mediaplex server by November. The cost of the project, including the DEC file server and compression technology from General Instrument, will top \$2 million.

"It's a big deal for us," says TMN Networks President Lisa de Wilde. "We're a company of about \$50 million dollars in Canadian revenues."

The deal makes TMN the first cable operation to use the Mediaplex for more than ad insertion. The server already is generating 24-hour-a-day output for TMN's preview channel, and parallel testing of its movie playback capability is being completed.

"We believe there's a significant market for a pay-per-view type of server with a lot of cable operators," says Frank Foley, DEC's business develop-

ment manager for cable television. "What studies have found with analog or laser disk-type trials is that the buy rates for pay-per-view movies go up significantly when you increase the start times. If you start the movie every 30 minutes or hour, the buy rates go up from 15% or 20% to as much as 200%.

"I think a lot of cable companies would like to get this nonregulated revenue by just using the content they get down from satellite anyway a little more effectively," adds Foley.

The central DEC server system, located in Toronto will replace TMN's off-site VTR origination method, which relied on overnight satellite delivery and tape recording at the head-ends.

De Wilde reached an agreement with DEC last December. She says she realized that "the file server technology was at the point where it could be commercially deployed." The combination of The Movie Network, Moviepix and the four channels of Viewer's Choice made the DEC deal feasible, she says: "Once you have that many channels it's a critical mass

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of channels that allows you to make what seems like a larger investment in a file server rather than do the VTR type of origination."

The Movie Network is using General Instruments' DigiCipher I compression to multiplex its signal on Friday and Saturday nights, offering "Prime Time Five"—five channels with different movie genres. De Wilde says the service has drawn a favorable response from viewers.

The first phase of the server's implementation will be a near-video-on-demand application for Viewer's Choice Pay Per View. The subscription services, The Movie Network and Moviepix will follow in the spring pending the arrival of DigiCipher II, GI's yet-to-be-delivered MPEG-2 standard compression technology, which will be needed to compress the extra titles into the server.

"In practice, we'll take one or two movies and staggercast them every half hour," says George Engelberg, vice president of information services for Astral Communications Inc., the parent of TMN. "The system can schedule one program asset every 15 minutes, but we'll probably run most movies every hour, or every two hours, on the other channels for a near-video-on-demand application. The system is scalable, and at some point it may handle 40, 50 or 60 channels."

The process works this way: A Beta-cam tape is played through a Vela Research encoder. That signal is recorded onto digital linear tape at a data rate of 8 mb per second (roughly 6:1 compression). Those digital linear tapes then are loaded into the server and played out to a programed schedule.

Viewer's Choice usually deals with about 30 titles a month; the server can safely store about 16 hours of programming at one time, according to Engelberg. That means the digital linear tapes need to be rotated to keep the hard drive (and its 20 channels of output) current. "There's a fairly regular daily operation procedure to load content onto the system," says Engelberg. "The material is rotated on a daily basis simply by erasing whatever disk files need to be erased and overlaying it with the tape input."

For now, 8 mb per second is the highest compression rate TMN can use, says Engelberg: "The industry isn't yet ready to distribute a digital

feed. For phase one, we're putting the signal back to analog out of the server. It will be going to some of the cable affiliates via fiber and to others via satellite. For the satellite feeds, it will be recompressed and redigitized using DiCipher I at 3.5 mb per second."

A built-in digital-to-analog converter from Vela Research outputs the analog signal from the server, while GI decoders are used at the cable headends to receive the DigiCipher I signal for the satellite feeds. In the spring, when DigiCipher II comes online, TMN will be offering "a digital output straight out of file server as opposed to analog outputs that may or may not get redigitized again," says Engelberg.

Running the subscription services off the server in the spring will "raise the online requirements substantially," Engelberg admits. But he anticipates that the digital stream will allow for a lower encoding rate and thus more compression.

"DigiCipher II will be fully MPEG-2 compliant, plus it will have GI's version of encryption and conditional access," he says. "We would like to be able to encode at 3.5 mb per second" (roughly 8:1 compression).

Of course, the cable infrastructure needs to be able to handle all this throughput. De Wilde estimates that by next year, half of TMN's addressable homes will have the capacity to receive multiplexing. "These are analog rebuilds," she says. "The cable headends need to upgrade to fiber to be able to handle multiplexing. Some are farther ahead than others. For example, Rogers Cablesystems, within a matter of months, will be offering 20 channels of pay per view to virtually their whole base."

While de Wilde admits that TMN is no closer to true video on demand than anyone in the U.S., that doesn't mean she isn't looking ahead: "One of the neat things about a file server is that you can add channels, which for pay per view is something that's pretty

WavePhore questions Digideck license

Datacasting proponents tangle over patents; GE's role remains unclear

By Glen Dickson

The competition between Digideck and WavePhore in the data broadcasting standards process has left the laboratory and entered the legal arena.

In a formal letter to the National Data Broadcasting Committee (NDBC) from WavePhore COO R. Glenn Williamson, WavePhore has questioned Digideck's right to license its "D-channel" vestigial sideband technology, saying that Digideck's response to the NDBC's Request for Proposal "does not provide sufficient evidence concerning Digideck's ability to license its proponent technology." The letter also asserts that the patent rights actually belong to GE and that Digideck's system "infringes [on] at least one patent owned by GE."

The patent in question is U.S. Patent No. 5,029,003, listing Mr.

Chris Jonnalagadda of the David Sarnoff Research Center as the sole inventor. The intellectual property of the Sarnoff Research Center has become an asset of GE and RCA Licensing Management Operations, a subsidiary of GE.

WavePhore also claims that the patent covers the use of the D-channel technology only for delivering stereo audio over cable television systems, not datacasting over the air.

Williamson says that hiring a patent attorney is part of his company's standard due diligence process and that his company is "just trying to uncover who the players are."

WavePhore President David Deeds points out that WavePhore itself might want to license Digideck's technology in the future: "We may turn around and say, 'We want that technology, which we believe is theoretically compatible with ours, to also be licensed by us.'"

Williamson says that the NDBC and the trade associations that govern it (the NAB and EIA) have been unresponsive to WavePhore's request that Digideck fully disclose its patent history.

Williamson thinks that licensing questions should be cleared up before the end of the standards process, and that a "veil of secrecy" has existed so far: "Does GE all of a sudden emerge out of what was once a voluntary standard [process], where everyone was working in good faith, and say: 'Oh, by the way, we also own NBC. This is now a completely proprietary technology to NBC and the rest of the world is out of luck?'"

Digideck President Brit Conner says there isn't any problem.

"Point number one: We do not infringe on the GE patent with the technique that we use," says Conner. "Point number two: We have said that we will license our technology, what we own, on a fair and reasonable basis. That's all I've got to do to comply with the requirements."

"We have a friendly relationship with GE, and we have licensed some of their technology," Conner adds. But he won't disclose any details on patent licensing between Digideck and GE, only saying that should products arise, Digideck "would work out the right kind of deal with them."

GE licensing officials were unavailable for comment.

For their part, NDBC co-chairmen Lynn Claudy of NAB Science & Technology and Werner Wedam of Sharp Electronics don't seem overly concerned.

Claudly says that the issue of patents and intellectual property rights is "a perennial question" in any standards process. He says that the NDBC is satisfied with Digideck's level of disclosure, adding that, besides, "the NDBC wouldn't be the body to decide this."

Wedam allows that WavePhore's claim is "quite an unusual request, for a proponent to attack another proponent on such grounds." He says most new technologies probably borrow from someone else's intellectual property rights, often without even realizing it.

"I believe that it's virtually impossible for a committee to fathom all the potential intellectual property issues that are related to any such situation," he says.

Wedam was working at Sarnoff

"I believe that it's virtually impossible for a committee to fathom all the potential intellectual property issues that are related to any such situation."

—Sharp's Werner Wedam

during the time Jonnalagadda's patent was developed, and he confirms that that technology was assigned to GE. Wedam also notes that there are probably patents from a variety of companies that are being incorporated in both the Digideck and WavePhore systems.

"But there is no reason for us to believe that GE or some other company wouldn't license these intellectual property rights," he says. "After all, they're worthless unless you charge some money for them." ■


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Hearst goes to extremes

POV cams, helicopter used to capture downhill bike race

By Glen Dickson

Hearst Broadcasting Productions relied on miniature point-of-view cameras, a helicopter shot and some nifty digital compositing in its production of *The Reebok Eliminator*, an extreme mountain bike race now showing on ESPN and ESPN2.

According to director Bill Lowell, Hearst used 16 cameras to capture the 3.5-mile downhill race that features 32 men and 16 women in head-to-head competition—at 55 to 60 mph. “It’s covered very similarly to a downhill ski race,” says Lowell.

Ironically, the conditions at Mammoth Mountain, Calif., this past July were more suited to skiing than biking down the famous Kamikaze course, with 15 feet of snow on the mountain and huge drifts. After digging out a trail for the competitors, Lowell and crew still had to figure out how to get a side-by-side shot of the action, something usually handled by motorcycles.

“Motorcycles were impossible.”



A split-screen shot from 'The Eliminator,' edited on a Sony 9000, gives a topographical map of the course, an over-the-handlebar shot and a side view of the front wheel shock.

says Lowell. “So we utilized different crane placements and platform placements to be able to look down over those 20-foot snowdrifts.”

Point-of-view cameras allowed start-to-finish coverage. Elmo lipstick units and mini-recorders were mounted on the bikes, while three fixed POVs were stationed down the course to give high-speed, head-on shots. The crew

also used a fixed-lens Elmo on a 10-foot baby boom, “so you could extend it out over snowdrifts,” says Lowell.

Manned field cameras were Beta-cam SP units with Canon 50:1 and 33:1 lenses. Additional footage came from a helicopter with a Sony Beta-cam on a Tyler mount gyrozoom, which gave an aerial view from 11,000 feet.

For post-production, Hearst used a Sony 9000 editor and mastered the video on Digital Betacam. “That [Digital Betacam] gives us the ability to layer and layer different graphics over the presentation,” says Lowell.

To show the time intervals and speed of the racers down the course, Hearst used a Quantel Paintbox to create a composition that included both a stopwatch and a radar gun in the live shot.

A Neve console was used to sweeten the audio from the POV mikes and get rid of unwanted helicopter noise, says Lowell: “We wanted to retain the ambient sound of going down the mountain.”

Hearst Broadcasting Productions is working with Bennett Productions to produce the syndicated show *The Extremist* and is negotiating to produce more bike races. ■

Cutting Edge

By Glen Dickson

ABC has purchased a Quantel Henry visual effects editor for its West Coast operation. According to Jeff Mazur, ABC's director of graphics systems, the Henry will be used to create graphics for promos aired during prime time, daytime and children's shows. The unit arrived just in time to spruce up promos for the November sweeps.

WSI's STUDIOscape is a virtual weather set that uses a chroma key backdrop and 3D animation to give news producers



“unlimited flexibility.” Run directly from a computer such as the new automated, graphics-driven WSI WEATHERproducer Silicon Graphics-based system, STUDIOscape allows users to drag-and-drop an animation of a weather set into a show and to run custom graphics, basemaps or video footage within the set.

Winegard has released a

new one-meter offset antenna designed for direct broadcast satellite reception, joining the Direcstar 46-, 60- and 76-centimeter offset antennas now being manufactured. The one-meter antenna, manufactured of heavy-gauge steel, has a newly designed tri-leg feed support system that lends stability and accurately positions the feed assembly for optimum gain.

Stagepost, a Nashville production and post-production facility, has purchased a Sony DVW-700 Digital Betacam camcorder along with two Digital Betacam VTRs to support a new Digital Betacam edit suite. The facility now has two Digital Betacam suites running 24 hours a day for editing, duplicating and animation

rendering. The DVW-700 camera was selected as “a tool for cinematographers to create their own setups for high-end video productions,” says StagePost General Manager Bob Jackson. “We’re hoping some production companies that are used to shooting film will start thinking about video.”

EGAD! (Electronics Graphics and Design) of Dallas, has delivered a new logo identity and on-air graphics look to KHTV-TV Houston. The package includes a full complement of promotional beds, tags, IDs, several custom movie opens and a sports open. The movie opens, each different in concept, were created specifically for the station using extensive Wavefront 3D animation and compositing.

Multimedia

Chatting with Oprah

Oprah Winfrey's live chat session with her fans on Oct. 2 set a record for the number of participants in an auditorium within America Online. The session brought in 2,132 people and coincided with the launch of *Oprah Online* on America Online. *Oprah Online* is a joint venture between Winfrey's production company, Harpo Productions, and Capital Cities/ABC Multimedia Group. The site will



provide message boards and extensive information about the show. The daily chat room will give Oprah's fans, with whom she plans to chat periodically, a forum to talk to each other about the day's show.

Interactive game deal

Game Show Network and NTN Communications will jointly develop interactive television programming centered on multiplayer games. The first program is *Decades*, an interactive trivia game that will be tested in San Diego before being rolled out nationally in November.

Zing zapped

The latest casualty of the hype surrounding interactive television appears to be Zing Systems. The Englewood, Colo.-based company is reported to be considering halting its planned national rollout. Zing had been talking with investors, but funding fell through and the company's future is unclear.

Medio dead-o

Medio Multimedia Inc., the Redmond, Wash.-based CD-ROM and online publisher, has gone out of business after it failed to secure financing for future development. Medio's CD-ROM magazine couldn't attract subscribers.

NBC creates real-time multimedia over the Internet

New software, tools will help bring affiliate Web areas online

By Mark Berniker

NBC has developed a way to deliver video, audio, still pictures and text over the Internet using modems.

NBC Desktop Video will debut its "low-bit multimedia player" for subscribers of its business video news feed at the end of this year.

NBC Desktop Video's multimedia player software will allow online users to play video, audio and text at 14.4 kilobits per second with no downloading time, making it much easier for users to access audio and video, since that process previously took much longer over the Internet.

"With click-and-play, it suddenly makes multimedia over the Internet much more accessible," says Mike Wheeler, president of NBC Desktop Video.

"This is the first step toward a full video-on-demand option that eventually will be on their television set."

NBC Desktop Video is creating authoring tools and encoding software that will allow local television affiliates to use this new technology for their own areas on the Internet.

The set of tools, NBC Desktop Authoring Suite, will be ready by the first quarter of next year and will cost less than \$1,000.

"It means a local affiliate—after its evening newscast—can post either [its] entire newscast or produced segments on the Web to be pulled up on demand," says Wheeler, adding that stations will be able to make money through subscriptions and by selling advertising over the Internet.

NBC Desktop Video will charge its subscribers either on a monthly basis (\$50) or a la carte, with events ranging from \$9.95 to \$49.95 per event.

