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The Newsworthy of Television and Radio

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# Broadcasting & Cable

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## TOM MURPHY, BROADCASTER

*Reflections on responsibility and the future*

**Syndication:  
First run running over**

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now they're talking 2**

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# LAZZA

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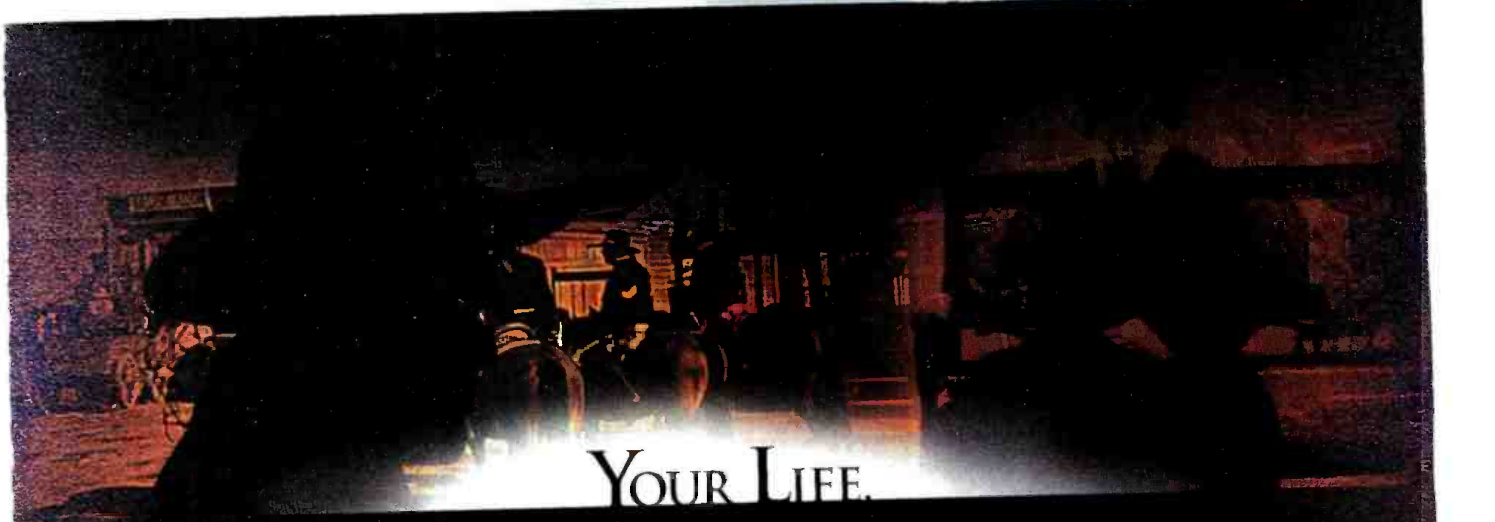
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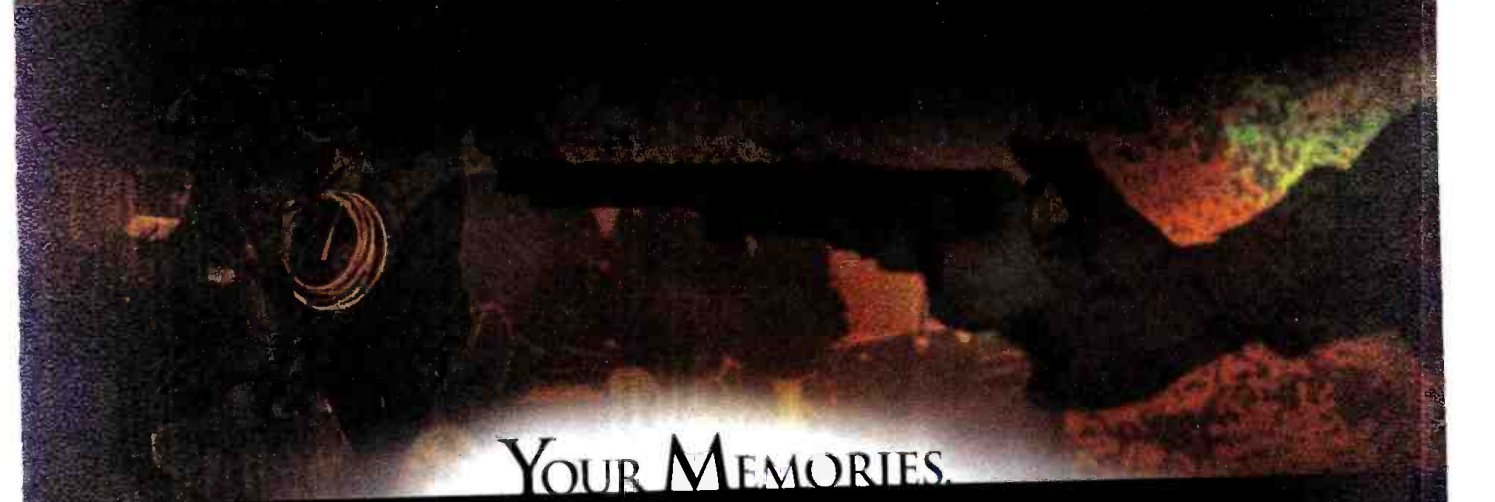
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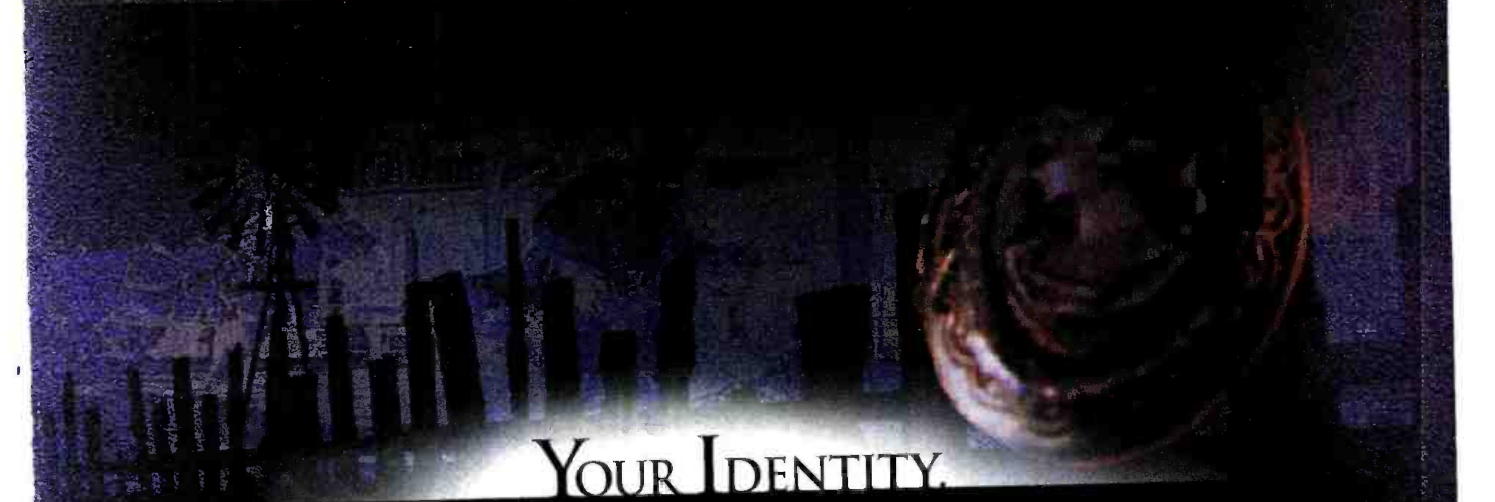
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# Fast Track

Must Reading from  
BROADCASTING & CABLE

November 13, 1995

## TOP OF THE WEEK

**Spectrum in play** Congressional budget-writers last week agreed to direct the FCC to study digital TV broadcasting, including spectrum auctions. / 4

**Group W/CBS team to be named** Peter Lund of CBS/Broadcast Group, Bill Korn of Westinghouse Broadcasting and CBS Entertainment's Leslie Moonves are expected to run the merged Westinghouse/CBS assets. / 6

**Trinity renewal denied** An FCC administrative law judge denied renewal of WHFT Miami, saying Trinity Broadcasting used a minority licenseholder to evade ownership caps. / 8

**FCC squabbles over kids TV** Three FCC commissioners asked Chairman Reed Hundt to take back a request made to the networks for information on children's educational TV. / 32

18 more members were  
inducted into BROADCASTING & CABLE's  
Hall of Fame  
last week. / 20



## BROADCASTING

**Syndicators on a first-run roll** The director of the first "Mad Max" movie will produce and direct a weekly action hour based on the film. Other first-run syndicated series in the works for next fall are MCA's reality strip *Justice* and ITC's *Beach Patrol*. / 50

### Look who's talking now

Tammy Faye Messner—formerly Bakker—gets her own "squeaky-clean" talk hour with Jim J. Bullock. Syndicators have launched two other talkers, one with author John Bradshaw and the other with comedian Teddy Carpenter. / 54



Spumco—the 'Ren & Stimpy' studio—is animating three new projects, including super-porcine 'He Hog.' / 56