NBC Desktop Video delivers live video and other content to the desktop computers of professionals interested in receiving current business news.

Wheeler would not say how many subscribers NBC Desktop Video has, but he

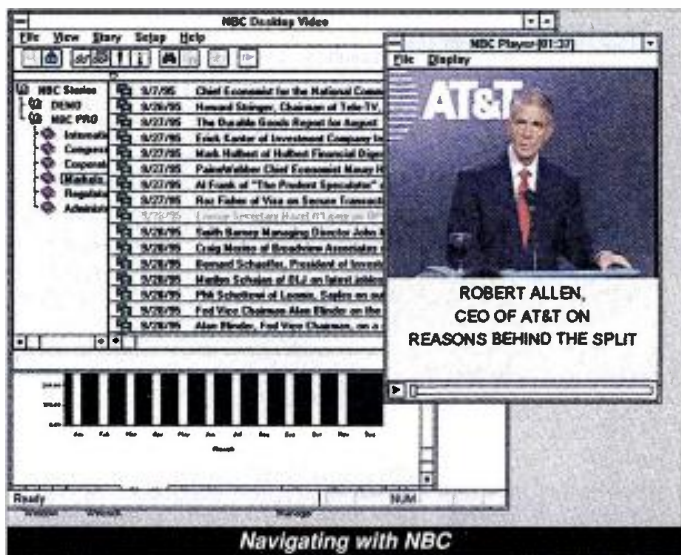
did say that many businesses will subscribe and then link the service to multiple locations.

NBC also has discussed with Microsoft making the new multimedia player available over The Microsoft Network online service.

The two companies entered into a far-ranging multimedia alliance several months ago.

NBC says that besides Microsoft, Netscape Communications Corp., BBN Planet Corp. and Sun Microsystems Inc. are supporting its new multimedia player.

Using Sun's Hot Java technology, NBC will be able to alert its online users to the availability of multimedia programming on stories of specific interest to specific subscribers.



CD-ROM looks 'Inside the Vatican'

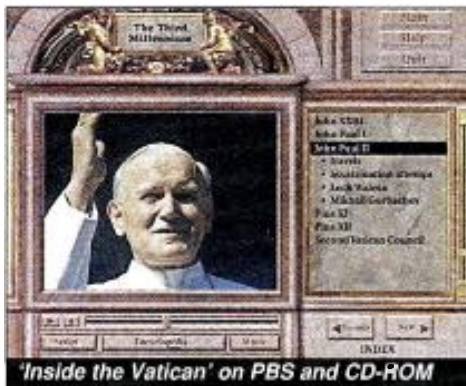
WNET(TV) is developing a series of CD-ROM titles based on productions by the Newark, N.J./New York public television station.

Inside the Vatican, which will follow a six-hour television series of the same name, is due out for Christmas. The two-CD-ROM set was produced by Thirteen/WNET with Jasmine Multimedia and Multimedia Entertainment.

"We plan to make two or three different CD-ROM titles based on our various television productions," says Ruth Ann Burns, vice president/director, WNET's Educational Resources Center.

WNET also plans a series of CD-ROMs based on *Nature*, the weekly program that focuses on the natural world, Burns says. Several CD-ROMs will be based on WNET's new series *Travels*, scheduled to premiere next fall.

Production of the CD-ROMs is being funded in part by the Kravis Multimedia Education Center.



Burns says resources will be dedicated to Thirteen/WNET's site on the Internet's World Wide Web. The strategy is to provide extensive background about the station's programming lineup and to promote its various multimedia efforts, Burns says.—MB

The Internet

CASIE challenges Nielsen for online/Internet ratings system

Group says hits don't matter, advertisers need details on users

By Mark Berniker

The advertising industry is mounting a challenge to Nielsen and other companies that are trying to develop a reliable measurement system for online and Internet audience ratings.

The Coalition for Advertising Supported Information & Entertainment (CASIE)—backed by the American Association of Advertising Agencies and the Association of National Advertisers—says that it will monitor private researchers while it develops standards for audience ratings on the Internet and online services.

The group's focus is on the online market, which has experienced explosive growth in recent years. Online advertising is considered the next frontier for corporate sponsors and advertising agencies. However, the goal of assuring

reliable and accurate ratings online has remained elusive.

In a report released last week, "Guiding Principles of Interactive Media Audience Measurement," CASIE said that the number of "hits" (times a user visits a given site

on the Internet) tells advertisers very little.

The report called hits a "rubber yardstick" because the number often is inflated and does not reflect the specific behavior of users when they get to a given Internet site.

CASIE members plan to test an online measurement ratings system during the first quarter of next year and assess its strengths and weaknesses. CASIE is trying to build the new online audience measurement system on previous models of television and radio, as well as newspapers and magazines.

While all sides grapple with the problems of creating a measurement system from scratch, advertisers already are sponsoring areas on the Internet, hoping to take advantage of being first in a market that many see exploding in the next few years.

The Internet via TV

Philips Electronics NV later this month will launch a service in Great Britain that will offer consumers access to the Internet via TV and telephone. Under the new system, users will connect an Internet modem pack to CD-Interactive players linked to their TV sets. The service, CD-Online, eventually may be offered in the U.S. Philips also is developing a set-top box that will provide connectivity to the Internet's World Wide Web; the box is expected to play digital videodisks in the future.

Calendar

Oct. 10—"Multimedia Authoring and CD-ROM Publishing," seminar presented by Technical Industries Inc., Atlanta. Contact: Lisa Malone, (404) 455-7610.

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. 18—"News on the Net" discussion featuring Frank Barnako, sponsored by Breakers. George Washington University Club, Marvin Center, Washington. Contact: Nan Siemer, (202) 362-4182.

Oct. 19—"Designing Effective Web Pages," seminar presented by Technical Industries Inc., Atlanta. Contact: Lisa Malone, (404) 455-7610.

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—Interactive Entertainment Conference, sponsored by Telecommunications Reports, Information & Interactive Services Report, Multimedia Daily and EDS Management Consulting. Sheraton Carlton Hotel, Washington. Contact: (800) 822-6338.

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

Nov. 16-17—Telco Video Platforms 101 Summit, co-sponsored by the Interactive Television Association and Video Information Provider Consulting. ANA Hotel, Washington. Contact: (202) 408-0008.

Jan. 14-16—Interactive services Association 2nd annual state-of-the-industry strategic business meeting. Doral Golf Resort and Spa, Miami. Contact: (301) 495-4955.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

MANAGEMENT OPPORTUNITY

Small but growing group of 3 FMs and 1 AM in the Mississippi Delta needs Station Manager/Sales Manager for our new start-up FM in Greenville, Mississippi. Send resume to Larry Fuss, Delta Radio, Inc., Box 1438, Cleveland, MS 38732, or Fax (601) 843-0494.

General Manager/Sales Manager needed for leading FM station in small Ohio market. We have been the dominant station for the last several years. If you eat and sleep the radio business, know how to lead by example, have a strong desire to win and are known for ideas, we want to hear from you; paper shufflers and 9 to 5'ers need not apply. This station was built on the philosophy, just because we're in a small market, it doesn't mean we have to sound or act small time! The competition is on satellite, we're Hot AC, live and local. The person we will most likely hire may be a successful sales manager or top billing rep in a competitive small market. You will carry an established list and be responsible for new business development, in addition to leading and training our staff of professionals. This station is debt free and the right person could be rewarded with equity. We are looking for a solid individual to grow with our group. Tell me why you love radio, what you've accomplished in your career and what your goals are; references are required. Send your resume to Debbie Young, Human Resources Director, WZOO-FM, P.O. Box 102, Ashtabula, Ohio 44005-0102; no calls please. Equal Opportunity Employer.

AM/FM General Sales Manager. Chaparral Broadcasting, one of the largest networks in the Rocky Mountain region, is seeking high performance sales managers for its AM/FM combos in Cody/Powell and Laramie/Cheyenne, Wyoming. Successful candidates will have a clear record of sales achievement in small market settings with demonstrable leadership potential for a General Manager role. Reply to Scott Anderson, PO 100, Jackson, WY 83001.

General Sales Manager. WBCN Radio seeks a highly motivated General Sales Manager. This is an opportunity to work for Infinity Broadcasting at a station which enjoys a 27 year heritage and the position of #1 billing station in this top 10 market. The ideal candidate must have major market broadcast sales management experience, possess strong leadership abilities, a commitment to excellence and the ability to deliver results regardless of the circumstances. Excellent compensation and benefit package. Please send resume in strictest confidence to: General Manager, WBCN Radio, 1265 Boylston Street, Boston, MA 02215. WBCN is an Equal Opportunity Employer.

Wanted Sales Manager. WFRN of Progressive Broadcasting System - one of Christian Radio's top spot billers is looking for a General Sales Manager who can lead successful properties with a winning sales team in place. Must have proven track record as a successful leader. WFRN FM is a flag ship station along with: regional AM, Kokomo FM and Kids Radio. Send resume to WFRN, Box 307, Elkhart, IN 46515. Attn: Ed Moore 800-993-0501.

General Sales Manager. Connoisseur Communications' Flint Properties, WDZZ/WFDF, are looking for a dynamic, energetic leader to take these successful stations to the next level. This is an opportunity to join a growing group. The successful candidate will have a track record of developing new business, hitting budgets, and creating results for clients. You will be given the tools to win! If you're a tireless worker, intolerable of excuses, and have a passion for radio, then send your resume today to: Roger Moorman, General Manager, WDZZ/WFDF, 120 East First Street, Suite 1830, Flint, MI 48502. Minority applicants encouraged. EOE.

HELP WANTED SALES

God's Country awaits you. Sales position open at station on the New Hampshire/Vermont border. Radio leader in both billing and ratings. Have a developed account list in need of experienced radio salesperson(s). Income potential matches and exceeds area. Reply to Box 00567 EOE.

HELP WANTED ANNOUNCER

Chicago/South Suburban FM seeking Top 40 air talent for PT and FT opportunities. T&R: Mickey Milner, WBUS Radio, Box 999, Bourbonnais, IL 60914. Seeking minorities. EOE.

Announcer interested in working in small market. Congenial working conditions, must have news writing experience. Send resume and tape to WTTT, 185 South Washington Street, Tiffin, OH 44883. EOE.

HELP WANTED PROGRAMMING

Program Director. If you know good radio when you hear it and can fix what doesn't sound right, then you are the person we are looking for. Major sports station looking for the PD who knows how to evaluate and talk to talent. Send your resume and rating history to, Isabella Company, Personnel Department, 8 West Lodges Lane, Bala Cynwyd, PA 19004. An Equal Opportunity Employer. M/F.

SITUATIONS WANTED MANAGEMENT

Lawyer-Operations Chief. Age 40. Fordham Law. Business Masters Columbia University. Formerly Chief Counsel and Operations Chief NYC radio station 10 years. Total FCC experience, also hands on broadcast, labor and union experience. Prefer Tri-State location and PA. Highest personal and professional references. This applicant is an unusual package. A highly capable attorney who can run an entire radio operation. Call 1-718-549-6344 or write Box 00561.

Dick O'Brien is seeking Operations Manager in small or medium markets. Excellent people skills and pipes with full autonomy of the day to day station operations. Can appreciate the bottom line and station's involvement in the community. Phone (517) 725-9972 today! Please call afternoons EST. Or write 401 East Mason St. Apt 3, Owosso, MI 48867. I am affordable. Serious inquiries only.

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GM/GSM. 20 years of successful experience in small, medium, large markets looking for a new opportunity due to sale. Available immediately. Will relocate. (309) 755-8311.

Successful Radio Veteran seeks to be your small market General Manager. Currently, Program Director with winning track record during 25-year career. Call John: (219) 749-1194.

SITUATIONS WANTED ANNOUNCERS

Get rid of those nasal sounding kid announcers. Hire back the old pros. Your audience and sponsors will appreciate it. Reply to Box 00572.

TELEVISION

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General Sales Manager: Established, growing affiliate Broadcast Group is searching for qualified GSM candidates for positions in medium markets located in Pacific Northwest and Midwest. Ideal candidates possess sales management experience, superior communication and organizational skills along with a demonstrated track record of new business development. Equal Opportunity Employer. Send resume and references to Box 00574.

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HELP WANTED SALES

SENIOR ADVERTISING SALES POSITION LOS ANGELES

Broadcasting & Cable, the leading trade magazine for the television and radio industry, seeks an experienced ad sales person for LA based position. Territory is primarily Southern California but some travel is required. Candidate must have at least 3 years of ad sales experience in print or electronic media. Experience in television programming sales would also qualify.

SENIOR ADVERTISING SALES POSITION NORTHERN CALIFORNIA

Broadcasting & Cable also seeks an experienced ad sales person for a Northern California based position. Customer base is primarily technology equipment advertisers in the 11 Western States. Candidate must have at least 3 years of advertising sales experience or broadcast equipment sales experience. Knowledge of computer/technology advertisers a plus.

Broadcasting & Cable is owned by Cahners/ Reed Elsevier, an international media company that offers full employee benefits and career growth opportunities. Send resume and salary requirements to Broadcasting & Cable, 245 West 17th Street, New York, NY 10011.



Graphic Sales. Wanted: Aggressive, self-starter to sell graphics and animation at one of the Southeast's premiere post facilities. 3-5 years experience necessary. Send resume and salary requirements to: John Dussling, VP/GM, Century III at Universal Studios Florida, 2000 Universal Studios Plaza, Orlando, FL 32819.

National Sales Manager - KFVS-TV, the 76th market leader is seeking an individual with a proven track record to lead their National team. Three years national experience or comparable television experience with major agencies. Candidate must be a strong leader, sharp negotiator, a master at inventory control and must also have the ability to develop non-traditional revenue. KFVS is an Equal Opportunity Employer. Applicants will be asked to complete a standard application prior to consideration. A pre-employment drug screen is required. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

Account Executive. WRBL-TV (CBS) is seeking a Local Account Executive. Responsibilities include providing outstanding service to existing local advertisers, new account development and special project promotion. This is a career opportunity with outstanding benefits. A four (4) year college degree and at least three (3) years of marketing experience required. Please submit resumes to: Chris Assaf, Local Sales Manager, WRBL-TV, Columbus, Georgia 31902-0270. M/F. EOE.

Traffic Manager needed for growing group owned FOX affiliate in the Southeast. Knowledge of Columbine preferred. Candidate may be a manager or a strong assistant with at least three years experience in Traffic. Send resumes to Box 00569 EOE.

Account Manager: WESH-TV, Orlando, Florida, 22nd market, is seeking an Account Manager. Individual must possess strong communicative skills and be proficient in analyzing and interpreting statistical data. Minimum four years previous television sales experience required. Must be willing to travel regional territory and must have own transportation. College degree preferred. Send resume to: Claudia Wickham, Local Sales Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854, Orlando, FL 32854. No phone calls. WESH-TV is an Equal Opportunity Employer.