## SPECIAL REPORT: Hispanic broadcasting

Hispanic TV network Telemundo is planning to make its most serious run in years at rival Univision. But the gap it must cross is a large one: Univision claims 75% of Hispanic viewers, Nielsen says. Meanwhile, Spanish-language cable networks continue to build cable carriage in the U.S. while developing specialized programming for niche audiences. / 70, 72

## CABLE

**FX won't pull on uniform** Despite Fox's plans to form a cable sports network with TCI, the fourth network has no plans to remake FX as an ESPN. / 82

## TECHNOLOGY

**Digital 'Fever'** Garth Brooks's latest single, "The Fever," was distributed simultaneously to radio stations all over the country via the DG Systems digital network, eliminating the vagaries of mail delivery. / 88

## Telemedia

**Companies unite to integrate** Nortel and Antec have joined to bid against companies including AT&T, Scientific-Atlanta and General Instrument for systems-integration contracts. / 93

**Dialing for games** Interactive Television Network will test its low-tech way to play interactive games, including blackjack and trivia, over TV. The only equipment required of the cable subscriber is a telephone. / 94



### COVER STORY

#### Murphy: Broadcasters' broadcaster

Thomas S. Murphy, chairman/CEO of Capital Cities/ABC, is at the pinnacle of his career, overseeing the dramatic improvement in the company's cable profits and good performance by ABC owned-and-operated stations. Those factors made the difference in the \$19 billion commanded for the company's recent merger with Disney. Murphy praises the companies' coming together, saying, "The people in control really understand the business we're in." *Cover photo*

Thomas Murphy on his plans for CapCities/ABC's merger with Disney: "I plan to take as much in Disney stock as they'll let me." / 48

by Steve Winter/BlackStar / 40

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# Hill leaves FCC door ajar to DTV auctions

*Broadcasters hear warning of plans to shrink second channel, losing HDTV capability*

By Chris McConnell and Christopher Stern

**C**ongress handed broadcasters a setback last Friday by adopting language that leaves them exposed for at least another year to an auction of digital spectrum.

The agreement directs the FCC to study whether TV stations should bid for spectrum rather than receive it free as now proposed. But no second-channel auction can take place unless Congress authorizes a broadcast spectrum sale. Auction supporters say the digital spectrum could be worth as much as \$100 billion.

Under terms of the agreement, the FCC will not award any digital TV licenses until November 1996. The provision worked out last Friday is a partial victory for Senate Commerce Committee Chairman Larry Pressler (R-S.D.), who wanted to delay the allotment of digital TV licenses until Jan. 1, 1998. Pressler originally wanted the study to be conducted with an eye toward auctions and also had favored language that

would have required Congress to revisit the issue before any licenses were awarded.

Broadcast lobbyists were disappointed that Congress did not slam the door on spectrum auctions.

"Broadcasters were rolled," said one observer. But others expressed confidence that Congress would ultimately give TV stations digital channels, regardless of the FCC recommendation.

The action places FCC Chairman Reed Hundt in a position of advantage. Two weeks ago, he told Pressler that his plan for the FCC study had "real merit." The commission already has launched a proceeding to set rules on digital TV implementation.

Word of the compromise language followed a week of worry among



Pressler



Hundt

broadcasters that their digital spectrum might be auctioned or parceled into tiny bits.

Auctions of the digital spectrum "could kill the public's free, universal service as we know it," Association for Maxi-

mum Service Television Chairman Edward Reilly said in opening the association's ATV Update conference.

"The Senate language would snatch defeat from the jaws of victory," Reilly added, urging the audience to get involved in the industry's campaign to secure the second channel.

Broadcasters also are worried that their 6 mhz second channel could be shrinking. Several lobbyists last week reported that Capitol Hill staffers were eyeing smaller spectrum parcels as an alternative to assigning each broadcaster a 6 mhz slice of spectrum.

The alternative—aimed at conserving frequencies—would call for the industry to deliver digital, "standard-definition" pictures over the smaller channels rather than the HDTV programs or multiple streams of SDTV possible over a 6 mhz channel.

Broadcasters and others stressed that channels of less than 6 mhz would foreclose the option of delivering high-definition TV or using the Grand Alliance transmission system. Although the system can deliver several standard TV channels within 6 mhz, it does not work over smaller channels. "Instead, an entirely new transmission system would have to be designed and tested," said Advisory Committee on Advanced Television Service Chairman Richard Wiley.



A new transmission module will cut transmission costs, engineers say.

## Update on ATV

Broadcasters last week got a look at a new transmission technology that engineers say will cut the cost of delivering digital TV.

Discussing the transmission cost issue at last week's ATV Update conference, CBS's Joseph Flaherty showed broadcasters a Westinghouse semiconductor module that will allow digital transmitters to operate at higher temperatures. Engineers say the

amplifier will reduce transmitter costs by cutting down on the number of components needed in a transmitter and the unit's cooling requirements.

"It moves the technology along," said PBS engineer Ed Williams. "It's a welcome addition to bring in a new technology that will permit high efficiency and lower costs."

—CM

**THE PROGRAMING VOID  
THAT PRECEDES  
THE NEWS.**





# It's Lund, Korn, Moonves:



## The top of Group W/CBS

*Management team may be set next week for merged broadcasting operation*

By Steve McClellan

**W**estinghouse Electric is expected to announce as early as next week that CBS/Broadcast Group President Peter Lund, Westinghouse Broadcasting Chairman Bill Korn and CBS Entertainment President Leslie Moonves will form the top tier of executives running the merged Westinghouse/CBS broadcasting assets.

As of deadline last week, Lund's post-merger involvement was seen as a done deal, barring any unforeseen glitches this week. "That's what both Peter and [Westinghouse Electric Chairman] Mike Jordan have told me," reports Ralph Gabbard, president of Gray Communications' broadcasting division and chairman of the CBS affiliate board of advisers. "They both believe it's happening and that they want it to be."

Gabbard met with Jordan, Lund, Moonves and other top CBS executives at an affiliate board meeting several weeks ago in Naples, Fla.

"It seemed that Leslie and Peter had sincere and genuine good relationships with Mike Jordan," says Gabbard.

CBS and Westinghouse spokesmen declined to comment on the company's post-merger plans. But Westinghouse is expected to lay out its strategy for

turning the network around—as well as specific management roles—as soon as the FCC rules on the planned merger—expected as early as Nov. 20 but no later than Dec. 7.

Still unclear are the exact roles and titles to be held by Lund and Korn, and lines of authority and reporting between them and to Jordan. Sources say that is still not resolved. "But unless something very untoward happens [this] week," offers one source, "the organization will contain both Lund and Korn. With them and Moonves and a lot of input from Jordan and his guys—that's the brain trust."

Also playing key roles at the merged company: Jonathan Klein, president of Group W Television, and Dan Mason, president of Group W Radio. Klein is responsible for the Group W TV properties and the four-station CBS/Group W joint venture, which has been up and running since August.

"Unless he drops dead of a heart attack, Klein will get the CBS stations as well," reports one source. The comment was corroborated by other insiders.

On the radio side, Mason would be responsible for the operation of 39 stations now owned by both companies (although it's possible a spin-off or two may be required, depending on how Congress sorts out ownership-

rule changes). Mason likely would take charge of the CBS radio networks as well.

Johnathan Rodgers now runs the CBS owned television station group, and Nancy Widmann runs the network's radio operations. "Whatever you do, don't start firing people in print. It's way too early for that," offers one source close to the situation. "The company will need a lot of managerial expertise."

But clearly, firings and layoffs are top-of-mind for many of the network's employees—especially veterans who were there when Larry Tisch took control of the network a decade ago.

"There will be cuts, absolutely," one CBS manager says of the network's ranks, which now number some 6,000.

Westinghouse and CBS executives told prospective financial lenders last summer that there would be layoffs where there is redundancy. Areas ripe for the knife include accountants and other general office support providers, sources say.

But sources also stress that some areas of the company may be reduced while others expand. Jordan also has pledged to spend money and resources to fix problem areas, including prime time, news, sports and the owned stations. ■

**THE COMPANY WITH  
THE EXPERIENCE  
TO PRODUCE THE  
SHOW TO FILL IT.**





# ALJ denies Trinity renewal in Miami

Grants competing application; decision calls into question status of owner's other stations

By Chris McConnell

**T**rinity Broadcasting of Florida is not qualified to hold a TV broadcast license in Miami, an FCC administrative law judge said last week.

Issuing an initial decision in a challenge to Trinity's Miami television license, Administrative Law Judge Joseph Chachkin denied the company's application to renew the license for WHFT and granted a competing application by Glendale Broadcasting Co. to build a new station on the channel.

The move calls into question the status of the group owner's 10 other TV licenses, three of which have competing applications filed against them. Trinity also owns one AM and one FM. The commission likely will wait for the appeals process to run its course before considering whether or how to apply the Miami decision to Trinity licenses in other markets, an FCC official says.

Those officials could not recall the last example of such a finding, but cited RKO, which was forced to divest

## TRINITY BROADCASTING NETWORK'S 11 STATIONS

11.35% coverage of total U.S. TV households\*

|                                  | Ch. | Market | % cov.* |
|----------------------------------|-----|--------|---------|
| WTBY(TV) Poughkeepsie (New York) | 54  | 1      | 3.493   |
| KTBN-TV Santa Ana (Los Angeles)  | 40  | 2      | 2.566   |
| KDIX-TV Dallas                   | 58  | 8      | .950    |
| WHSB(TV) Monroe, Ga. (Atlanta)   | 63  | 10     | .826    |
| KTBW-TV Tacoma, Wash.            | 20  | 12     | .764    |
| WDLI(TV) Canton (Cleveland)      | 17  | 13     | .757    |
| WHFT(TV) Miami                   | 45  | 16     | .699    |
| KPAZ-TV Phoenix                  | 21  | 17     | .610    |
| KTBO-TV Oklahoma City,           | 14  | 43     | .305    |
| WKOI(TV) Richmond, Ind.          | 43  | 53     | .262    |
| WCLJ(TV) Bloomington, Ind.       | 42  | 109    | .117    |

For calculating coverage of station group, BROADCASTING & CABLE follows lead of FCC ownership rules. As reflected in chart, UHF are credited with covering only half the actual percentage of total TV homes in each market. Rules limit single company to 12 stations and 25% total coverage. (Company at station limit may own interest in two additional stations, if controlled by minorities.) \*National Minority TV also has one station—KNMT-TV Portland, Ore.—that could be affected by the ALJ decision.

Sources: BROADCASTING & CABLE, Nielsen

its stations after a 1980 FCC finding that it was an unfit licensee.

Denying the religious broadcaster's license renewal application in Miami, Chachkin said Trinity had used another licenseeholder, National Minority TV Inc., to evade FCC national ownership rules. The rules limit a company to 12

stations, but that limit is increased to 14 if at least two of them are controlled by minorities.

Chachkin said Trinity exercised de facto control over NMTV and used the company to apply for attributable interests in a 13th and 14th full-power TV station. He also said Trinity used NMTV to make claims on FCC minority preferences in translator and low-power television applications.

"The findings establish that TBN and [Trinity President Paul] Crouch created a 'sham' corporation to take advantage of the minority preference," Chachkin said. "In light of the egregious misconduct...the loss of its license is mandated."

Trinity has a month to appeal the ruling to an FCC review board, a step Trinity attorney Nathaniel Emmons says the company will take.

Trinity contends that NMTV was a legitimate minority-controlled company operating stations under its own control, says Emmons, a lawyer with Washington's Mullin Rhyne Emmons & Topel. Beyond the review board, the company also will be able to appeal the ruling to the full commission and the courts. Trinity will retain the Miami TV license during the process.

The Miami license is one of 11 that Trinity holds, and NMTV holds another license in Portland, Ore. Companies have filed competing applications for Trinity stations in Santa Ana, Calif., Poughkeepsie, N.Y., and Monroe, Ga., as well as NMTV's Portland station. Chachkin held a hearing on the Monroe station but has issued no decision.

Additionally, civil rights groups have petitioned to deny Trinity and NMTV license renewals in Portland, Dallas and Santa Ana. In those petitions, the groups have charged Trinity and NMTV with the same violations cited in the Miami case.

Challengers to Trinity licenses in other markets hope the decision on the Miami license will carry over to Trinity's other TV markets.

But the prospect of waiting for Trinity to exhaust its appeals worries the company's challengers, who say a lengthy appeals process might threaten to hold up the other pending competing applications and renewal challenges. ■

## 'Mad' sells in Second City

Fox stations prove big fans as CTTD locks up more markets

By Cynthia Littleton

**C**olumbia TriStar Television Distribution closed off-network deals for *Mad About You* in nine more markets last week, including Chicago.

Tribune-owned WGN-TV bought the rights to the hit NBC sitcom in Chicago, where CTTD had set a \$65,000 per-week floor price. Officials from both companies declined to comment on the price, but sources say the series went for about \$58,000 per week.

CTTD is offering stations a 3 1/2-year license term for at least 100 episodes of *Mad About You*, available next fall, for cash plus one minute of barter. Based on the sales thus far, license fees for *Mad About You* could climb as high as \$1.5 million per episode.

CTTD's first sale of *Mad About You* went earlier this month to Fox O&O

WNYW-TV New York, and the network's affiliates appear to be equally mad about the romantic comedy.

The series was purchased by Fox affiliates in El Paso, San Antonio, Tex., and Madison, Wis. Fox O&O KTTV-TV is said to be a leading contender in Los Angeles. L.A. station sources say bids have so far been below CTTD's \$100,000 floor price.

Other affiliates scooping up the sitcom last week were the NBC outlets in Salt Lake City and Hartford, Conn., and ABC's KEYT-TV Santa Barbara, Calif. CTTD also signed indies KTVK-TV Phoenix and WTTV-TV Indianapolis.

"We've established a real momentum with the show and we are very pleased with the clearances we're getting," says CTTD President Barry Thurston, noting that NBC's KSL-TV Salt Lake City will be running the series in prime access. ■

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# Stations talk back to talk TV

*Some are threatening to drop programs if they don't clean up their acts*

By Cynthia Littleton

**D**issatisfaction with some of the racy topics on TV talk shows was simmering at the station level long before Washington politicians launched a campaign to end "the parade of pathologies and dysfunctions seen on talk TV."

Dino Corbin, general manager of CBS affiliate KHSL-TV Chico, Calif., says he pulled *Jenny Jones* off the air in the nation's 126th-ranked TV market last month because the show frequently clashed with the standards and values of the community.

"These kinds of talk shows are not what we as broadcasters should represent," he says. "The television industry is capable of so much more, and the public deserves and expects a whole lot more."

Corbin's sentiments are echoed by John Gilbert, VP/GM of NBC affiliate KOAA-TV Colorado Springs. Gilbert has warned Paramount and Warner Bros. that he will pull the plug on *Jenny Jones*, *Carnie* and *Maury Povich* if his concerns aren't addressed by Dec. 31.

A similar warning has been sent to talk show producers by William Bennett, co-director of the nonprofit group Empower America, and Senator Joseph Lieberman (D-Conn.).

Last week, a letter signed by Bennett and Lieberman was sent to the parent companies of major talk show producers asking executives to "take the necessary steps to clean up the programming you are putting on the air." Otherwise, Empower

America plans to orchestrate a protest campaign like the one it waged earlier this year against Time Warner over "gangsta rap."

At press time last Friday there had been no response from the executives contacted, according to Empower America spokeswoman Nicole Giddens. Letters were sent to the heads of Sony Corp., Tribune Co., All American Communications, King World, Time Warner, the Paramount Television Group and Gannett, which is acquiring Multimedia Entertainment.

In a statement, Jim Paratore, president of the Time Warner unit that produces *Jenny Jones*, responded to the moves by KHSL-TV and KOAA-TV: "The concerns of our viewers, our advertisers and our stations are of primary importance to us.... We continue to strive to be responsive and responsible producers."

Station reps say that at least a half-dozen small-market stations also are considering dropping some new and established talkers. But some on the supply side suspect that station offi-



**Talk shows under the gun:** KHSL-TV has pulled *'Jenny Jones'* (above); KOAA-TV is threatening to drop *'Maury Povich'* (r).



cials are grandstanding on a hot-button issue as they prepare to dump low-rated shows.

"These guys are just pounding their chests," says one high-ranking syndication executive who would not speak for attribution. "We're not seeing shows doing a 4 or a 5 getting canceled strictly because of content."

Corbin counters that *Jenny Jones* was averaging "close to a 9" when he opted to risk being sued for breach of contract by yanking the show. Corbin says he has warned Twentieth

Century's days on KHSL-TV also may be numbered.

Others contend that viewers are gradually being turned off by the sensationalistic subject matter. Last summer, ABC affiliate KESQ-TV Palm Springs, Calif., dropped *Sally Jessy Raphael*, *Ricki Lake* and *Donahue*. At the time, station manager Bill Evans said that KESQ-TV was "getting out of the trashy talk business," although he admits the decision had as much to do with ratings as with standards.

*Ricki Lake* was picked up within a few weeks in Palm Springs by KMIR-TV, the NBC affiliate. Station officials say the show has not prompted a major outcry from viewers after running for nearly three months at 4 p.m.

But even in large, urban TV markets, some station officials say they are uneasy with the risqué approach shows often take to attract viewers. "I've never contemplated dropping a talk show over content," says Kevin O'Brien, VP/GM of Fox affiliate KTVU Oakland, which carries *Jenny Jones*, *Jerry Springer* and *Mark Walberg*. "But surely there's got to be a way to attract an audience without giving exposure to every wacko organization and individual in the United States." ■

## Toning down talk

New talk shows in the works for next fall are taking a less sensationalistic tack. For example, Multimedia is pitching *Pat Bullard* as a comedian with "integrity, maturity and values." MGM Television's *The Bradshaw Difference* will be hosted by a best-selling author of self-help books. Twentieth Television's *Donna Willis, M.D.* will focus on health and medical issues. Warner Bros.' *The Maureen O'Boyle Show* has been marketed as an upscale talker suitable for a news lead-in.

"Clearly, there is a movement toward more centered talk programming next year," says Dick Kurlander, vice president/director of programming for the Petry station rep.