Account Executive Join one of the fastest growing UPN affiliates in one of the hottest markets in the country. WXMT-TV Nashville is looking for aggressive "How To" account executives. Immediate opening for two players who know the game and how to win. If you're interested in turning your experience into cash, send resume and references to: Mark C. Distler, GSM, WXMT-TV 300 Peabody St. Nashville, TN 37210. No phone calls. EOE.

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INTERNET: AFASULO@BC.CAHNERS.COM

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Technical

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Supervision of technical staff and RF inventory as they relate to network operations, budgets, and interaction with in-house and outside entities. Requires studio/field experience. Familiarity with RF devices and engineering. Knowledge of FCC rules and regulations, audio/video components helpful. Travel required. Extensive knowledge of field portable microwave and RF communications systems required.

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5 years minimum experience in the broadcasting engineering industry. Knowledge of audio and video test procedures and general familiarity with broadcast equipment required. Experience with digital technologies, strong communication skills and computer proficiency a must. BSEE preferred.

We offer competitive salary/comprehensive benefits. Resumes to: Capital Cities/ABC, Inc., Employee Relations JK, 77 West 66th Street, New York, NY 10023. We are an Equal Opportunity Employer.



Engineering Supervisor. WCBD-TV, Charleston, S.C. is seeking an Engineering Supervisor with a strong technical background and proven supervisory skills. Candidate should have a minimum of two years of successful management experience. Leadership skills and strong technical operations experience are required. Ability to schedule people and facilities, as well as strong computer knowledge are necessary. Must be hands on with transmitter and studio equipment. EOE. M/F. Final applicants are drug screened. Send resume to: PO Box 879, Charleston, SC 29402.

BROADCAST ENGINEER

Radio Shack has an immediate opening for a Broadcast Engineer in our Fort Worth based in-house advertising agency. Will be responsible for operating and maintaining equipment which includes Ampex and Sony 1", Sony Betacam, Ampex Vista switcher, Ace Editor, Chyron, Panasonic duplication system. Will assist in the production of programming to be broadcast over KU-band uplink facility, assisting with installation of complex broadcast video and audio systems, assisting in the planning, design and implementation of future TV engineering projects with emphasis on computerized editing systems and multimedia presentation systems.

Requires a degree in Electronics or Electronic Communications and/or a minimum of 5 years experience in a broadcast facility performing studio maintenance, repair operation, and design. Must have extensive experience in Windows based computer systems, multimedia presentation systems and computer based video productions systems. Experience with AUTOCAD and/or VID-CAD design and documentation software a plus.

We offer an excellent package of benefits including stock purchase and savings investment plans, plus much more!

Send your resume including salary history requirements to: Attn: ARE, 500 One Tandy Center, Ft. Worth, TX 76102, Fax: (817) 878-4887.

RADIO SHACK
A Division of Tandy Corporation
The Retail Growth Company of the 90's
An Equal Opportunity/
Affirmative Action Employer

Television Engineer. WNWO-TV is seeking a Maintenance/Operation Engineer. Applicant should have RF experience, component level troubleshooting and television operation experience. FCC License and/or SBE Certification preferred. Please submit cover letter and resume to: Chief Engineer, WNWO-TV, 300 South Byrne Road, Toledo, Ohio 43615. No later than October 10, 1995. WNWO-TV is an Equal Opportunity Employer.

Operations Manager/Television - Northeast ABC affiliate is looking for a hands-on person to supervise all aspects of the Production and Master Control Operations. Responsible for satellite schedules, employee schedules, training and some directing in studio and remote. Applicant should have a minimum of three to five years experience including supervision. Send resume to: General Manager, WMGC-TV, 203 Inghram Hill Road, Binghamton, New York 13903. EOE.

Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with solid background in television systems, transmission systems and satellite communications systems design. Some opportunities require applicants to travel and/or live abroad. Minimum 5 years experience and engineering degree required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 708-299-4206, attention V. Schwantje.

Paxson Communications Corporation. Currently has several Engineering positions available throughout the country. We are a very dynamic, non-traditional, fast-growing network. Candidate must have experience with high power UHF transmitters, must be highly motivated, a self-starter and have good management skills. Minimum of 3 years experience required. All qualified persons send resumes and salary requirements to: Cathy Jones, Engineering Coordinator, Paxson Communications, 11300 4th Street North, Suite 318, St. Petersburg, FL 33716. No telephone calls please.

SpaceCom Systems Chicago International Teleport Help Wanted: Technical Engineer and Technician positions now available at SpaceCom Systems' state-of-the-art Chicago International Teleport and Tulsa OK headquarters. Minimum 2 year degree and satellite communication experience required. Send resume: General Manager, SpaceCom CIT, 6723 West Steger Road, Monee, IL 60449

University of Florida, Uplink/Maintenance Engineer. The University of Florida, News and Public Affairs office, is currently recruiting for an Uplink/Maintenance Engineer (Sr. Broadcast Engineering Technologist). Minimum qualifications are a high school diploma and five years of appropriate experience. Broadcast TV engineering experience and familiarity with satellite uplink and transmitter operations preferred. Experience maintaining broadcast news editing equipment desired. Salary range is \$22,633.92 to \$40,047.84, commensurate with qualifications. Please send cover letter and resume to Freddy Jones, P.O. Box 115002, Gainesville, FL 32611-5002 by October 13, 1995. Refer to LP#814120. If an accommodation is needed to apply for this position, please call (904) 392-4621 or TDD (904) 392-7734. AA/EA/EEO.

Video Maintenance Engineer - 2 Positions. Candidates will have a minimum of 3 years experience with Sony Broadcast ENG/EFP and studio equipment including cameras, tape decks, microphones, lighting and RF equipment down to component level. Thorough knowledge of microwave transmission and reception equipment and heavy digital experience including switching and routing systems is necessary. A current driver's license with a clean driving record is required. Must be able to work in a high pressure, deadline oriented atmosphere. Ability to work all shifts, including early mornings, late evenings and weekends is an absolute must. Send resume and salary requirements to: Potomac Television Services, c/o CNN, 5 Penn Plaza, New York, New York 10001. Fax (212) 714-7920.

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Fax: 212-206-8327

INTERNET:AFASULO@BC.CAHNERS.COM

Broadcast Technician I - Pennsylvania Public Television Network is seeking to fill an entry level position in the field of television engineering operations. This is shift work, weekends and holidays required. One year of technical experience in television or related field and a high school diploma supplemented by one year of technical training in an approved electronics course of study. Competitive salary and excellent benefit package. Interested candidates: Send letter of interest, resume and salary history by October 20, 1995 to: Director of Engineering, Pennsylvania Public Television Network, P.O. Box 397, Hershey, PA 17033-0397. No phone calls please. PPTN is an Affirmative Action/Equal Opportunity Employer.

Director of Broadcast Operations/Television - Responsible for all aspects of Programming, Engineering, Production, Promotion, Master Control and News operations. Send resume to: General Manager, WMGC-TV, 203 Inghram Hill Road, New York 13903. EOE.

Project Engineer WBTV, Charlotte. CBS Network. An opening exists for an experienced broadcasting engineering professional. First class facility is in need of an additional engineer with superior systems, installation and maintenance abilities. Self-direction and thorough knowledge of studio/remote broadcast systems essential. This position requires a highly qualified, experienced individual with practical, hands-on, problem solving abilities to assist with ongoing construction, maintenance and projects at one of the Southeast's finest television facilities. This position will report to the Chief Engineer. An excellent opportunity for a true Broadcast Engineer who appreciates the challenge of fast paced television and varied assignments with an excellent station located in a great place to live. Respond to: Dept. HR, Jefferson-Pilot Communications Company, One Julian Price Place, Charlotte, NC 28208, 704-374-3640. EOE/M/F/D

News Photojournalist WSAV-TV, NBC affiliate in Savannah, Georgia is currently accepting applications for a news photojournalist/editor. Applicants should have one and a half years news photography experience. Experience with shooting sports a plus. Microwave knowledge is required. Send resume and non-returnable tape to: Candy Morgan, Chief Photographer, WSAV-TV, 1430 E. Victory Drive, Savannah, Georgia, 31414. Savannah is the host city of the 1996 Summer Olympic Yachting events. EOE.

News Director - WCIV-TV, Charleston, SC needs Director for its fast-paced 6 and 11pm newscasts. Minimum two years experience in television directing or technical directing live newscasts and specials in a broadcast facility. Send non-returnable tape, resume and references to Robert Forsyth, Production Manager, WCIV, PO Box 22165, Charleston, SC 29413. No phone calls please. EEO. M/F.

WATL 36 #1 WB affiliate seeks: Operations Engineer. Operate Master Control, all videotape formats, record satellite feeds, and perform commercial spot dubbing. 3-5 years Master Control and videotape operations experience, FCC license and ability to read waveform monitors and vectorscope. If qualified, please send resume to: Personnel Department, WATL 36, One Monroe Place, Atlanta, GA 30324.

Director of Engineering. The Educational Communications Board, partners in the Wisconsin Public Television and Radio Network, has an opening for a senior management position to administer the Delivery Division. Responsible for the planning, development, and ongoing management of all delivery functions for statewide radio, television and distance education networks. Successful applicants will have a degree in Electrical Engineering and 5-10 years of professional or managerial experience in broadcast engineering or equivalent. Preference will be given to those with SBE, FCC and related certifications. Salary commensurate with experience. Excellent benefit package. Location: Madison, WI. For application materials contact ECB Personnel at (608) 264-9669. Applications must be returned by November 30.

Maintenance Technician. Seeking applicants for the position of Computer Specialist. 3 - 5 years experience in repair and configuration of MS-DOS based personal computers. Additional requirements include a good knowledge of troubleshooting Windows 3.11 and 95 problems, plus OS/2. Should also be experienced in a LAN environment with configuration and troubleshooting of LAN manager, DEC Pathworks. Must have specific knowledge of LOTUS 1-2-3 and Wordperfect. If you think you have the right stuff to work on the above in an exciting broadcast environment, where you have the possibility to work on broadcast and high end graphics equipment as well, send us your resume to Box 00568 EOE.

RF Maintenance Engineer. Oklahoma PBS affiliate has an opening for a Network Maintenance Engineer. Component level trouble shooting skills required. Ideal candidate will have UHF and VHF translator and transmitter, and a good working knowledge of microwave systems. In state travel required. Comprehensive benefit package. Please send resume with salary history to Personnel, OETA, P.O. Box 14190, Oklahoma City, Oklahoma 73113. EEO.

HELP WANTED MARKETING

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.


HELP WANTED NEWS

WFSB, a Post-Newsweek Station, is seeking an Assignment Desk Editor. Candidate should have minimum 2-3 years prior assignment desk experience. Must have good organizational skills and be able to communicate effectively. We're looking for a real self-starter! Send resume to Sue Maier, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

FOX NEWS DIRECTOR

NEWS DIRECTOR
Fox 25 in Boston, WFXT, the 6th largest television market, is launching a prime newscast in 1996 and looking for a proven news leader. You will create, hire and manage the news team and concept. You must be a highly challenged and motivated leader who can adapt strong journalistic principles to create a Fox style production. Prior News Director experience required. If this "once in a career" opportunity appeals to you and you're committed to creating the #1 prime newscast in Boston, send resume, tape, salary requirements and news philosophy to:
General Manager
WFXT, Fox 25
25 Fox Drive
Dedham, MA 02027
EOE, No phone calls please.



GENERAL ASSIGNMENT REPORTER
 WBAL-TV 11 News is conducting a nationwide search for an experienced, enterprising Reporter who clearly understands covering news is not a 9 to 5 job! Top candidates must have excellent overall story telling abilities. This means strong writing and exceptional live presentation skills. Additionally you must be well-read, aggressive, creative, and have a strong desire to win. The candidate hired will become a member of Baltimore's fastest growing television station owned by one of the best in the industry. Interested? Qualified? College degree preferred. Send a resume and tape to:
 WBAL-TV News
 Attn.: David Roberts, News Director
 3800 Hooper Avenue
 Baltimore, MD 21211
NO PHONE CALLS PLEASE!
 Women and minorities are encouraged to apply.
 EOE


WPMTV. Soon to become NBC affiliate has immediate opening for reporters, photographers, producers, assignment editors, directors, graphic artist and more. Be a part of this newly created News Team. Submit resume and tapes to: Tom Rosebaum, News Director, WPMTV, 661 Azalea Road, Mobile, AL 36609 (no phone calls, please). EOE.

Weekend Weathercaster/Reporter. Small market, CBS affiliate, seeks a Weekend Weathercaster/Reporter. Must be able to gather, write and edit three-quarter inch video for broadcast and have on-air affiliate experience with Triton Weather Graphic System. Degree preferred. Send resume to Box 00563 EOE.

Reporter. #1 NBC affiliate in Northeast 90's market seeks aggressive, enterprising reporter with good writing skills and minimum two years on-air experience. Send resume and tape to: WJAC-TV, Director of Human Resources, 49 Old Hickory Lane, Johnstown, PA 15905. Deadline: October 25, 1995. EEO - M/F/H/V.

News Photographer: Full-time position for hard-working, responsible Photographer. Experience with Beta gear helpful. Must have live truck experience as well. Send resume, references, and non-returnable tape to: Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE/M-F. No calls please.

News Director - We are looking for a Producer in a medium/large market who wants to be a News Director. We are a new FOX affiliate but we have done local news for many years. The right candidate must have strong writing skills, have strong people skills, get really excited about building, growing and perfecting an existing news operation. Please send resume and news philosophy to Tom Bond, KFXB, 744 Main Street, Dubuque, IA 52001. We are an Equal Opportunity Employer.

Weather Anchor. KSTU FOX 13 Television in Salt Lake City, UT is looking for an experienced Weather Anchor. Essential qualifications include a bachelors degree in communication, journalism, meteorology, related field or equivalent; minimum of three years proven anchor experience with a smooth on-air delivery, good verbal skills, pleasant voice and on-air appearance. Applicants must also project desired on-air image that attracts viewers, conveys credibility, and enhances station image. Ability to contribute story ideas, report "live" in the field or for special news series. Familiarity with the Salt Lake City market and/or Intermountain Area a plus. Prefer applicants with AMS certification. If interested, please send resume and a non-returnable tape (VHS preferred) to KSTU FOX 13 Television, Attn: Personnel, 5020 West Amelia Earhart Drive, Salt Lake City, UT 84116 or Fax: (801) 537-7869. Equal Opportunity Employer.