—CL



**Maureen O'Boyle's new talk show is one of several being positioned as an alternative to traditional talk shows.**



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## Men 18-34

### #1 Home Improvement 5.5

|   |                    |     |
|---|--------------------|-----|
| 2 | Seinfeld           | 4.6 |
| 3 | Simpsons           | 4.2 |
| 4 | Married w/Children | 3.2 |
| 5 | Fresh Prince       | 2.6 |

## Men 18-49

### #1 Home Improvement 5.0

|   |                    |     |
|---|--------------------|-----|
| 2 | Seinfeld           | 4.1 |
| 3 | Simpsons           | 3.3 |
| 4 | Married w/Children | 2.9 |
| 5 | Wheel of Fortune   | 2.6 |

## Men 25-54

### #1 Home Improvement 5.1

|   |                  |     |
|---|------------------|-----|
| 2 | Seinfeld         | 4.2 |
| 3 | Wheel of Fortune | 3.3 |
| 4 | Jeopardy         | 3.0 |
| 5 | Simpsons         | 2.9 |

## Women 18-34

### #1 Home Improvement 6.1

|   |               |     |
|---|---------------|-----|
| 2 | Oprah Winfrey | 4.9 |
| 2 | Seinfeld      | 4.9 |
| 4 | Simpsons      | 4.6 |
| 5 | Roseanne      | 4.4 |

## Women 18-49

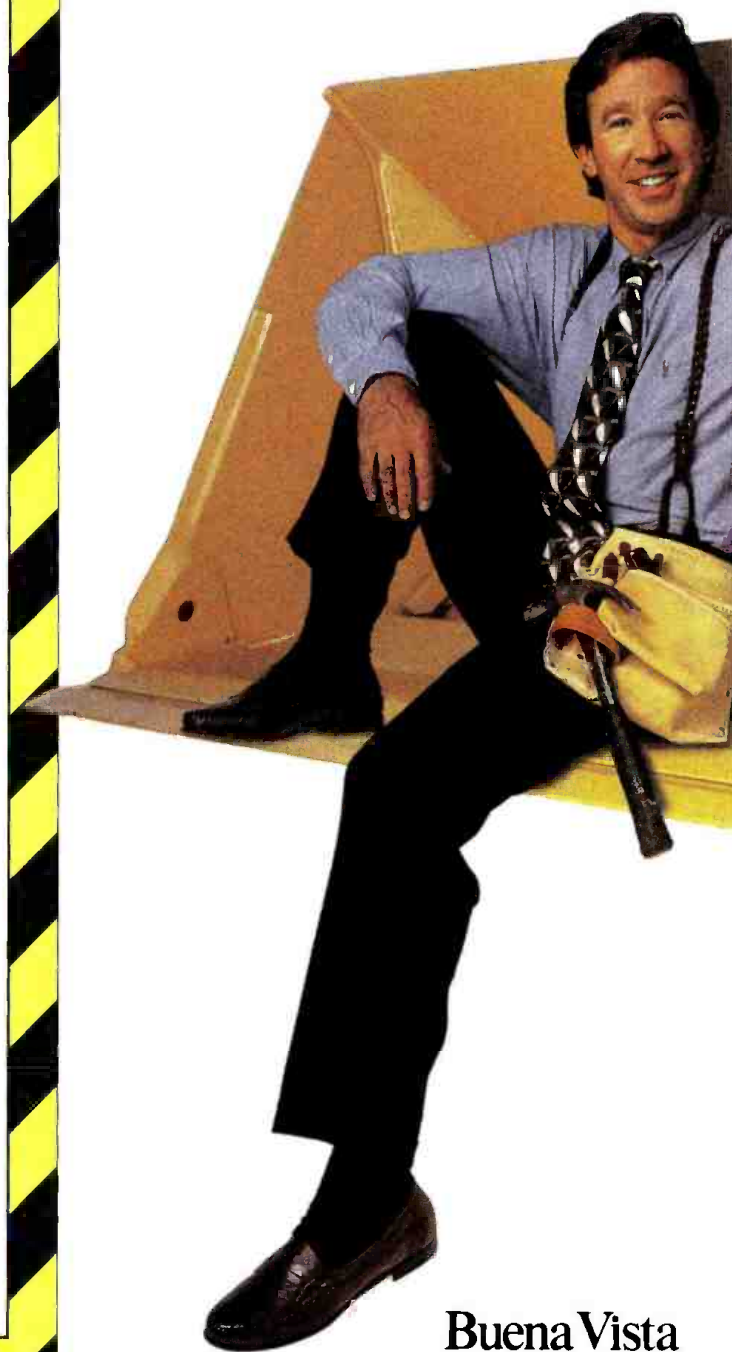
### #1 Home Improvement 5.4

|   |                       |     |
|---|-----------------------|-----|
| 2 | Oprah Winfrey         | 5.2 |
| 3 | Seinfeld              | 4.3 |
| 4 | Wheel of Fortune      | 4.2 |
| 5 | Entertainment Tonight | 4.0 |

## Women 25-54

### #1 Home Improvement 5.3

|   |                       |     |
|---|-----------------------|-----|
| 1 | Oprah Winfrey         | 5.3 |
| 3 | Wheel of Fortune      | 5.2 |
| 4 | Jeopardy              | 4.5 |
| 5 | Entertainment Tonight | 4.4 |



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# CBS, NBC make more prime time moves

'American Gothic,' 'Pursuit of Happiness' killed, 'Due South' returns to prime time lineup

By Steve Coe

**C**BS and NBC made more schedule adjustments last week. Given that networks typically don't like to introduce new series during the holidays, when viewer levels are down and schedules are spotted with holiday programming, the next round of changes may not occur until early 1996.

CBS pulled *American Gothic* from its Friday 10 p.m. slot and replaced it with *Picket Fences* which had been airing at 9 p.m. The network has brought *Diagnosis Murder* off the bench to air at 9 and ordered eight episodes of *Due South*—which ran on CBS last season—for the 8-9 p.m. time period. The latter, produced by Alliance Communications, was not picked up when schedules were announced last May, but production continued on the series because it airs to solid numbers on Canadian television.

*Due South* replaces *Dweebs* and *The Bonnie Hunt Show*, which were pulled from the schedule two weeks ago, the



'Pursuit of Happiness' got pulled by NBC.

latter being canceled and the former put on hiatus midseason. According to speculation, *American Gothic*, which was picked up for the remainder of the season, will move to the Wednesday 10-11 p.m. time slot and replace *Courthouse*, which thus far has not been picked up.

NBC, meanwhile, is pulling *The Pursuit of Happiness* as expected (BROADCASTING & CABLE, Oct. 23).

The first-year show, from the producers of *Frasier*, has been losing a significant portion of its *Frasier* lead-in in the Tuesday 9:30-10 p.m. slot. Taking its place will be *The John Larroquette Show*, which moves from Saturday at 9-9:30. The switch may be in effect only this week (Tuesday, Nov. 14), however, since the network has special sweeps programming covering that time slot for the rest of the month.

NBC is also apparently considering canceling *seaQuest* after its initial 13-episode order is up. The network reportedly is giving serious thought to pulling the sci-fi/action series from the Wednesday lineup and moving *Jag* from Saturday nights to fill the Wednesday 8 p.m. slot.

In new-series pickup news, Fox has given *Party of Five* an order for nine more episodes, leaving only *Strange Luck* awaiting word. NBC gave *Brotherly Love* eight additional episodes and was on the verge of giving *The Home Court* an order for seven or eight more.

The only other NBC shows without a pickup are the just-pulled *Pursuit of Happiness* and *Minor Adjustments*. CBS picked up the back-nine of *Can't Hurry Love* last week, leaving *The Client*, *Courthouse* and *New York News* awaiting word.

Additionally, ABC picked up seven more episodes of both *The Drew Carey Show* and *The Naked Truth*. ■

## Baseball's new TV rights contract

Major League Baseball's new five-year, \$1.7 billion TV rights package (BROADCASTING & CABLE, Nov. 6) combines broadcast networks Fox and NBC with cable networks ESPN and Fox Sports/Liberty Media (although the latter doesn't join the deal until 1997).

The deal replaces The Baseball Network, a two-year cooperative between MLB, ABC and NBC, and it eliminates last year's regional telecasts, returning postseason play to national TV. For the first time, some playoff games will be available only on cable. The 28 MLB teams each expect to earn \$10 million per year from the contract over its five years. The deal breaks down as follows:



### BROADCAST

#### Fox

Price tag: \$575 million

Gets World Series in 1996, 1998, 2000; All-Star Games in 1997, 1999; splits league championships with NBC; five divisional playoff series games each year; weekly regular season *Saturday Game of the Week* starting in June; one-hour show before game, with half-

hour dedicated to kids.

#### NBC

Price tag: \$475 million

Gets World Series in 1997, 1999; All-Star Games in 1996, 1998, 2000; splits league championship series with Fox; three divisional playoff games per year.

### CABLE

#### ESPN

Price tag: \$455 million

Extends current regular season package of Sunday/Wednesday night games to 2000 (\$215 million); gets 6-12 divisional playoff games not shown by Fox or NBC (\$240 million).

#### Fox Sports/ Liberty Media

Price tag: \$172 million

Gets two midweek games for national telecast on Fox's fX network chosen

from Liberty's 15 regional network telecasts; a weekly sports program will precede fX games; Liberty Media (renamed Fox Sports) will carry non-exclusive games on its 15 regional sports networks.

#### Other

Expected revenue from international broadcast and cable rights totals \$118 million. —JM

# House, Senate moving on compromise bill

*First agreement allows telcos to buy cable in small markets*

By Christopher Stern

In the first sign of progress in ongoing talks to reconcile the House and the Senate telecommunications bills, congressional staffers have reached an agreement that would allow telephone companies to buy cable companies in markets with a population of 35,000 or fewer.

The agreement also would allow buyouts in rural markets of 50,000 or fewer where there are no contiguous cable systems, sources say, and would prohibit cable and telcos from owning more than a 10% financial interest in each other. There has been no official announcement on the agreement, since the staff-level talks are taking place behind closed doors.

The agreement is a setback for cable, but is not likely to shake the industry's support for the bill. "I would prefer no limitation, but I would also prefer a bill," said Steve Effros, president, Cable Telecommunications Association. Staffers still are negotiating bigger-ticket items, such as cable rate deregulation and rules for entry into the telephone business.

Also on the table last week was a proposal to extend the current cable rate regulations for 36 months from the date of the bill's enactment. Like the cable/telco buyout provision, any extension of rate regulation beyond the 15 months allowed in the House bill would be seen as a setback for cable.

As news of the agreement leaked out, some Democrats were declaring victory. But some consumer groups still were critical of the provision. The agreement would allow buyouts in 40%-50% of the nation, according to the Consumer Federation of America's Bradley Stillman, telecommunications policy director.

Democrats argued last week that the agreement is the first sign that Republican leadership now understands it cannot ignore the Clinton administration's objections to the bill. Republicans "are in a more aggressive mode to find agreements," said one source familiar with the talks.

Despite the progress on the cable/telco buyout provision and the long hours that staffers are logging around the conference table, few observers expect the negotiations to be completed before the Nov. 15 deadline set by Senate Commerce Committee Chairman Larry Pressler (R-S.D.).

However, participants in the House-Senate negotiations, and the lobbyists who closely track their progress, do not rule out a final agreement by Christmas. Their optimism is based on the idea that budget battles between the White House and Congress will keep everyone in Washington until Dec. 23.

Sources say the conference has not yet focused on media concentration issues—another sore point for the Clin-

ton administration. The White House is particularly concerned about provisions in the House bill that it maintains would virtually end broadcast, cable and newspaper crossownership restrictions.

Broadcast lobbyists have been pushing for a compromise that they say would preserve the House's approach on crossownership rules while addressing the administration's concerns about diversity of voices in the marketplace. As a counterproposal, broadcasters have suggested a change that would allow crossownership as long as at least three separate voices were preserved in the market.

One industry source insisted last week that Senate and House conferees have shown no interest in watering down deregulation of the radio ownership rules. Both the House and the Senate bills eliminate national and local radio ownership caps.

However, other broadcast lobbyists and some Democratic conferees say a compromise may be worked out that would impose some limits on local radio deregulation. ■

## FTC examining Time/TBS merger

The Federal Trade Commission has asked Time Warner and Turner Broadcasting System to supply it with additional information about their proposed \$8 billion merger.

Lawyers close to both companies say they have anticipated the FTC action since the terms of the deal were first filed. One source who has seen the FTC request says the companies will respond in time to close their deal in first quarter 1996.

The request comes on the heels of news that the FTC subpoenaed Comcast and Continental in connection with the merger. Both MSOs have an ownership interest in Turner and oppose the deal, claiming that it gives competitive advantages to Tele-Communications Inc. Also, legal representatives from the United States Telephone Association have met with the FTC to discuss their concerns about the deal. USTA says it does not oppose the deal, but does want Time Warner to sign a consent agreement that lays out how the company will make its programming available.

TCI owns 21% of Turner, and its approval is necessary for the merger to go through. Continental and Comcast were critical of the deal because it allegedly would give TCI a preferred rate on Turner programming for 20 years. Under terms of the deal, TCI would own 9% of the merged company.

Once the companies reply to the request, the FTC has 20 days to either file against the deal in federal court or reach a settlement.

—CSS



Ted Turner and Jerry Levin at the September announcement of their \$8 billion megamerger.



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Back row (from left): Harvey, Bochco, Cornelius. Front row (from left): Caesar, Coca, Quello, Redstone, Laybourne, Rigas

## Broadcasting & Cable Hall of Fame Class of 1995

**B**ROADCASTING & CABLE's fifth annual Hall of Fame dinner saw the induction of 18 more members, honored for their last-  
ing contributions to the Fifth Estate. Sam Donaldson of ABC News was master of ceremonies for the black-tie affair at  
New York's Marriott Marquis hotel.

The class of 1995 comprised radio pioneer Earle C. Anthony\*; Merlin Aylesworth\*, NBC's first president; pioneer disk  
jockey Martin Block\*; television writer/producer Steven Bochco; actor Raymond Burr\*; television's pioneering comedy team  
of Sid Caesar and Imogene Coca; *Soul Train* producer Don Cornelius; former president of WSM Inc. John H. DeWitt Jr.; long-  
time ABC Radio commentator Paul Harvey; ABC News anchor Peter Jennings; Nickelodeon President Geraldine Laybourne;  
FCC Commissioner James Quello; Viacom Chairman Sumner Redstone; cable system pioneer John Rigas; singer/entertainer  
Dinah Shore\*; Pacific Northwest radio-TV pioneer Bill Smullin\*, and the first head of CBS News, Paul White\*.

This year's Hall of Fame inductees bring the honor roll to 137.

\*Posthumous



Hall of Fame honorees and industry notables mingled at a reception before the dinner and ceremony. Among them (l-r):  
MCA Television Group's Greg Meidel, Hall of Fame member Kay Koplovitz, Bochco, Television Bureau of Advertising's Ave  
Butensky, Veronis Suhler's Gene Jankowski and CBS's Peter Lund.

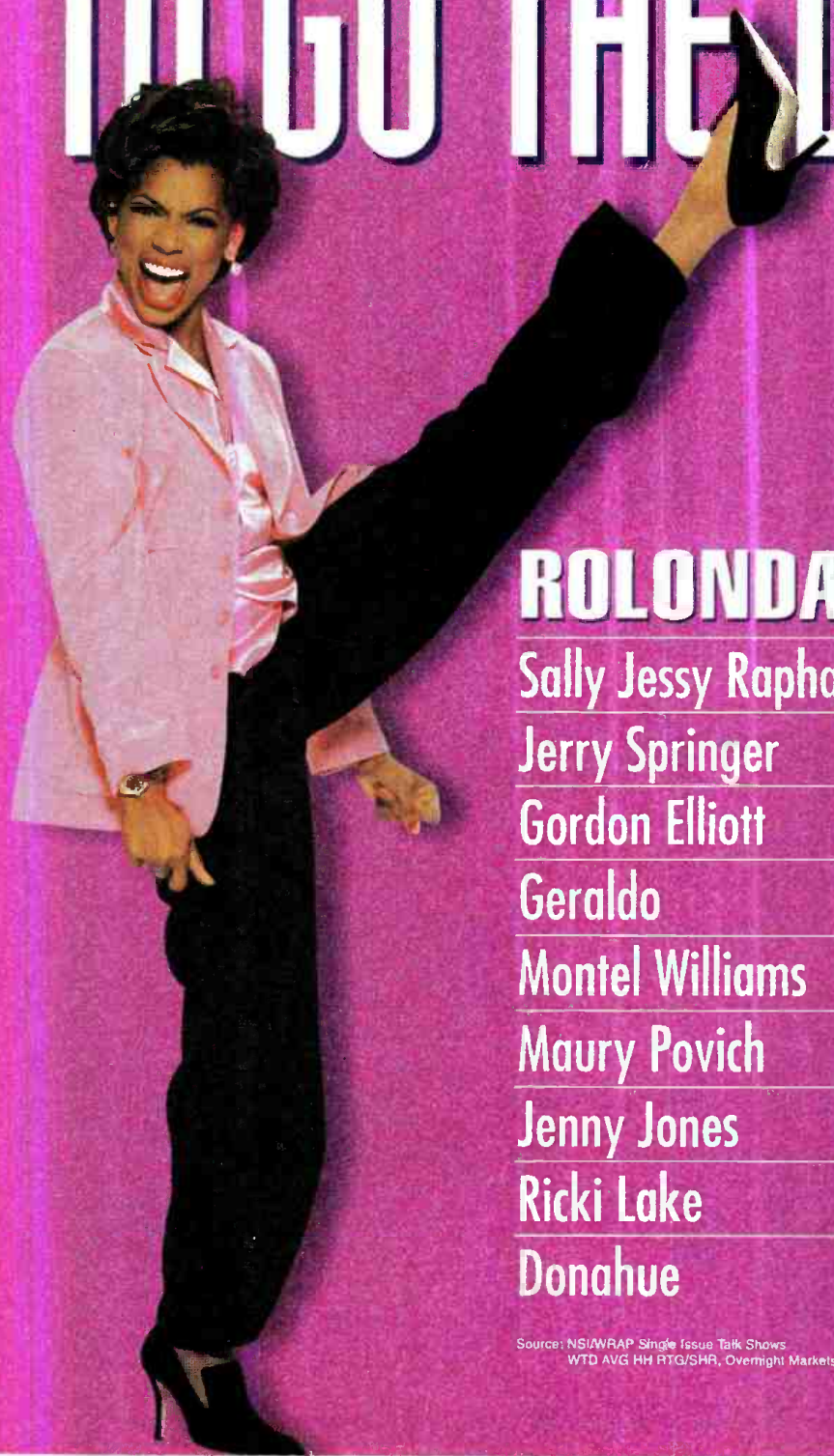


# AS THE FRESHMEN TALKERS ARE FLUNKING OUT...

| PROGRAM      | TIME PERIOD<br>OCT '94<br>RTG/SHR | PROG. AVG.<br>OCT '95<br>RTG/SHR | % CHANGE |
|--------------|-----------------------------------|----------------------------------|----------|
| Carnie       | 3.3/12                            | 2.4/9                            | -27/-25  |
| Danny!       | 2.2/8                             | 1.6/6                            | -27/-25  |
| Gabrielle    | 1.9/7                             | 1.4/5                            | -26/-29  |
| Mark Walberg | 2.1/8                             | 1.4/5                            | -33/-38  |
| Richard Bey  | 2.0/6                             | 1.8/5                            | -10/-17  |
| Tempestt     | 2.1/7                             | 1.8/6                            | -14/-14  |