News Producer: Full-time position for hard-working, creative News Producer for Noon Show. Must be a self-starter and have excellent writing skills. Must have 1 year experience. Send resume, references, and non-returnable tape to: Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE/M-F. No calls please.

CBS affiliate in the 8th market needs: General Assignment Reporters, I-Team Producer/Photographer, Meteorologist, Assignment Manager, Producers, Associate Producers, Photographers, Editors and a Secretary for the Group News Director. If you among the best, send tape and resume to: Jim Holland, Group News Director, KTVT-TV, 5233 Bridge Street, Fort Worth 76103. We are an Equal Opportunity Employer. No phone calls please.

Photojournalist. ABC affiliate in one of the nation's fastest growing markets seeks Photojournalist to join award-winning staff. Minimum one-year experience, including "live" work. Must be creative! Tape and resume to Clay Downey, News Operations Manager, KTNV-TV, 3355 South Valley View Boulevard, Las Vegas, NV 89102. EOE.

News Director: WXII/NBC-TV 12, Winston-Salem, Piedmont-Triad, N.C. -- We want a leader to take us into the winner's circle. Join our winning team as we build from our current strengths to be the market leader. Enthusiasm, innovation, experience a must. We are committed to local news in our highly competitive market. You'll need good people skills and an understanding of how to sell our philosophy, motivate our staff and impact our viewers. If you are ready to accept this challenge, send your resume and news philosophy to Rennie Corley, VP/GM, WXII-TV, P.O. Box 11847, Winston-Salem, NC 27116. WXII-TV is an Equal Opportunity Employer.

Sports Producer wanted. If you want to be a sports anchor, don't apply. We need you if you can plan coverage of major sports events, field produce, manage a sports feed for local stations, find any satellite in the sky blindfolded, and have a sports encyclopedia mind-quick, slick and kicks the competition. Send resumes to: Amy J Stedman, Conus Communications, Job #222, 3415 University Avenue, St. Paul, MN 55114. Please include Job #. No phone calls. Equal Opportunity Employer.

News Director. Immediate opening at progressive small market station in southeast. Excellent opportunity for senior producer/anchor to move into management. Strong supervisory skills and commitment to news required. Minimum 5 years experience. Send cover letter and resume to Box 00565 EOE.

Producer: KING 5 TV, Pacific Northwest's leading news station, is currently seeking a News Producer. Must have a degree with three years news producing experience, excellent writing skills, and strong computer skills. If you are creative and enjoy the challenge of a competitive environment, send 2 copies of your resume and a non-returnable 3/4" or Beta tape to: KING 5 TV, HR Department, Reference #95R38, 333 Dexter Avenue North, Seattle, WA 98109. EOE.

General Assignment Reporter(s) for growing news organization. Experience and related degree required. Resume, writing samples, and non-returnable VHS air check to Andy Shore, WPGX-TV/FOX 28, FOX Television Center, 637 Luverne Avenue, Panama City, FL 32401. Anticipated start date January 1996. Application deadline 11/1/95. EEO/Drug free employer.

News Producers, Writers, Editors: Time Inc. New Media's "The News Exchange" is interviewing for immediate openings at our new midtown Manhattan state-of-the-art studio/production facility. If new media isn't new to you (interactive to the Net), and your TV news skills are first rate, we want to talk with you. Solid on-air experiences, package producing/editing a plus. EOE. Resume and tape to: George Kindel, TNX, 1251 Avenue of the Americas, Concourse Level, NY, NY 10020. Or Fax: 212-522-7699. No phone calls please.

Photographer. Applicants should have two years experience shooting and editing news as well as possess technical and creative photographic abilities to do solo live shots. We are looking for a Photographer who knows the basics but has the desire to go beyond the conventional style. A basic ability to troubleshoot equipment problems and maintain assigned equipment is also required. We are beta equipped with wireless mics and good lighting and pods. WOTV 41 is jointly operated by WOOD TV8 in Grand Rapids, MI. Applicants should send a resume, references and current sample of work to: Mark McIntosh, Chief Photographer, WOOD TV8, 120 College SE, Grand Rapids, MI 49503.

Medium market News Department in highly desirable western state needs an Executive Producer who can lead and inspire this news department to produce highly viewer oriented newscasts. The successful candidate will have a minimum of 3 years newscast producing experience, will be a strong teacher and will know how to implement research. Send statement of news philosophy, resume, references and tape of recent newscast you produced to Box 00571 EOE.

News Director. WOTV in Battle Creek is looking for a News Director to help build a competitive operation in a unique market. Our small, but growing staff needs an energetic, hands-on manager who knows how to get the most out of limited resources. This is the perfect opportunity for an EP or ME looking to break into "The Club." Send resume and statement of news philosophy to: Jim Loy, News Director, WOOD TV 8, 120 College SE, Grand Rapids, MI 49503.

News Producer: Aggressive. Producer needed to drive 6:00pm and 10:00pm newscasts. Must have strong writing, graphic and people skills. No beginners. Minorities and women encouraged to apply. Send non-returnable tape and resume to Personnel Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE. M/F/D/V.

Assignment Editor needed at Conus Communications. 3 to 5 years experience on local or national news desk, knowledge of SNG, field producing, news planning, excellent personnel management and communication skills required, able to leap over lots of stories in a single bound. Job #151-95. Send resumes to: Amy J Stedman, Conus Communications, 3415 University Avenue, St. Paul, MN 55114. Please include Job #. No phone calls. Equal Opportunity Employer.

A small market station in the Northeast is looking for a Full-Time Sports Anchor. We are looking for someone who can produce and anchor a sportscast with energy and excitement. We are demanding a lot from breaking sports news to daily reports for the non-traditional sports fan, we even have some special features we'll toss your way. We might be a small market but we are proud that our product is better than most larger stations. If you think you can be the next leader in this award winning sports department send a tape and a resume. In the furtherance of our Affirmative Action program, it is important that qualified women and minorities be made aware of our job opportunities. Application deadline is Thursday, October 26, 1995. Reply to Box 00566 EOE.

News Producer: West Palm Beach, Florida ABC affiliate is seeking an experienced producer for our 11:00 PM newscast. New state-of-the-art set that sizzles, a staff of super smart journalists who strive for passion as well as information and the probability of further news expansion are all part of our package. Strong, hard-hitting writing skills a must. We think producers are just about the most important factor for success. If you agree, send a resume and tape with salary requirements and references to Mary Mills, Assistant News Director, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. We'll be making this decision quickly! EOE.

Producer: Top 15 CBS affiliate needs dynamic, creative producer for weekday evening newscast. One of our producers is leaving to be a senior producer with KCBS. The person we hire will have great editorial judgement and solid people skills and will lead the broadcast--not just stack the show. At least four years experience needed to qualify. Send non-returnable tape (Beta or 3/4"), resume, references and a page on your philosophy of show producing to: Dave Clegern, Executive Producer, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. No phone calls! EOE.

ABC6 has an immediate opening for an experienced Photojournalist. We're looking for a highly motivated visual story-teller to join our award-winning team. Send us a tape that shows your ability to cover spot news as well as general news, and include at least one self-produced package. Previous professional experience in local TV news required. College degree and NPPA workshop graduate preferred. Send tape and resume to: ABC6, Attn: Personnel Office, 10 Orms Street, Providence, RI 02904.

HELP WANTED PROMOTION

Promotion Director: KOIN-TV, CBS in Portland, Oregon, (market rank 25) seeks a top-notch promotion, public relations and creative services operations. The successful candidate will have three to five years experience in a leadership capacity, and the proven ability to deliver effective support for news positioning, overall station image, community activities and sales promotion. Join a strong station in a growing market--one of the most "livable" cities in the USA. We offer a successful, competitive team environment where you can make a difference with your ideas. Send resume, tape and salary history to: Promotion Search, KOIN-TV, 222 SW Columbia, Portland, OR 97201. A Lee Enterprises, Inc. station. Equal Opportunity Employer.

Topical Promotion Producer: A great station, in a great part of the country (Orlando) is looking for a great Topical Promotion Producer. If you know how to write and produce riveting Topical promotion, send a non-returnable tape and resume that convinces us you are the right person for the job. Send to Human Resources, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls, please. WESH-TV is an Equal Opportunity Employer.

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

HELP WANTED RESEARCH

Research Director needed for Paramount O&O in Atlanta. Nielsen Audience Analysis and Qualitap experience essential. Sales presentation production skills required. Send resume and salary requirements to: Personnel Department, WVEU UPN 69 Atlanta, 2700 N.E. Expressway, Atlanta, GA 30345. No phone calls, please. EOE.

HELP WANTED PRODUCTION

The University of Mississippi is accepting applications for the position of Producer/Host of a weekly Public Broadcasting television show for the University's Teleproductions Resource Center. This position is being advertised in anticipation of receiving continuing and/or new funding under various grant and contract programs. This position is a term appointment and runs for the duration of funded projects (which may be extended unless noted otherwise). Send video resume reel to Mr. Ralph Braseth, Executive Director, The University of Mississippi, 201 Bishop Hall, University, MS 38677. Deadline: until filled. Starting date: By mutual agreement. Salary: competitive. The University of Mississippi is an AA/ADA/EOE. Producer/Host-Requirements: College degree and two years of commercial television news experience. The applicant must be able to demonstrate good communications and computer skills. The applicant must represent the abilities to anchor and report television news stories.

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.

Art Director. Immediate need for a hands-on visionary wanted for an exciting challenge in one of the nation's most artistic cities. If you have a good sense of clean, contemporary layout and an eye for what's on the design horizon, we'd like to see your work. Requires at least five years experience as an electronic artist/graphics designer for television. Must be proficient on the Quantel Paintbox, AVA and Chyron Infnit. Experience with Abode Photoshop, Illustrator and QuarkPress a definite plus. Will be responsible for producing graphics for our primary newscasts. Send resume, cover letter, and non-returnable VHS tape to Personnel Coordinator, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. No phone calls, please. EOE.

Photographer Immediate opening for a seasoned professional with at least three years experience. Must have an ambition to continuously improve your work, and an advanced understanding of lighting. Desire to work on long form projects as well as news projects. Extensive travelling, great people skills, creative solutions, flexible schedule, and an interest in health and medical stories are also part of the job. Studio, editing and remote work a plus. Send resume and tape to Orbis Broadcast Group, Attn: Photographer, 100 S. Sangamon, Chicago, IL 60607. No phone calls.

Assistant Commercial Production Editor. ABC affiliate with large volume of commercial production and all the latest toys needs a second creative editor. Hands-on experience with Avid and Ace editing, Beta SP equipment, 2-Channel DVE, Still Store and Dubner. Great location near the beach with good salary and benefit package. Send tape, salary requirements to: John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE. M-F.

Producer/Writer. Domestic and International travel. Great facility. Terrific team. Help children! International hunger and relief organization is seeking a Producer to augment award winning staff of 14. We air a weekly 30 minute nationally syndicated program that helps children worldwide. Must be able to take concept from field through post. Magazine format experience is important, fund raising knowledge helpful, not required. Join a crazy crew that works hard and cares about children. 3-5 years producing experience and BA in Journalism or related required. Must be: versatile producer, strong writer, organized, able to juggle projects, and a team player! Send resume and non-returnable reel to: J. Nicholson, Feed The Children, 333 North Meridian, Oklahoma City, OK 73107. No phone calls please.

**HELP WANTED
FINANCIAL & ACCOUNTING**

Controller Owner/operator of TV station group seeks a hands-on, self-starter to join management team to oversee all aspects of accounting/financial operations of the group. Candidates must be a team player and must have the following: Undergraduate degree in Accounting/Finance, CPA preferred, Minimum five years financial management experience in the broadcast industry, Excellent spreadsheet software skills, Strong communication skills, Desire and willingness to do whatever it takes to get the job done (not a 9 to 5 mentality). Desire and ability to meet deadlines while producing quality work product. Company offers competitive salary and benefits and performance incentives. Qualified candidates should respond by sending current resume, salary history and professional references. Reply to Box 00570 EOE.

Manager, Credit and Collections - Major market television station is seeking an experienced Manager, Credit and Collections. Individual will be responsible for collecting outstanding accounts receivable, credit referencing, and other facets of the billing process. Interaction with all levels of station management. Excel, verbal and written communication skills required. PC skills, specifically LOTUS. Good people skills, college degree and minimum 2 years collections experience. Competitive salary to include bonus plan and comprehensive benefits package. Reply immediately to Box 00562 EOE.

Growing Group seeks a General Manager for pending acquisition of Pacific Northwest VHF network affiliate. This small market property requires an individual with a proven track record of successful revenue and sales achievements, inventory price control and overall administrative honesty a must. All inquiries held in strict confidence. Reply to Box 00573 EOE.

HELP WANTED PROGRAMMING

**DIRECTOR OF
PROGRAM SERVICES**

KGO-TV/Channel 7 is seeking a creative, experienced Director to develop and create new opportunities in both syndicated and local programming. Will negotiate acquisition of syndicated product and feature film packages. Will be responsible for supervision of programming personnel and department operating budget. Minimum of 10 years experience in television programming with management experience required. Application deadline is October 27, 1995. Send resume to:

KGO-TV PERSONNEL
900 FRONT STREET
SAN FRANCISCO, CA 94111 EOE

**PROGRAM
PRODUCER**

KGO-TV/Channel 7 is seeking a Producer with at least 5 years of major market experience producing complete television shows. Must be capable of producing programs that are live, taped, studio-based, documentary and those which may involve multi-camera remotes. Must be well-versed in all aspects of production from researching through post-production. Familiarity with Newstar and ImMix editing systems preferred. Application deadline is October 27, 1995. Please send resume and videotape to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111 EOE

TV Program Producer. Get in on the ground floor of a brand-new news and information program in beautiful Salt Lake City! KSTU FOX 13 Television has an immediate opening for a full-time Program Producer to help launch its new mid-day news and information program. Essential qualifications include a bachelors degree in communication, journalism, or related field or equivalent; minimum of three years experience as a producer of television news and/or information programming; sound newsgathering abilities, strong writing skills, creative ideas, and an "eye" for stories with audience appeal; proven ability to organize a well-paced, journalistically sound, entertaining daily program under the direction of news management. Prefer candidates with experience producing shows with live elements and daily guests. If interested, please send resume and non-returnable tape (VHS preferred) to KSTU FOX 13 Television, Attn: Personnel, 5020 West Amelia Earhart Drive, Salt Lake City, UT 84116 or Fax: (801) 537-7869. Equal Opportunity Employer.