# ROLONDA'S GOT THE TO GO THE DISTANCE



|                     | TIME PERIOD<br>OCT '94<br>RTG/SHR | PROG. AVG.<br>OCT '95<br>RTG/SHR |
|---------------------|-----------------------------------|----------------------------------|
| <b>ROLONDA</b>      | 2.1/10                            | 2.3/11                           |
| Sally Jessy Raphael | 4.0/14                            | 4.1/14                           |
| Jerry Springer      | 3.8/13                            | 3.7/12                           |
| Gordon Elliott      | 2.0/8                             | 1.9/7                            |
| Geraldo             | 3.2/11                            | 3.0/11                           |
| Montel Williams     | 4.0/11                            | 3.7/10                           |
| Maury Povich        | 4.2/15                            | 3.8/14                           |
| Jenny Jones         | 4.2/15                            | 3.6/13                           |
| Ricki Lake          | 4.9/13                            | 3.9/10                           |
| Donahue             | 3.4/14                            | 2.6/10                           |

Source: NSI/WRAP Single Issue Talk Shows  
WTD AVG HH RTG/SHR, Overnight Markets



E LEGS  
E!

% CHANGE

**+10/+10**

+3/Flat

-3/-8

-5/-13

-6/Flat

-8/-9

-10/-7

-14/-13

-20/-23

-24/-29

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—Sid Caesar

*"I love you more than I can say."*

—Imogene Coca

*"It's a special pleasure to share my evening with Gerry Layborne. She's a star in her own right and her energy and her enthusiasm and her talent are symbolic of the Viacom management team that I am so fortunate to be a part of. The people here tonight owe their success to the strength and contributions of colleagues and associates."*

—Sumner Redstone



## Broadcasting & Cable Hall of Fame Class of 1995

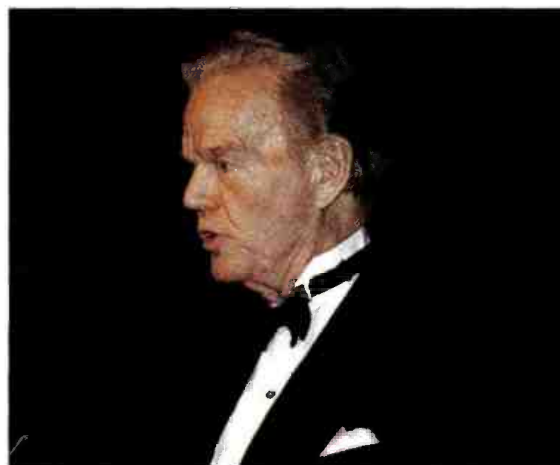


*"I accept this great honor on behalf of Nickelodeon. Frankly, when I entered this industry 15 years ago, I never imagined that we could actually do what we set out to—transform the landscape of children's television and do it in a way that was good for kids and good for business. I'm darn proud of that."*

—Geraldine Laybourne (with BROADCASTING & CABLE Editor Don West)

*"Good evening Americans. When it all began at the age of 14 at KVOO in Tulsa, with mixed feelings once in a while I would encounter somebody else in conversation and overhear: 'That Paul Harvey, he sounds pretty good for his age.' Recently, again with mixed feelings, I've been hearing the same thing. There were a lot of WKRP's between then and now."*

—Paul Harvey.





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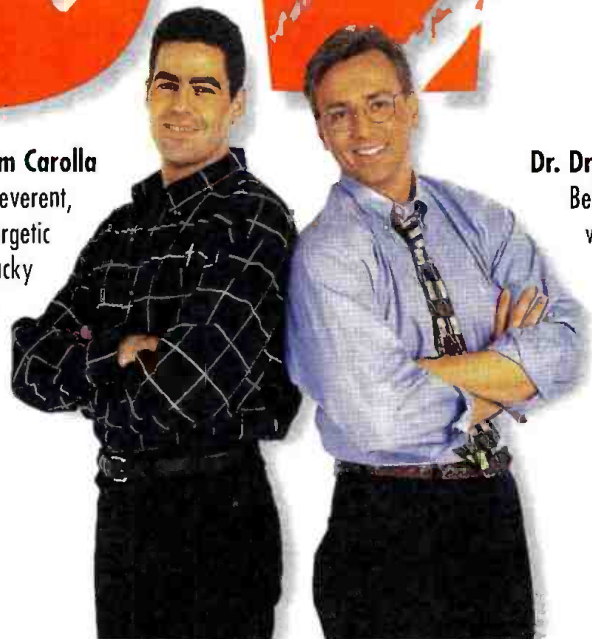
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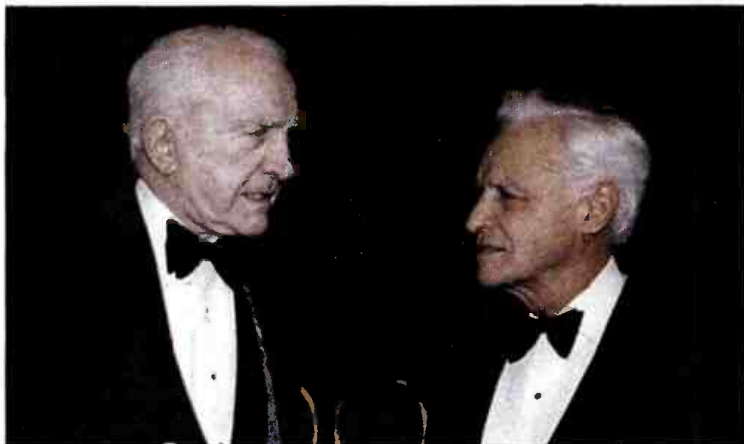
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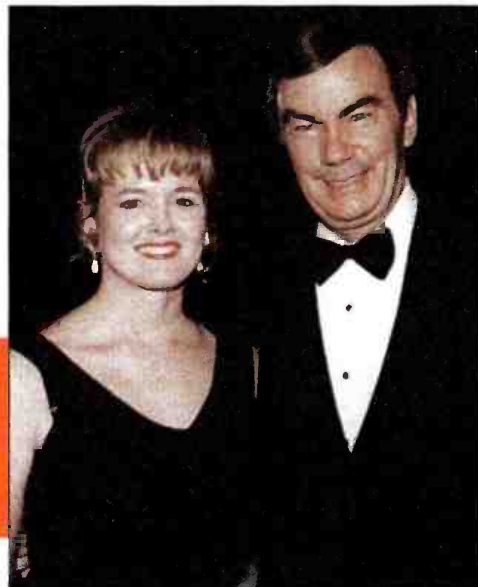
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"I was one of those people that was at the right place at the right time. I can't help but at this time reflect on the little person that gave me that first loan, the Greek community that pitched in to help me buy the Coudersport Theater that led me to cable TV, to all the little bankers and now the large financing people, the investors that have had confidence in Adelphia and John Rigas, and to all of my employes that have sweated and given of their talents so I could move ahead with the company. Without their efforts, I wouldn't be here."—John Rigas (right)

"Heartfelt thanks for the most prestigious and memorable of what I humorously call my pre-posthumous awards. As a fugitive from the actuarial table of averages I especially appreciate receiving this distinctive honor while I'm here and able to enjoy your company. I have to give special thanks to my very loyal FCC staff and legal assistants. There's one not so distant relative who also merits an award, my wife Mary. We were married over 58 years ago and I've been lucky in all these years she's never filed a petition to deny the license."—James Quello (above, left)



BROADCASTING & CABLE Publisher Peggy Conlon with ABC's Sam Donaldson, the evening's emcee.

## Broadcasting & Cable Hall of Fame Class of 1995



"The television business, sadly, often enough doesn't live up to either its promise or its responsibilities. To the degree that's true, I'm nevertheless struck by the fact that against all odds, television has managed to produce—within its frequently dreary and overstuffed body of work—a lean but muscular volume of entertainment. And to be recognized for making a small contribution to that volume is an honor I'll always be grateful for."—Steven Bochco



"I can't really express what a thrill it is to receive this recognition along with and on the same night as such masters of invention and creativity. If you look at the previous list of inductees in the BROADCASTING & CABLE Hall of Fame, the list is just as awesome. It's great that it comes in a year when we are celebrating our 25th season of Soul Train and I'd be remiss if I didn't mention the good people at Tribune Broadcasting, for they have made the last 10 years of this run possible."—Don Cornelius

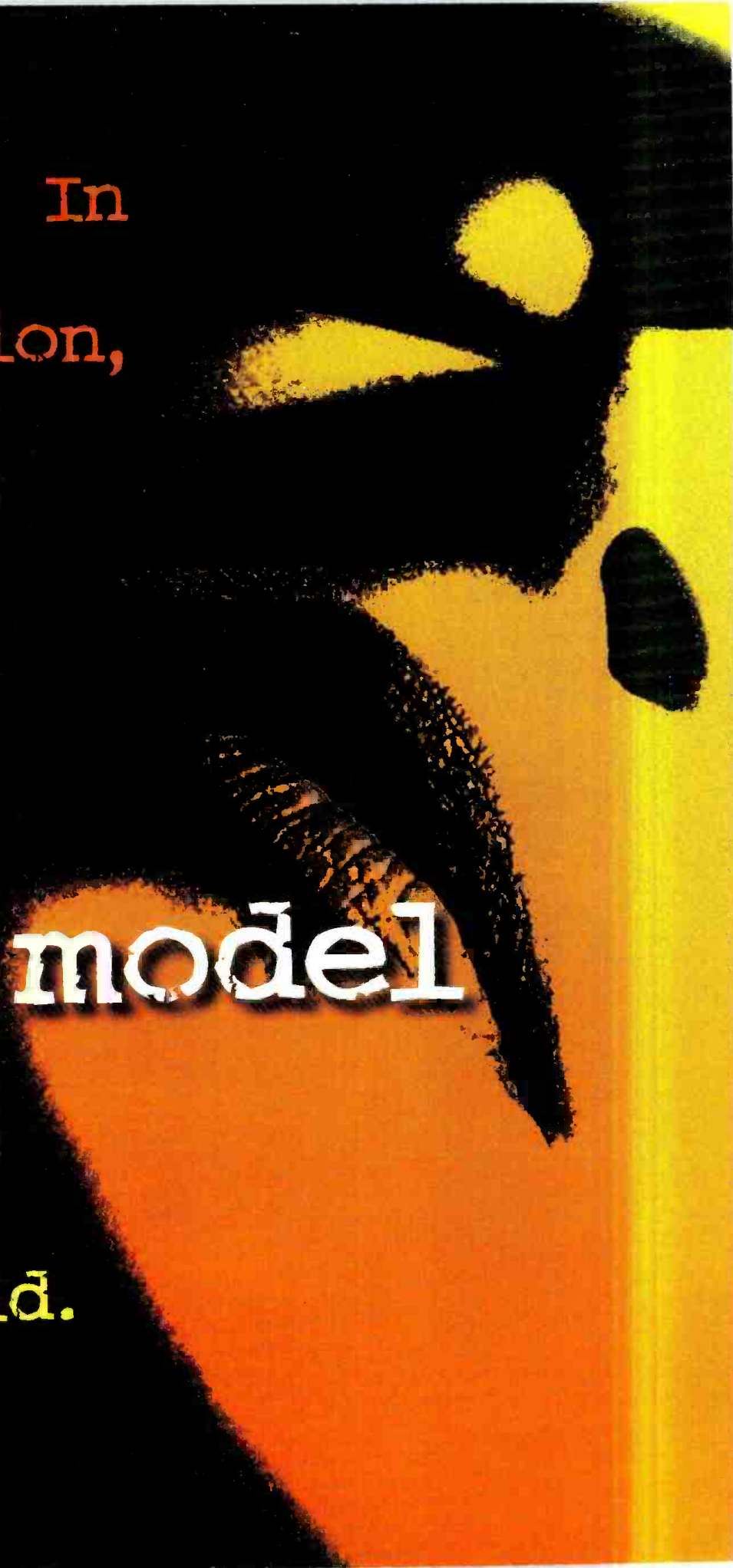
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hot model

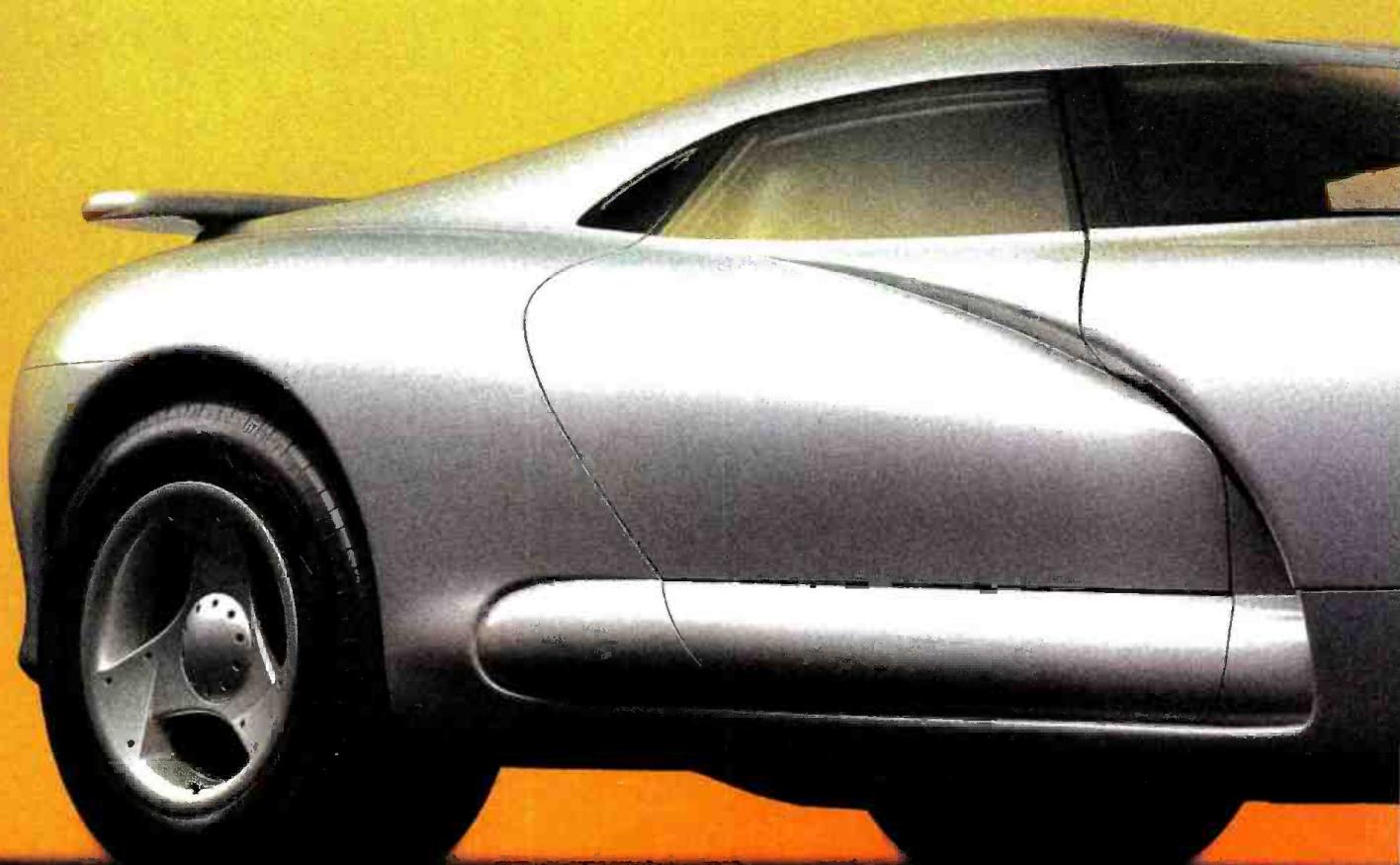
to drive

men wild.