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

Executive Producer. "Good Morning Texas" WFAA-TV seeks an excellent people manager and motivator with a track record of success in producing talk/entertainment programming. This show hit the ground running last September and has ranked #1 in its time period since its premiere. The show is slick and well-staffed and deserves a creative, committed and visionary leader to continue and build upon its success. Send resume and tape to Cathy Creany, WFAA-TV, 606 Young St., Dallas, TX 75202-4810. No phone calls, please. Equal Opportunity Employer.

SITUATIONS WANTED NEWS

Experienced Armed Forces Network TV Reporter/Anchor recently back from Europe seeks TV reporting position. Strong skills in writing, editing, ENG (news and sports). Smaller markets OK; audition tape available. Contact: Dan Isaacson; (414) 351-4730; Fax (414) 241-7220.

Consumer/Investigative Reporter - Experienced, award-winning pro for #1 or #2 slot. Tape and references. Reply to Box 00564.

SITUATIONS WANTED HOSTS

If you are tired of seeing politicians slip and slide; and want to see them totally nailed to the wall while they scream, cuss and holler send for demo. 202-833-3634.

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Call 601-352-6673. 

Need 60 episodes of high-quality, FCC-friendly kids' show? How about file footage of kids in action? Call 816-932-4192.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN), 800-914-4CCN.

CABLE

HELP WANTED MANAGEMENT

Public Access Coordinator. Santa Fe Community College (NM) is seeking a Coordinator for public/educational/government access facility. BA, five years video experience required; familiarity with grants, access, educational settings preferred. Call (505) 438-1228 for salary and application information. Deadline 10/18. Equal Opportunity Employer.

HELP WANTED PROMOTION

Promotions Writer/Producer. Top Ten Cable Network seeks creative, motivated Promotion Writer/Producer. This is your opportunity to create exciting TV advertising for original movies, first run game shows, marathons, and much, much more! If you have at least five years experience, and know your way around state of the art production facilities, send tape, resume and salary requirements to: The Family Channel, Attn: Human Resources Department, Reference PS-220, P.O. Box 2050, Virginia Beach, VA 23450-2050. No phone calls, please. EOE.

ALLIED FIELDS

HELP WANTED PRODUCTION

Media Production Specialist: Fort Hays State University invites applicants for a twelve (12) month renewable position with service and academic support responsibilities. Requirements: experienced in skills related to all facets of audio and video production including, but not limited to: preproduction-the development of treatments and storyboards, production - both aesthetic and technical, and postproduction -- linear and non-linear editing and computer graphics. A fundamental familiarity of telecommunications technologies, curriculum design and superior organizational, oral and written skills. Education requirements: Master's degree in distance education or a media-related discipline is preferred in addition to a minimum of two years practical experience. Graduate degree requirements may be waived in favor of exceptional practical experience. Examples of work and demonstrated knowledge will be required. Review begins November 1, 1995. Send letters and recommendations, resume, examples of work and transcript to: Search Committee - Media Production Specialist, Carolyn VanderGiesen, Chair, CTELT, Fort Hays State University, 600 Park Street, Hays, KS 67601. e-mail: TECV@FHSUVM.FHSU.EDU. FHSU is an Affirmative Action/Equal Opportunity Employer. Women, minorities, veterans and people with disabilities are encouraged to apply.

HELP WANTED INSTRUCTION

Graduate Assistantships available in RTVF department for M.A. - Communication students. Assignments include two public radio stations; television production; assisting announcing, production, filmmaking labs, etc. Tuition waiver plus up to \$4400/year. Contact Dr. William Ramin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209. (318) 342-1390. EOE/AA.

Doctoral Assistantships. The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting, journalism, P.R., and advertising concentration. M.S. degree and GRE required. Program requires 2-3 years in coursework, plus dissertation. Teaching assistantships possible. Application for fall 1996 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347.

HELP WANTED ADMINISTRATION

Director of the Broadcast Media Center. The University of Montana. Responsibilities include leadership and senior management of a well-established public radio station, an emerging public television station, a distance learning initiative, creative production and academic support. The Director will be responsible for the stimulation, coordination and interaction of the Center with the public. Applicants should have notable success in solicitation of grants, contracts, gifts and campaigns typical of public broadcasting. Experience in an academic setting is preferred with sufficient credentials to teach courses relative to broadcast media. Strong leadership and managerial skills including significant experience in radio, television and creative production are essential. Initial applications should include letter of intent, resume and three references. Additional supporting materials may be required. The search will continue until the position is filled with initial screening beginning on November 15, 1995. Direct correspondence and inquiries to the search chair: Dr. Sharon E. Alexander, Dean, Continuing Education and Summer Programs, The University of Montana, Missoula, Montana 59812-2900. The University of Montana is an Equal Opportunity/Affirmative Action employer; we invite applications from disabled individuals, minorities, Vietnam era veterans and women.

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For reporting on German/ American issues. Deadline: November 1, 1995. Sponsored by the RIAS Berlin Commission and the Radio and Television News Directors Foundation. For information/entry forms, call Pat Seaman, 301-977-7210 or RTNDE, 202-659-6510.

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The Newseum, the world's first museum dedicated to the past, present and future of news, is looking to acquire a wide assortment of historic print and broadcast material - linotypes, cameras and much, much more. Please write/send photos to B. Reed, The Freedom Forum Newseum, 1101 Wilson Boulevard, Arlington, VA 22209.

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BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. All and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.



Classifieds

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are \$173 per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are \$1.95 per word with a minimum charge of \$39 per advertisement. Situations Wanted rates are \$1.05 per word with a minimum charge of \$21 per advertisement.

Blind Boxes: Add \$25.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: Line ad Display

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Authorized Signature: _____

Payment:

Check Visa MasterCard Amex

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HELP WANTED MANAGEMENT
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The Menu of Categories:

- | | |
|---------------|------------------------|
| 01 Radio | 04 Allied Fields |
| 02 Television | 05 Station Marketplace |
| 03 Cable | 06 Interactive Media |

*Press 9 at any time for fax of the classified section.
To place classified ads call (212) 337-7073 or fax (212) 206-8327.

For the Record

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

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

NEW STATIONS

Filed/accepted for filing

Fairbanks, Alaska (BPH-950914MC)—Sherry Walley-Hoff for FM at 96.9 mhz, ERP 3.6 kw, ant. 261 m., 4.5 km NNW of intersection of Farmers Loop and McGrath rds. Walley-Hoff has an interest in company buying KFXF-TV Fairbanks. *Sept. 14*

Fairbanks, Alaska (BPH-950914MD)—Northern Television Inc. (August G. Hiebert, CEO, 111 F St., Anchorage, AK 99501) for FM at 96.9 mhz, ERP 10 kw, ant. 154.7 m., 1 mi. NNW of junction of Farmers Loop and Grenac rds. Northern Television owns KXLR(FM)-KCBF(AM)-KTVF-TV Fairbanks and KNIK(FM)-KBYR(AM)-KTVA-TV Anchorage, Alaska. *Sept. 14*

Fairbanks, Alaska (BPH-950914ME)—William M. Holzheimer (PO Box 671003,

Chugiak, AK 99567) for FM at 96.9 mhz, ERP 25 kw, ant. 247.6 m., 4 mi. N of Fairbanks. Holzheimer is applying to build FM in Seward, Alaska. *Sept. 14*

Houston, Alaska (BPED-950906MI)—Evangelistic Alaska Missionary Fellowship Inc. (Donald L. Nelson, president, PO Box 56359, North Pole, AK 99705) for FM at 88.7 mhz, ERP .285 kw, ant. -49 m., 1 mi. E of Houston next to Hwy 3, .5 mi. N of Alaska Railroad. Fellowship owns KJNP-TV-FM-AM North Pole and has applied to build another FM at Houston. *Sept. 6*

Arkansas City, Kan.—Third Coast Broadcasting Inc. (Robert W. Fisher, president, PO Box 1704, Stafford, TX 77477-1704) for FM at 102.5 mhz, ERP 6 kw, ant. 100 m., 6 mi. E of Arkansas City.

Ingalls, Kan.—MAS Communications Inc. (Mark A. Swendsen, president, 1124 Westwood Dr., Pierre, SD 57501) for FM at 290, ERP 6 kw, ant. 100 m., 3.5 mi. S of Ingalls. MAS owns KPLO-FM Reliance, S.D.

Ingalls, Kan.—Dana J. Puopolo (37 Martin St., Rehoboth, MA 02769-2103) for FM at 290, ERP 2.5 kw, ant. 154 m., 3.5 mi. S of Ingalls.

Lancaster, N.H. (BPH-950906MH)—New Hampshire Public Radio Inc. (Mark Handley, president, 207 N. Main St., Concord, NH 03301) for noncommercial educational FM at 102.3 mhz, ERP .6 kw, ant. 224 m., Mt. Prospect summit. New Hampshire Public Radio owns WEVO-FM Concord, WEVN-FM Keene and WEVH-FM Hanover, all N.H. *Sept. 6*

FACILITIES CHANGES

Accepted for filing

Victorville, Calif. (CA-950720IA)—Shepherd Communications Inc. for KXRQ(FM) 89.5 mhz: change main studio location to Yucaipa. *Sept. 22*

Key West, Fla. (BMPCT-950906KE)—Hispanic Keys Broadcasting Corp. for WWFD-TV ch. 8: change ERP to 5.83 kw visual, ant. to 33 m., TL to 7 McDonald Ave., Key West. *Sept. 15*

Miami (BPCT-950918KE)—NBC Stations Management Inc. for WTVJ-TV ch. 6: change ERP to 100 kw visual, ant. to 549 m., TL to 17107 SW 248th St., Princeton. *Sept. 26*

Sarasota, Fla. (BPH-950901IC)—Christian Fellowship Mission Inc. for WKZM(FM) 105.5 mhz: change ERP to 3.6 kw, ant. to 81 m., ant. supporting-structure height. *Sept. 26*

Neoga, Ill. (BMPH-950818IG)—Cromwell Group Inc. of Illinois for WMCi(FM) 101.3 mhz: change ERP to 11.7 kw, ant. to 146.8 m. *Sept. 21*

Shreveport, La. (BPCT-950913LQ)—White Knight Broadcasting of Shreveport for KSHV-TV ch. 45: change ERP to 2,981.6 kw visual, ant. to 507.2 m., TL to St. John Rood, Mooringsport. *Sept. 21*

Bethany Beach, Me. (BMPH-950829IC)—Benchmark Radio Acquisition Fund IV for WOSC(FM) 95.9 mhz: change ERP to 18.8 kw, ant. to 115 m. *Sept. 20*

Orange, Mass. (BMPH-950814ID)—Deane Bros. Broadcasting Corp. for WJDF(FM) 97.3 mhz: change ant. to 25 m., ant. supporting-structure height. *Sept. 22*

La Crescent, Minn. (BPH-960825IC)—White Eagle Broadcasting Inc. for KQEG(FM) 102.7 mhz: change ERP to 3.6 kw. *Sept. 18*

Artesia, Miss. (BMPH-950822IA)—Bravo Communications Inc. for WQNN(FM) 99.9 mhz: change ERP to 50 kw, ant. to 95 m. *Sept. 21*

Bay Springs, Miss. (BMPH-950810IC)—Cotton Valley Broadcasting Co. for WIZK-FM 93.5 mhz: change ERP to 50 kw, ant. to 150 m. *Sept. 22*

Fayette, Miss. (BPH-950803IB)—Natchez Communications Inc. for WTVJ(FM) 97.7 mhz: change ant. to 25 m., ant. supporting-structure height. *Sept. 22*

Greenwood, Miss. (BPH-950807IC)—Clay Ewing V for WGRM-FM 93.9 mhz: change ERP to 25 kw, ant. to 100 m. *Sept. 22*

Missoula, Mont. (BMPH-950830IB)—Western Broadcasting Co. for KYSS-FM 94.9 mhz: change ERP to 64.6 kw, ant. to 726.2 m. *Sept. 20*

Albion, Neb. (BMPCT-950915KH)—Citadel Communications Co. Ltd. for KLKE-TV ch. 24: change ant. to 378 m., TL to 16 km W of Elgin and 5.2 km S of Tre. 70, 17.2 km WSW of Elgin. *Sept. 26*

Pahrump, Nev. (BMPH-950817IG)—Americom Las Vegas Ltd. Partnership for KFBI(FM) 107.5 mhz: change ant. to 1,137 m. *Sept. 18*

Brockport, N.Y. (BMPH-950816IB)—David Wolfe for WASB-FM 105.5 mhz: change ERP to 1.1 kw, ant. to 158 m. *Sept. 21*

Rocky Mount, N.C. (BPCT-950915KG)—Family Broadcasting Enterprises for WRMY-TV ch. 47: change ERP to 5,000 kw visual, ant. to 370.9 m., TL to 9.8 km E of Louisburg and 2.7 km N of S.R. 56. *Sept. 26*

Ashland, Ore. (BPH-950825IE)—Rogue Valley Broadcasting Inc. for KCMX-FM 101.9 mhz: change ant. to 1313 m., TL to 133 km S of Ashland, ant. supporting-structure height, main studio location. *Sept. 20*

Cave Junction, Ore. (BPH-950817IH)—Charles R. Knerr for KCNA(FM) 102.7 mhz: change ERP to 50.7 kw, ant. to 604.5 m. *Sept. 18*

Balch Springs, Tex. (950913AA)—KSKY License Corp. for KSKY(AM) 660 khz: increase power to 660 w night. *Sept. 21*

Liberty, Tex. (950912AA)—Texas Coast 1050 Broadcasting for KPXE(AM) 1050 khz: change city of license to Brookshire, Tex., TL to W of Brazos River Bridge along I-10 W and bordering Brazos River, relocate main studio, change ant. system. *Sept. 20*

Mineola, Tex. (950907AB)—Canton Broadcasters Inc. for KVCI(AM) 1510 khz: change city of license to Canton, Tex., relocate main studio. *Sept. 18*

Bremerton, Wash. (BPH-950829IB)—Puget Sound Broadcasting Co. for KRWM(FM) 106.9 mhz: change ERP to 66 kw, ant. to 356 m. *Sept. 20*

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,906
Commercial FM	5,260
Educational FM	1,799
Total Radio	11,965
Commercial VHF TV	559
Commercial UHF TV	620
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,542
VHF LPTV	558
UHF LPTV	1,193
Total LPTV	1,751
FM translators	2,433
VHF translators	2,226
UHF translators	2,560
Total Translators	7,259

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.5 million. Source: FCC, Nielsen and Paul Kagan Associates

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Datebook

THIS WEEK

Oct. 9—"The Battle for Customer Satisfaction: Going to the Next Level," conference presented by the *Cable Television Administration and Marketing Society*. Bally's Park Place Casino Hotel & Tower, Atlantic City. Contact: (703) 549-4200.

Oct. 9-13—MIPCOM '95, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

Oct. 10—Media breakfast co-sponsored by *PR Newswire* and the *New York Biotech Association*. Marriott Marquis Hotel, New York City. Contact: Todd Grossman, (212) 596-1523.

Oct. 10-11—*Television Bureau of Advertising* third annual research conference. McGraw-Hill Conference Center, New York City. Contact: Mercedes Median, (212) 486-1111.

Oct. 10-11—*Women in Cable & Telecommunications* course: "Telco 101: Cable Meets Telephony." Hyatt Regency, Oak Brook, Ill. Contact: Molly Coyle, (312) 634-2353.

Oct. 10-12—Atlantic Cable Show, presented by *Cable Television Association of New York, New Jersey Cable Television Association, Pennsylvania Cable and Telecommunications Association and Cable Television Association of Maryland, Delaware and the District of Columbia*. Atlantic City Convention Center, Atlantic City. Contact: (609) 848-1000.

Oct. 10-12—*Mid-America Cable TV Association* 38th annual meeting and show. Overland Park International Trade Center, Overland Park, Kan. Contact: (913) 841-9241.

Oct. 11—*Federal Communications Bar Association* luncheon featuring Tom Shales. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Oct. 11-13—International symposium on multimedia communications and video coding, presented by the *Center for Advanced Technology in Telecommunications*. Polytechnic University, Brooklyn, N.Y. Contact: Y. Wang, (718) 260-3469.

Oct. 11-14—*Society of Professional Journalists* national convention. St. Paul Radisson, St. Paul. Contact: Julie Grimes, (317) 653-3333.

Oct. 12—1994 Achievement and Scientific Development Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Sheraton New York Hotel and Towers, New York City. Contact: Trudy Wilson, (212) 586-8424.

Oct. 12—*BDA International Asian Conference*. Mandarin Marina, Suntec City, Singapore. Contact: Lynne Grasz, (212) 251-8712.

Oct. 12-13—"Charting a Course for Video on Demand," conference presented by *ICM Conferences Inc.* Tremont Hotel, Chicago. Contact: Alexandra B. Early, (312) 540-3083.

Oct. 12-14—*National Religious Broadcasters* Eastern Chapter annual convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.

Oct. 15-19—*International Engineering Consortium* National Communications Forum. Hyatt Regency O'Hare, Chicago. Contact: Mike Vogt, (312) 938-8787.

Oct. 15-20—"Ethical Decision-Making," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Joanne Nissenbaum, (813) 821-9494.

OCTOBER

Oct. 16-17—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Telephony." Holiday Inn West, Fort Lauderdale, Fla. Contact: (610) 363-6888.

Oct. 18-20—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Fiber Optics." Holiday Inn West, Fort Lauderdale, Fla. Contact: (610) 363-6888.

Oct. 18-20—*Indiana Broadcasters Association* fall conference. Omni Severn, Indianapolis. Contact: Jack Swart, (219) 233-3141.

Oct. 18-20—*India Cable & Satellite International*

Nov. 6—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

al Summit, presented by *Institute for International Research*. Maurya Sheraton Hotel & Towers, New Delhi. Contact: +852 2531-6100.

Oct. 18-21—*National Broadcast Association for Community Affairs* annual conference. Sheraton Seattle, Seattle. Contact: (202) 857-1155.

Oct. 19—*International Radio & Television Society Foundation* newsmaker luncheon: "The New Media Landscape from the Cable Perspective." Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Oct. 19—"How Marketing Can Be a Catalyst for Change Within Your Organization," luncheon presented by the *Cable Television Administration and Marketing Society of the Rocky Mountains*. Hilton South, Denver. Contact: Shannon Osborne, (303) 721-7718.

Oct. 19-21—*Ohio Association of Broadcasters* fall convention. Ramada University Hotel & Conference Center, Columbus, Ohio. Contact: (614) 228-4052.

Oct. 19-21—20th annual *Friends of Old-time Radio* convention. Holiday Inn—North, Newark, N.J. Contact: Jay Hickerson, (203) 281-1322.

Oct. 19-23—9th biennial *International Broadcasting & Telecommunications Show*. Milan Fair, South Halls, Italy. Contact: 39 2/48-155-41.

Oct. 20-22—"Reporting on Oceans," conference for professional journalists sponsored by the *Foundation for American Communications*. Scripps Institute of Oceanography, La Jolla, Calif. Contact: Milo Garfield, (213) 851-7372.

Oct. 23—*International Radio & Television Society Foundation* dinner: "Sex, Violence and Values: Walking the Tightrope in America's Media." Waldorf-Astoria, New York City. Contact: Maggie Davis, (212) 867-6650.

Oct. 23—"V-chip Ratings: Proposals for Informing Not Infringing," panel discussion presented by *The Annenberg Washington Project*, Washington. Contact: Christine Love, (202) 393-7100.

Oct. 23-Nov. 3—First annual Radio Festival, presented by the *Museum of Television & Radio*, New York City. Contact: (212) 621-6710.

Oct. 24-25—*North Carolina Association of Broadcasters* annual convention and sales skills workshop. Holiday Inn Four Seasons, Greensboro, N.C. Contact: Laura Ridgeway, (919) 821-7300.

Oct. 25—10th annual John Bayliss Media Roast, presented by the *John Bayliss Broadcast Foundation*. Honoree: Charles Osgood. Waldorf-Astoria, New York City. Contact: Kit Hunter Franke, (408) 624-1536.

Oct. 25—"Application of Simulation Technology in Learning," seminar presented by the *Center for Advanced Electronic Imaging*. UTD Conference Center, Richardson, Tex. Contact: Patti Bailey, (214) 458-9449.

Oct. 25-28—*Broadcast Cable & Satellite India '95* exhibition and conference. Pragati Maidan, New Delhi. Contact: +91-11-4622710.

Oct. 26—*Hollywood Radio and Television Society* newsmaker luncheon featuring network sports presidents. Regent Beverly Wilshire Hotel, Los Angeles. Contact: (818) 789-1182.

Oct. 27-29—Radio 75th anniversary celebration and 1995 Radio Hall of Fame induction ceremony, presented by the *Museum of Broadcast Communications*. Hyatt Regency Chicago, Chicago. Contact: (312) 629-6000.

Oct. 28-30—*Canadian Association of Broadcasters* annual convention. Ottawa Convention Center, Ottawa, Ontario. Contact: Christine Jack, (613) 233-4035.

Oct. 29—*Museum of Broadcast Communications* Radio Hall of Fame induction ceremony and gala. Hyatt Regency Chicago, Chicago. Contact: Anne Barlow, (312) 629-6026.

Oct. 29-Nov. 1—*Southern Educational Communications Association* annual conference.

Hyatt Regency Lexington, Lexington, Ky. Contact: Norma Gay, (803) 799-5517.

Oct. 30—11th annual *Women in Cable & Telecommunications* black-tie benefit gala. Honoree: Kay Koplovitz. Omni Shoreham Hotel, Washington. Contact: (703) 549-4200.

Oct. 30-31—2nd annual *Frost & Sullivan* cable television conference. Westin St. Francis Hotel, San Francisco. Contact: (212) 964-7000.

Oct. 30-31—*Women in Cable & Telecommunications* course: "Political Affairs Lobbying." Hyatt Capitol Hill, Washington. Contact: Christine Kane, (312) 634-2335.

Oct. 30-Nov. 1—"Interactive Media: A New Way of Doing Journalism," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Martha Daughtry, (813) 821-9494. **DEL 8/30/95**

Oct. 30-Nov. 1—Wireless Apps '95 show, presented by the *Cellular Telecommunications Industry Association*. The Mirage Hotel, Las Vegas. Contact: (202) 785-0081

Oct. 31-Nov. 2—13th annual Private & Wireless Show, presented by *National Satellite Publishing Inc.* and *GLOBEX*. Miami Beach Convention Center, Miami Beach, Fla. Contact: Renee Jowhari, (713) 342-9826.

NOVEMBER

Nov. 1-2—"SONET: Unleashing," conference presented by *ICM Conferences Inc.* Tremont Hotel, Chicago. Contact: Alexandra B. Early, (312) 540-3083.

Nov. 2—"Locating Religious Access Ramps on the Information Highway," seminar presented by *Tri-State Media Ministry Inc.* Association of the Bar of the City of New York, New York City. Contact: Ben Gums, (212) 425-4747.

Nov. 2-3—*Women in Cable & Telecommunications* course: "Understanding the Complexities of Cable Regulation." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.

Nov. 5-8—*United States Cable Association* 98th annual convention. Marriott Orlando World Center, Orlando, Fla. Contact: (202) 326-7282.

Nov. 29-Dec. 1—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

Nov. 29-Dec. 2—MIP' ASIA international film and program market, presented by *Reed Midem Organisation*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (212) 689-4220.

JANUARY 1996

Jan. 22-25—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

APRIL 1996

April 15-16—*Television Bureau of Advertising* sales & marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 15-18—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

MAY 1996

May 19-22—36th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Toister, (708) 296-0200.

JUNE 1996

June 19-22—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

A Letter to the Industry

from Reed Hundt, Chairman, Federal Communications Commission

Broadcasters: Amidst all the confusion created by the controversies about children's television over the last several weeks, one thing is clear: The world will little note nor long remember any of the rhetorical rockets.

But decades from now people will still study what was actually done in this critical fall of 1995 as the next chapter of television is determined.

There are two distinct paths to follow. One path, brilliantly articulated by my predecessor and friend Mark Fowler, in his 1982 *University of Texas Law Review* article, replaces the concept of the broadcaster as a public trustee with broadcasters as market participants, responding only to market forces. If Fowler's path is chosen, broadcasters need to consider how they'll justify to the American public policy initiatives that provide preferences for broadcasters—such as must carry, channel placement preference and free spectrum for digital television.

I prefer a different path—one that reaffirms the idea of broadcasters as public trustees but brings that concept into the digital age. This involves several steps. First, insure that the rules promote broadcasters' economic potential by: (1) clearing away rules that mindlessly micromanage the strictly commercial aspects of broadcasting as we have done with PTAR; (2) adopting rules for digital television that unleash broadcasters' creativity and that give them flexibility to serve their audiences; and (3) eliminating regulatory backlogs and delay. We're working hard on all these fronts.

The other task is to clearly define the obligations of a public trustee. The Communications Act requires public interest programming in return for free use of spectrum. However, today's vague interpretations of this requirement either require nothing of broadcasters, in which case they are a hoax on the American public, or they actually require something uncertain of broadcasters, in which case they can't be squared with First Amendment principles. Vague public interest rules are precisely the kind of "unascertainable standards" courts have condemned as inconsistent with the free speech clause; nor can they be reconciled with the due process principle that we punish violations only after giving clear and proper notice. I believe clear and certain public interest obligations will better

serve both broadcasters and the public.

While my views are different from Chairman Fowler's, his arguments are thoughtful. There should be a full airing of all the sides and implications of this debate.

What cannot survive such a debate is the notion that broadcasters are required to do nothing more than what the market would provide but, nonetheless, are entitled to special prefer-

ences in the market. As the *Wall Street Journal* noted recently in an editorial. "It's hard...to work up much sympathy for broadcasters. At the same time they're protesting 'public interest' programming requirements, the broadcasters are asking Congress for multibillion-dollar handouts in the form of free spectrum allocated to additional broadcasting. The broadcasters' main argument? That they perform a 'public service.'"

The path to be chosen will be determined in a number of forums, one of which is the children's educational television rulemaking, comments for which are due on Oct. 16. While I have strong views, the purpose of the rulemaking is not to determine who is right; it is to determine the right ideas. Since I first articulated my views, I've had many useful conversations with broadcasters who have suggested other ideas worthy of full consideration. I'm interested in exploring any ideas that guarantee American families that they will have access to information about children's educational television and access to a sufficient amount of such programming.

It is in that spirit that I agree with the editorial in *BROADCASTING & CABLE* last week that this debate has been dominated too long by Washington insiders. It's time for individual broadcasters, programmers and others to make their voices heard.

I have consistently heard individual broadcasters acknowledge their public obligations and express a desire to do more educational programming for kids. But they're worried their competition will beat them in the marketplace. This is a legitimate concern. We have to find a way to address it while still providing the guarantees to parents and children that the Children's Television Act was meant to insure. We need to work together to build a path that will enable broadcasters to serve their interests and the public interest now and in the digital era. I look forward to your thoughts. ■



"I believe clear and certain public interest obligations will better serve both broadcasters and the public."

Wheatley: Taking the long view of news

As a reporter and producer, Bill Wheatley covered big stories, including Ted Kennedy's plunge off the bridge in Chappaquiddick and the Challenger explosion. Now, as a vice president at NBC News, Wheatley has a broad behind-the-scenes canvas on which to paint: exploring new businesses for the news division and devising the best ways to get it there.

But with 20 years of writing and producing the news at the network, Wheatley still weighs in on editorial matters, particularly politics, and will have a hand in setting the network's coverage plans for Campaign '96.

Wheatley was raised in the Bronx, the product of a Catholic school education right through Boston College, which he says was an important influence in his life. "I don't want to make it sound like I'm some intellectual, because I'm not, but I would say the Jesuits [who run Boston College] were very influential in my life in terms of critical thinking and respect for fairness."

Wheatley stayed in Boston after college and was accepted in the Westinghouse Broadcasting management training program. He was assigned as a writer and producer for one of the evening newscasts at WBZ-TV.

In time, he wanted to be a reporter. There weren't any openings at WBZ, and, he says, "I also looked 12 years old." WKBG-TV, a local independent in the market, hired him as a reporter for its 10 p.m. newscast, but beset by financial problems, the station eventually folded the newscast.

Fortunately for Wheatley, his previous work at WBZ-TV had been well regarded and he was offered the job of assistant news director at the station. In 1973, at the age of 28, he was named news director.

Two years later, NBC News knocked on his door. It was a fairly easy decision to jump to the network. Wheatley's passion was the news business—he had no interest in pursuing a management career at local stations. At the time, he was having second thoughts about some troubling trends developing at the local-news level.

One of those trends was the increasing reliance by stations on news consultants to mold and shape their newscasts. At WBZ-TV, Wheatley recalls, "we had consultants tell us [that] the viewers in Boston had no interest in politics." The opinion seemed utterly ridiculous to Wheatley and his news colleagues at the station. "We said, 'Wait a



"I was intrigued by the idea of helping to rebuild NBC News."

William Ogden Wheatley Jr.

VP, news, NBC News, New York; b. Oct. 22, 1944, New York; AB, history, Boston College, 1966, MS, broadcasting, Boston University, 1970; management trainee/news producer, WBZ-TV Boston, 1967-68; reporter, WKBG-TV Boston, 1969-71; WBZ-TV: assistant news director, 1972; news director, 1973-74; national assignment editor, NBC News, 1975, Nieman fellow, Harvard, 1976-77; senior producer, NBC Nightly News, 1978-84, executive producer, 1985-90; fellow, Joan Shorenstein Barone Center at Kennedy School, Harvard, 1991; director, political coverage, and executive producer of election programs, NBC News, 1992; executive producer, The Brokaw Reports, 1993; current position since August 1993; m. Carolyn Churchill, March 23, 1985; children: John, 9; David, 7.

minute, politics is a spectator sport here. You don't quite understand."

In 1975 Wheatley joined the NBC News national desk. Within his first year there, he was named national assignment editor, with responsibility for coordinating domestic news coverage.

In 1976 he took a one-year sabbatical as a Nieman Fellow at Harvard. He rejoined NBC as the producer responsible for long-form and investigative reporting for *NBC Nightly News*. In 1979 he was named senior producer of *Nightly*, and in 1985 he was named executive producer of the broadcast.

Looking back on all the stories he's covered as a journalist, Wheatley says the toughest one was the Challenger disaster in 1986. He says it also was perhaps NBC News's finest hour.

"It was a gigantic news story, and it was unanticipated," he says. *Nightly News* was the first to report what caused the space shuttle to blow up. "I'm terribly proud of the work we did on that story," Wheatley says of the news division. He also thinks that effort was "very influential in *Nightly News* not too long after going into first place" in the evening news ratings.

In 1990, after five years running the newscast, Wheatley left to begin preparing for the job of overseeing the 1992 election campaign. As part of the preparation, he returned to Harvard to study the relationship between presidential politics and television news. Wheatley says it helped him to form plans for the coverage that went beyond the "horse race" style for which the networks had been roundly criticized during the 1988 campaign.

In 1993 Wheatley was tapped by NBC News President Andrew Lack for his current post. "I wasn't quite sure I wanted to give up producing, but I was intrigued by the idea of helping to rebuild NBC News, which had been going through some very tough times. So I decided to take a shot at it."

Wheatley describes his current focus as "NBC News expansion, in terms of new opportunities." That includes working on such projects as NBC Superchannel in Europe and Asia and news content for the online service that is being developed, as well as working on the news-on-demand trials in which the network is involved. It also includes working with such partners as the BBC, Reuters Television and Japan's Nippon Television. —SM

Fates & Fortunes

BROADCAST TV

Appointments at WXLV-TV Winston-Salem, N.C. (formerly WNRW): **Rob Roseman**, meteorologist, KMGH-TV Denver, joins as chief meteorologist; **Johnny Phelps**, special projects producer, WGHP-TV High Point, N.C., joins as sports director.

Bill Ballard, VP/GM, WLFL(TV) Raleigh, N.C., joins WGBS-TV Philadelphia in same capacity.



Salzberger

Appointments at A.H. Belo Corp., Dallas: **Lee Salzberger**, president/GM, WVEC-TV Hampton, Va., named senior VP, administration, broadcast division; **Richard Keilty**, VP/GSM, KHOU-TV Houston, named VP/GM, WVEC-TV; **Martin Haag**, VP, news, broadcast division, named senior VP.

Bill Felling, Northeast bureau manager, CBS News, New York, named national editor.

Vicki Liviakis, host/correspondent, *Front Page* news magazine, joins *Day & Date* as news correspondent, San Francisco.

Bob Navarro, director, editorials and station affairs, and executive producer/moderator, *Bob Navarro's Journal*, KCBS-TV Los Angeles, named director, community affairs.

Jim Gilbert, director, engineering, WLVI-TV Cambridge, Mass., joins WTAE-TV Pittsburgh in same capacity.

Appointments at WMAR-TV Baltimore: **Lori Grant**, producer/writer/on-air talent, public affairs, WHSW-TV Baltimore, joins WMAR-TV there as director, public affairs; **Michele McDowell**, local sales manager, named GSM; **Tonie Wright-Linardi**, program manager, named program director.

James Swinehart, news director, WBIR-TV Knoxville, Tenn., joins KSHB-TV Kansas City, Mo., as station manager.

Steve Smith, chief engineer, KSDK(TV) St. Louis, Mo., joins Cosmos Broadcasting, Greenville, S.C., as VP, engineering/operations.

Steve Cummings, NSM, WFTV(TV)

Orlando, Fla., joins KRXI(TV) and KAME-TV, both Reno, as director, sales.

John Mousseau, associate director, promotion marketing, CBS Television Network, New York, named director.

Mike Collins, anchor/news director, WNDU-TV South Bend, Ind., joins WSBT Inc. there as managing editor, news.

Alice Jacobs, news director, WSVN(TV) Miami, named VP, news and local programming.

Laura Hale, creative services director, WHDH-TV Boston, named VP/director, operations.

John Vitanovec, station manager, WGN-TV Chicago, joins WLVI-TV Cambridge, Mass., as VP/GM.

Len Turner, reporter, WEAR-TV Pensacola, Fla., joins WPTV(TV) West Palm Beach, Fla., in same capacity.

John Newcomb, executive VP, Wabash Valley Broadcasting, Indianapolis, named COO, and GM of WNDY(TV) there.

PROGRAMING



Markham

Network Television, Hollywood, named director, business affairs.

Jeffrey Smith, director, national media, Fox Broadcasting Co., Beverly Hills, Calif., named VP.

Elen Eliasoph, lawyer, joins Warner Bros., Asia Pacific region, Hong Kong, as senior VP, business development.

Larry Friedrichs, president, and **Paula Fierman**, senior VP, international, Kushner-Locke International, join Jones Entertainment Group, Los Angeles, as senior VP and VP, international distribution, respectively.

Sara Berrisford, manager, television research, MGM Domestic Television Distribution, Santa Monica, Calif., named director.

Lisé Markham, executive VP/GM, KMPH(TV) Visalia/Fresno, Calif., joins Tribune Broadcasting Co., Chicago, as VP, special projects.

Sandra Delaney, manager, legal affairs, Paramount



Briseño

Eugenia Briseño, managing director, marketing and promotions, Megavision S.A., Santiago, Chile, joins Saban International, Burbank, Calif., as VP, international sales.

Fred Medina, director, marketing, MTV Latino, joins Laguna Entertainment & Marketing, Austin, Tex., as VP, marketing and sales.

Appointments at NBC Entertainment, Press and Publicity, Burbank, Calif.: **Paul McGuire**, senior director, photography, named executive press director, prime time programs; **Janine Jones**, senior press manager, named director, prime time series; **Rebecca Marks**, senior press manager, movies, miniseries and specials, named director.



Oswaks

Robert Oswaks, VP, marketing, ACI, Los Angeles, named senior VP, worldwide marketing.

Ernest Chambers, producer, joins Griffin Entertainment, Hollywood, as senior VP, production.

Richard Siggelkow, co-creator, *Shining Time Station*, and head, production, Britt Allcroft Inc., joins BBC Worldwide Americas, New York, as VP/director, children's division.

Dan Zifkin, VP/Central sales manager, Western International Syndication, Chicago, named VP/NSM.

Wendy Bernier Hildebrand, VP, production, New World Television, New York, joins Telepictures Productions, Burbank, Calif., as VP, current programs, *Jenny Jones* show.

RADIO

Stephanie Dominguez, account executive, KGO(AM)/KSFO(AM) San Francisco, named NSM.

Peter Laufer, radio reporter and author, joins *Marketplace*, Germany Bureau, Berlin, as bureau chief.

Craig Jablin, free-lance writer/producer, joins Entertainment Radio Networks, Hollywood, as associate producer.



Smith

Lisa Smith, VP, international marketing, CD Media, joins After MidNite Entertainment Inc., Los Angeles, as VP, sales and marketing.

Kellie Pyffer, news director/on-air host, WJZZ(FM)

Philadelphia, joins WPST(FM) Trenton, N.J., as program director/ morning show personality.

Linda Thompson, director, sales, D&R Radio, St. Louis; **Kathy Crowley**, director, sales, D&R Radio, Boston; **Eric Ronning**, director, sales, D&R, Atlanta; and **Rob Neville**, director, sales, D&R Radio, Chicago, assume the additional title of VP.

Bruce Klein, account executive, McGavren Guild Radio, Los Angeles, named VP, sales.

Appointments at KRTS(FM) Casper, Wyo.: **Roger Medvin**, sales account executive, named LSM; **Tom Richards**, operations manager, named VP, programing and operations.

Appointments at SW Networks, New York: **Anita Parker Brown**, corporate director, promotions and media relations, Strategic Communications Group, New York, joins as manager, affiliate



Brown



Bolton

relations; **Amy Bolton**, manager, affiliate marketing, TalkRadio and Business Week, ABC Radio Networks, joins as director, affiliate marketing.

Terrence Rodda, GM, WWKB(AM) Buffalo and WKSE(FM) Niagara Falls, both New York, named VP, WBEN(AM), WKSE(FM), WMJQ(FM) and WWKB(AM) Buffalo.

Ron Tavernit, public affairs director, WOMC(FM) Detroit, named news director.

Todd Fowler, sales manager, radio divi-

sion, Szabo Associates Inc., Atlanta, joins ABC Radio Networks, Dallas, as manager, affiliate marketing, Southwest region.

Ray Edwards, programer, WOKI-FM Oak Ridge, Tenn., joins WGKX(FM) Memphis as program director.

David Recher, VP/GM, Empire Sports Sales Inc., joins WGR(AM) Buffalo, N.Y., as GSM.

Rick Caffey, station manager, WALR(FM) Athens, Ga., joins WAOK(AM) and WVEE(FM) Atlanta as VP/GM.

CABLE



Intiso

Frank Intiso, executive VP/COO, Falcon Holding Group LP, Los Angeles, named president/COO.

Appointments at Showtime Networks Inc., New York: **Paul Calame**, VP, financial planning and

analysis, Viacom Inc., New York, named VP, management reporting; **Kevin Oldis**, first VP/manager, employment/employee relations, Republic National Bank, New York, joins as director, employment; **Joan Garry**, VP, business operations, pay per view, Showtime Event Television, named VP, pay-per-view finance.

Appointments at Classic Sports Network, New York: **Jeffery Filippi**, producer, USA Network, joins as coordinating producer; **George Klein**, senior writer/producer, creative services, Turner Network Television, Atlanta, joins as director, on-air promotions.

David Dodge, VP, engineering, Media Cybernetics, Silver Spring, Md., joins Time Warner Cable's Full Service Network, Orlando, Fla., as VP, software systems.

Shirley Powell, director, public relations, Cartoon Network, Atlanta, expands her responsibilities to include Cartoon Network Worldwide.

Valerie McCarty, senior manager, international public relations, Latin America and the Caribbean, Turner Broadcasting System, Atlanta, named director.

Skip Desjardin, VP, pay per view, World Wrestling Federation, joins Viewer's Choice, New York, as director, event programing.

Perry Bailey, sales manager, Adelphia Cable, West Palm Beach, Fla., joins VTV Videowave Television, Clearwater, Fla., in same capacity.

Ivelisse Estrada, director, communications, KMEX-TV Los Angeles, joins Univision there as director, corporate and community relations.

Stacey Artandi, VP, marketing, TV Food Network, New York, named VP, new media and business development.

Kathy Slavin, account director, Pamela Giddon & Company, New York, named VP.

Ellen Lewis Gideon, director, field publicity and promotion, Eastern region, joins Children's Television Workshop, New York, as VP, publicity and promotion.

Bruce Friend, VP, research and strategic planning, MTV Latino, New York, joins VH1 there as VP, research and planning; **Joshua Katz**, senior VP, marketing and worldwide brand development, The Cartoon Network, Atlanta, joins VH1, New York, as senior VP, marketing.

MULTIMEDIA

Elizabeth Deutschman, director, marketing, Metro Networks, Los Angeles, named marketing manager, Boston; **Kenneth Casseri**, GSM, WGR(AM) Buffalo, joins Metro Networks, Buffalo and Rochester offices, as GM; **Ted Dorf**, VP, affiliate relations, Metro Networks, Washington, named VP, industry relations.

Philip Laxar, VP, programing and pay per view, KBLCOM Inc., Houston, joins Jones International Programming Inc., Englewood, Colo., as VP, programing.

Anastasia Striegel, free-lance designer Chicago, joins WILL-AM-FM-TV Urbana, Ill., as art director.

ADVERTISING/MARKETING

Appointments at Temerlin McClain, Dallas: **Christine Huffman**, senior market research analyst, American Home Products Corp., Madison, N.J., joins as research supervisor; **Tana Hunter**, account supervisor, TMP Worldwide, Dallas, joins as account manager; **Stuart Kramer**, account manager, Ogilvy & Mather, New York, joins as account supervisor.

Cheryl Idell, executive VP/director, research, Western International Media, Los Angeles, named president, research division.



Craig Gugel, senior VP/executive director, interactive media and research, Bates USA, New York, named executive VP, new media and interactive research.

Gugel

Gary Quint, corporate controller,

Westwood One, joins DirectAmerica Corp., Oxnard, Calif., as VP, finance.

SATELLITE/WIRELESS

Anita Rittendale, marketing manager, pay per view and special projects, Turner Home Satellite, Atlanta, named director, programming.

William Hoffman, VP/general counsel/secretary, The Microband Companies Inc., Fairfield, N.J., joins Primestar Partners, Bala Cynwyd, Pa., as assistant general counsel.

Appointments at Phoenix Wireless Group Inc., Orlando, Fla.: **Fernando Portillo**, managing director, Motorola Inc.'s Government and Systems Technology Group, London, joins as business development manager; **Greg Buchanan**, director, technical operations, named director, product management; **Paul Mueller**, president/COO, Transcript International, Lincoln, Neb., joins as VP, sales and marketing.

Appointments at UVTV, a company of the United Video Satellite Group, Tulsa, Okla.: **Bob Payne**, president, Information Services Inc., joins as director, information services; **Cara Hathaway**, supervisor, advertising services, Thrifty Car Rental, Tulsa, joins as promotions manager.

Jean Head, supervisor, satellite transponder loading, Keystone Communications, Salt Lake City, joins Sure Shot Transmissions, New Middletown, Ohio, as director, satellite services.

ALLIED FIELDS

Allen Johnston, CEO, Music Specialist, joins K-tel International Inc., Hialeah, Fla., as national director, urban sales.

Lee Ashton, sales and marketing consultant, Equipe Technologies, Sunnyvale, Calif., joins Saban Entertainment, Burbank, Calif., as sales manager, licensing and merchandising.

Larry Levitan, managing partner, commu-

nications and utilities, Andersen Consulting, Washington, heads consolidated worldwide operations, Communications Industry Group (division of Andersen Consulting).

Chuck Nankivell, manager, Sony Music Special Products, New York, joins Sony Wonder there as product manager.

Carl Dickens, director, television, Eagle Marketing, joins Competitive Media Reporting, Chicago, as Midwest manager.

Don Dietrich, market research director, Scott Paper Co., joins Chilton Research Services, Radnor, Pa., as VP/group manager, business and services group.

Charles Moschetto, VP, television research, CBS Inc., New York, joins Nielsen Media Research there as senior VP/director, marketing, Nielsen Television Index.

TECHNOLOGY

Appointments at Andrew Corp., Orland Park, Ill.: **Gary Glick**, director, operations, Andrew SciComm, named business unit manager; **Patrick Estenes**, manager, business development, Alcatel Submarine Systems, joins as senior product manager; **Gene Anderson**, technical services manager/fiber-optic product manager, Americable, joins as product development manager.

Clint Hoffman, sales and marketing, manager, display products, Mitsubishi Electronics, joins Panasonic Broadcast & Television Systems Co., Secaucus, N.J., as product marketing manager, display products.

James Carpenter, director, radio frequency engineering, Broadcast Electronics, Quincy, Ill., named VP, engineering.

Carol Armitage, director, next-generation access, AT&T Network Systems, joins General Instrument Corp., Hatboro, Pa., as senior VP, engineering, communications.

Glen Green, district sales manager, Quantel, Dallas, named Southwest regional sales manager and GM, Southwest operations.

TELEMEDIA

Bradley Wald, assistant controller, OpTel Inc., joins The Box, Los Angeles, as director, business development.

Lucy Hood, VP, marketing, New Ventures, fX Networks, New York, named senior VP, entertainment, News Corp./MCI Online Ventures there.

John Clark, managing director/CEO, Telecom Media, joins TELE-TV Media, Los Angeles, as executive VP, program and distribution relations.



Aduabato

Steve Aduabato, anchor, *Caucus: New Jersey* and *Inside Trenton*, Public Broadcasting System, joins NewsTalk Television, New York, as host, Final Edition.

Paul Symczak, former senior VP/general counsel and secretary, Corporation of Public Broadcasting, joins GTE Interactive Media, Carlsbad, Calif., as group VP/COO.

DEATHS

Charlotte Morris, 75, television producer, died Sept. 17 at New York Hospital-Cornell Medical Center. Morris was director, public affairs at WNYW(TV) New York for 17 years. She is survived by two sisters.

Leslie Joseph Kleven, 64, retired broadcaster, died April 19 of multiple myeloma in Little Rock, Ark. Kleven established radio stations in North Dakota, South Dakota and Minnesota, including KBHB(AM) Sturgis, S.D. Survivors include his wife; two children, one grandson, his mother and a brother.

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Peggy Conlon
Publisher

In Brief

The off-network sales pitch for Columbia TriStar Television's hit sitcom *Mad About You* begins this week in New York.

Industry observers predict the per-week price for the show in the nation's top market will fall between the \$75,000 that Carsey-Werner Distribution recently sought for *Grace Under Fire* and the \$100,000 that Paramount Domestic Television got last month for *Frasier*. Station reps say the future looks bright for the sophisticated comedy, now in its fourth season on NBC. *Mad About You* has prospered this season in spite of being moved from NBC's powerhouse Thursday night lineup for anchor duty on Sundays. Its off-net run is expected to begin in fall 1996.

The FCC last week waived its rules to allow unattended operation of broadcast stations.

Commissioners waived requirements for duty operators at broadcast stations and also eliminated the requirement that station operators hold a "restricted radio telephone operators permit." The change allows unattended operation before broadcasters implement the Emergency Alert System, a new automatic digital alerting system.

FCC Commissioner Rachelle Chong says she had no discussion of a Westinghouse "social contract."

Responding to Senator

Larry Pressler's questions on the issue, Chong last week said some broadcast licensees have voiced concerns to her about FCC Chairman Reed Hundt's concept of a social contract. But Chong said she has referred those concerns to the chairman's office. Chong also voiced opposition to imposing children's educational TV requirements as part of license transfer applications.

CPB last Friday reduced its staff by nearly 25%, to 86—without firing.

CPB, which has been prodded by members of Congress to tighten its belt, will spend only 4% of its \$281 million budget for 1996 on overhead, the corporation said. (The fiscal year began Oct. 1.) CPB also made some organizational changes: the offices of Education and Programming are merged under Senior VPCarolynn Reid-Wallace; Senior VP Michael Schoenfeld takes charge of corporate communications, policy development and planning, system human resources development, and computer information services, and Senior VP Fred DeMarco will manage the new \$11 million Television and Radio Future Funds.

People want more children's educational television, the Center for Media Education (CME) said in a survey last week. The group's survey of 514 men and 513 women

found that 82% think there is not enough children's programming on commercial broadcast TV. Thirty-one percent of the respondents said broadcasters should be required to air at least two hours of the programming a day, and another 29% said the government should require one hour. CME and other groups plan to follow the survey this Wednesday (Oct. 11) with an all-day lobbying effort at the FCC on children's TV rules.

The liberal Media Access Project and conservative American Enterprise Institute have called a Washington press conference for this Wednesday (Oct. 11) to blast pending legislation granting TV stations second channels so they can make the transition to digital broadcasting.

The FCC last week rejected an effort by Dominion Video Satellite to reclaim DBS channels it once held at the 119 degrees west orbital slot. The commission had assigned Dominion channels at the orbital location—which covers the full continental United States—but revoked the assignment in 1993 after deciding that Dominion had not met due diligence requirements in building a DBS system. Dominion was reassigned to channels at different orbital locations that do not cover the full U.S.

Cox purchase of MMT a done deal

Cox has completed its acquisition of MMT Sales for an estimated \$15 million. The news came one week after Petry confirmed its acquisition of Blair Television. The price on that deal reportedly was more than \$25 million.

The MMT acquisition gives Cox roughly 28% of the \$8 billion in annual national spot billings, or about \$2.2 billion in combined billings for its TeleRep, HRP and MMT. TeleRep accounts for an estimated \$1.3 billion of that total, while HRP accounts for roughly \$500 million and MMT another \$400 million.

Petry's acquisition of Blair gives Petry about a 22% cut of all spot TV billings, with Petry accounting for about \$1 billion and Blair about \$800 million.

Katz, the other major rep, has television billings of approximately \$1.5 billion, with some \$1 billion attributable to Katz Television and \$500 million attributable to co-owned Seltel. Katz's total billings, with cable and radio factored in, are roughly \$2.4 billion, sources say.

Most of MMT's clients have been dealt to TeleRep and HRP. Four stations in the Meredith Group, for

example, will go to TeleRep: KCTV(TV) Kansas City, Mo.; WNEM(TV) Flint, Mich.; WOFL-TV Orlando, Fla., and KVVU-TV Las Vegas. A fifth Meredith station, KPHO-TV Phoenix, goes to HRP.

Midwest's KFMB-TV San Diego switches to TeleRep. HRP will now also represent former MMT clients KTVT(TV) Fort Worth and KSTW(TV) Seattle, both owned by Gaylord. HRP will also rep McGraw-Hill's WRTV(TV) Indianapolis, KMGH(TV) Denver and KGTV(TV) San Diego.

Additionally, HRP gets Media General's WFLA-TV Tampa, Fla., and WCBD-TV Charleston, S.C.

Cox says it is creating a new division, retaining the MMT Sales name, that will include the Renaissance station group as well as WPWR-TV Chicago, KOFY-TV San Francisco, KHTV(TV) Houston and KPLR-TV St. Louis. The scaled-down MMT division will be managed by Jack Oken, who had been president of MMT as an independent rep. The Renaissance Group includes KDAF-TV Dallas, WDZL-TV Miami, KTXL-TV Sacramento, Calif., WPMT-TV Hartford, Conn., and WXIN-TV Indianapolis. —RB

HOLLYWOOD

Puck starts here

A late-night vehicle is being developed for Puck, one of the stars last year on MTV's reality soap, *The Real World*. Puck, as MTV viewers may recall, was the towheaded youth whose alleged lack of concern for personal hygiene got him booted out of the San Francisco house shared by the *Real World* crew halfway through the show's 1994 season. But now the 27-year-old, whose name is David Rainey, is being groomed by Ricki Lake's former manager, Alan David, whose clients include freshman talker Gabrielle Carteris. The show, to be pitched at NATPE, is expected to be a departure from traditional late-night fare, with a strong focus on music and location shoots. One insider describes it as "Howard Stern meets 'A Hard Day's Night.'"

NEW YORK

No O.J.

Infinity Broadcasting Corp. has no plans to ask O.J. Simpson back to its board of directors. Simpson joined the board in January 1992, soon after Infinity went public, but resigned in June 1994 after he was charged with the murders of Nicole Brown Simpson and Ronald Goldman, Infinity officials say. Simpson's vacancy has since been filled by Jeff Sherman, president and chief operating officer of Bloomingdale's.

Sundance on USSB

The Sundance Channel, the upcoming independent movie channel from Robert Redford and Showtime Networks, has signed a deal to launch on direct broadcast satellite service United States Satellite Broadcasting in January 1996. The network, originally scheduled to launch in October, also will be available to cable systems at the beginning of next year. USSB already has agreements with several networks owned by Showtime parent company Viacom.

NBC pulling plug on 'The Other Side'

Having stabilized its afternoon lineup leading into local news—with the clearing of *The Maureen O'Boyle Show* and its deal with Warner Bros. for ownership in *Extra*—NBC is turning its attention to the morning lineup after the *Today* show. According to sources, the network has decided to pull the plug on *The Other Side*, which airs at 9-10. The last airdate for the show, which deals with the paranormal, is set for Friday (Oct. 13). As a replacement, the network will air a repeat episode of *Leeza* in the time period, followed by an original episode at 10-11. NBC is developing an hour, infotainment lifestyle magazine show, and expects to have the project ready by January. The untitled project is being produced by Sunbeam Television Corp.'s NBC affiliate WHDH-TV Boston, with senior VP Joel Cheatwood overseeing production. Although the network has been struggling in the morning daypart, it has gotten some encouragement from the recent performance of *Leeza*. In the past two weeks, the show has averaged a 2.2 rating and a 10 share in Nielsen NTI numbers—the highest ratings so far this season. —SC

What's in a name?

USA Networks (the cable programmers) had a word with USA Broadcast Group (the group owner), and the result is a name change for the broadcast group. It now will be known as U.S. Broadcast Group, a source says. USA—oops—U.S. Broadcast Group was formed in August to buy TV and radio stations in midsize markets. Its principals are Robert Fish, Ray Schonbak and Pat Sullivan. A letter from USA Networks' lawyers was all it took to prompt the change, the source says. U.S. owns seven TVs.

More MuchMusic

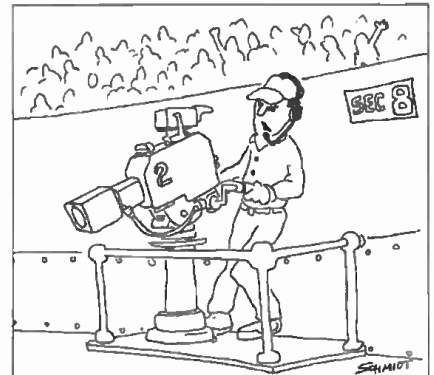
MuchMusic has just signed a deal with number-three multiple system cable operator Continental Cablevision that will give the music video network an additional 250,000 subscribers by year's end.

WASHINGTON

Logistical problems

Scheduling conflicts are clouding the prospects for an open FCC meeting to address the Westinghouse/CBS application. Commissioner Andrew Barrett has called for commissioners to act on the application at a meeting "to open-

ly address" concerns about the transaction. The item will not be ready for the commission's Oct. 12 meeting, but should be ready well before the Nov. 20 meeting, sources say. Barrett and Commissioner James Quello hope to schedule a special meeting before then to take up the application. Sources say that the other commissioners do not object to the idea, but don't know if all five can agree on a date before Nov. 20. "It's very problematic," says one official.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"You want to talk about streaks? This is my 320th consecutive minute without a bathroom break."

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Television's trial

It began and ended with TV cameras tracking the slow progress of a white vehicle containing O.J. Simpson. In between, the trial of the century became the TV news story of the century, sometimes seeming to move just as slowly as that white Bronco, but ultimately changing the way television looks at, and is looked at by, the legal community.

There was renewed criticism of TV for the role it played as ringmaster of the media circus outside the court and for the impact of its presence inside. These are questions worth considering, but those rushing to judge cameras in contempt of court should be overruled by cooler heads. One analyst/attorney pointed out that there was nothing in this trial he had not seen in others, including the vaunted race card, and that he was glad the public was able to see the process.

Warts and all may not be the prettiest view of the legal system, but at least we didn't have to rely on spin doctors for our read on the case. All the spinning was in plain sight.

For more than a year, TV viewers got a weekly diet of Simpson on the networks, cable and in syndication. For cable, particularly, the story became a ratings gold mine and virtual franchise for CNN and Court TV. That coverage turned Marcia Clark, Johnnie Cochran, Lance Ito and even Kato Kaelin into household names. And when the verdict came in, the arrival of a Pope and a major hurricane couldn't compete. It was the single biggest moment in television history, helped by our knowing exactly when the news would break.

The verdict is now history, but the aftermath—the issues of racial division, police misconduct and/or sloppiness, the future of camera coverage of such trials, and perhaps even

future trials if the civil case against Simpson goes forward—will also be the province of television. The answer to the age-old “Where were you when...” question has a uniquely uniform answer this time: “In front of a TV set.”

What the ramifications of the Simpson case will be we have no idea, but ramifications there should be. Too few people came away from this trial feeling very good about the American system of justice. In the long run, that national unease may be television's greatest legacy.

Enigma in a riddle

If the world has OD'd on O.J., so we have almost OD'd on children's television. Yet it won't go away, and it remains the responsibility of serious broadcasters and public servants to get to the end of the line on this issue.

FCC Chairman Reed Hundt, in an open letter to broadcasters (page 87), urges individual broadcasters, programmers and others to make their views known in the children's rulemaking, whose comments are due a week hence. We heartily second that motion, he having seconded ours.

If we could prompt responses to that dialogue, we would say: No old ideas, please; they haven't worked. Forget quantitative guidelines. Don't try to ghettoize the problem, limiting children's TV to a time of the day. If children have a problem with television, or if television is failing the nation's youth, it's all day long and all night long. Follow the lead of the National Academy of Television Arts and Sciences, whose “Creating Critical Viewing” program is making a difference. Keep the government out of it.

Our own experience: There's nobody out there who doesn't care. Everyone's just looking for a way. Someone should bring them together to find it.

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