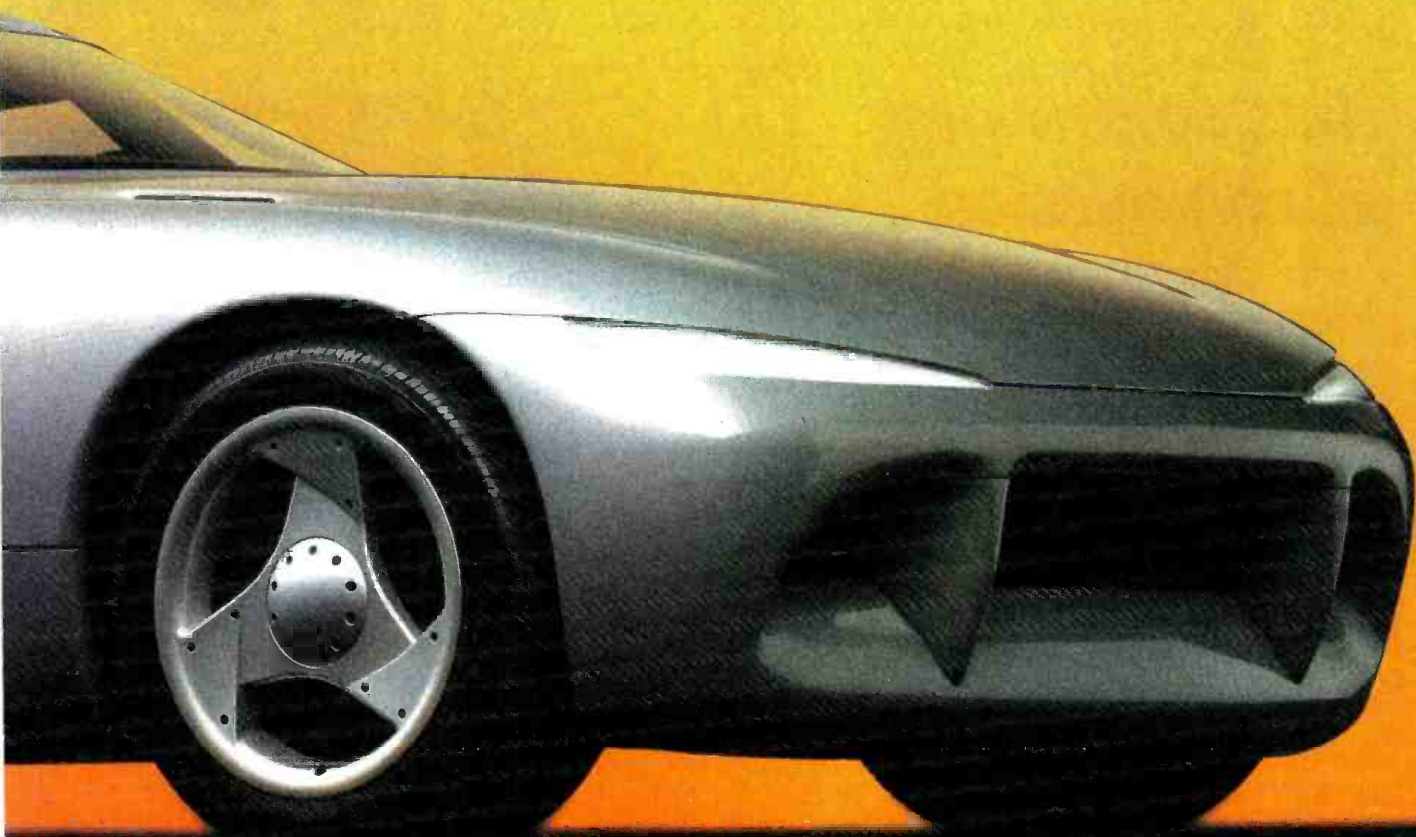
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# Deadline nears for competing applicants

*Radio competitors have until Dec. 15 to settle differences and make deals*

By Chris McConnell

**R**adio license applicants are hoping to pick up the pace on settling competing claims on new stations before Dec. 15.

The applicants have until then to take advantage of an FCC waiver aimed at clearing a path to such deals, but so far only one settlement proposal has found its way to the commission since the FCC instituted its waiver.

"I've not seen a whole lot of activity," says Washington lawyer John Pelkey, who represents some of the roughly 600 applicants seeking a radio construction permit. "It's almost like we're playing a game of chicken."

The applicants are after about 160 new licenses for commercial stations. The competing applications have been stuck at the FCC since a 1993 decision by the U.S. Court of Appeals in Wash-

ington threw out the criteria the commission was using to select license winners from competing applications.

Seeking to set an alternate path for moving the applications, the commission in September waived rules that limit the payments applicants can make to others to drop competing applications. The commission hopes the waiver also will help parties reach agreements in pending applications for new TV licenses (BROADCASTING & CABLE, Nov. 6).

Onlookers say the window could provide the last opportunity to secure the licenses before Congress puts them on the auction block. Pending Senate language calls for auctioning the new station applications.

"The train is leaving the station," says Gary Smithwick, who represents applicants for some 27 new radio station licenses. But Smithwick and others say they expect more activity as the

December deadline nears. Smithwick says that some of the applicants he represents are nearing agreements. "There's a bunch of them in the hopper," says Harry Cole, who also represents station applicants. Cole has asked the FCC to have administrative law judges eliminate applicants not meeting the licenseholder qualifications before the other applicants begin their negotiations: "The idea is to weed out [unqualified applicants] now."

Once any settlements reach the commission, officials will have to invite petitions to deny the applicants if they decide to accept a settlement proposal.

Pelkey voices concerns about reaching settlements if the applicants wait much longer to start negotiations. He says some of the licenses with multiple applicants could require weeks to settle. "I'm getting concerned about the logistics," Pelkey says. ■

## Kids controversy at commission

*Barrett, Chong and Quello object to information requests sent to networks and affiliates*

By Chris McConnell

**C**hildren's TV data has sparked a new squabble among FCC commissioners.

Three of them last week asked FCC Chairman Reed Hundt to take back a request for information on children's educational TV that the FCC's Mass Media Bureau made of the three networks last month. In a memo to Hundt, commissioners Andrew Barrett, Rachelle Chong and James Quello said the letters and other information requests were sent without their knowledge or approval.

The Oct. 26 letters, sent to each network affiliate group as well as the networks, asked that the networks prepare children's TV surveys of their affiliates similar to one submitted to the FCC last month by Fox (BROADCASTING & CABLE, Oct. 30). A series of Oct. 25 letters also asked the National Association of Broadcasters, Association of

Independent Television Stations (INTV) and University of California-Santa Barbara professor Dale Kunkel to supplement children's TV data they submitted earlier to the FCC.

"We are unaware of any other information request of such an extensive nature being made without, at minimum, the informal consent of a majority of this commission," the three commissioners told Hundt.

They said the request of the networks could burden the broadcasters and delay the FCC's children's TV proceeding. The commissioners also said the request violates the Paperwork Reduction Act. They asked that the letters to the networks "be withdrawn immediately" and that commissioners have the opportunity to add questions to the letters sent to Kunkel, NAB and INTV.



Commissioners Quello (l), Barrett (second from right) and Chong (r) asked Chairman Hundt (second from left) to revoke a commission request for kids TV information.

Commissioner Susan Ness did not sign the memo, instead electing to send her own to Hundt. Ness voiced support for the goal of gathering the additional data, but objected to not being consulted about the request: "A still useful but less controversial information request might have resulted from constructive, collegial discussions."

The commissioners discovered the letters when they were circulated among commission offices after they had been sent, FCC sources say.

A high-ranking FCC official countered the complaints, saying that the commission's work would bog down if the bureaus consulted each commissioner before sending out an informa-

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tion request. "It isn't a secret," the official said of the information-gathering effort, adding that the FCC received no complaints from the networks about the request.

Industry sources say the networks still are considering how they will respond. Several agree the task would require time and effort: "It's not something that merely requires some buttons be pushed," says one source. Others point to the difficulty of getting affiliates to respond to a survey. "You can only go to the well so many times," adds another onlooker.

FCC sources say the networks do not have to respond if they do not want to. But the commission is not planning to recall the request. "We want the information," an official says.

Commissioners Barrett, Chong and Quello said the information requested of the networks might duplicate information in the NAB survey. Mass Media Bureau Chief Roy Stewart and FCC General Counsel William Kennard countered that surveys similar to the Fox study would "provide a clearer base for comparing children's programming performance across different

networks."

Stewart and Kennard defended the information gathering in a memo last week to the other commissioners. The two responded for Hundt, who was out of the country. Stewart and Kennard contended that the request was consistent with the spirit of the Paperwork Reduction Act, and said that the bureau would publish the letters in the *Federal Register* to "cure any objections" based on the act. They also said they welcome any suggestions to supplement the information requests sent to NAB, INTV and Kunkel. ■

## FCC wants to waive rate rules for Dover

*It asks for comments on temporarily changing policy during VDT test*

By Chris McConnell

**B**ell Atlantic's video dialtone trial in Dover Township, N.J., could trigger another trial in deregulating cable rates.

The FCC last week proposed temporarily waiving rate-regulation rules in Dover Township once Bell Atlantic fires up its fiber-to-the-curb dialtone system in the area. The proposal would lift regulation of the cable programming service tier. The FCC also invited comment on whether the local franchising authorities in Dover Township should be allowed to waive rate regulation on the basic tier.

"Provision of video programming by multiple independent programmers over

a permanent VDT system...will insure that the rates the operators charge for cable programming services will not be unreasonable," the commission said in its proposal.

Bell Atlantic plans to launch a 384-channel service in the area that, over three years, will reach 38,000 homes. The company hopes to start later this year with a trial service that will reach 200 volunteers. Commercial deployment is slated for the first quarter of next year.

The FCC proposed lifting the cable rate rules upon initiation of the VDT service in Dover Township and then revisiting the waiver after two years. Issuing the proposal, the commission cited plans of Rainbow Holdings to

offer 192 channels over the Bell Atlantic system and FutureVision's plans to offer 96 channels.

The waiver would affect rates charged by Adelphia Communications' Clear TV Cable system and Cablevision Systems Corp.'s Cablevision of Monmouth system.

"We applaud the FCC's proposal as the first step toward pricing flexibility," a Cablevision spokesman says of the plan.

Other cable industry observers voice similar approval, citing pending legislation that would lift rate regulation once the FCC authorized telephone companies to enter the video market.

"This could be very relevant to implementing the legislation," says Washington cable lawyer John Seiver. Seiver points to a difference between the commission's proposal to waive the rate rules once the service starts and current House language that would lift the regulation once a service was authorized.

Washington lawyer Frank Lloyd says that the proposal could offer the commission a chance to experiment with deregulating cable rates on a case-by-case basis in case Congress does not approve new rules. "The commission wants to test the waters," Lloyd says.

Others hope the commission will take similar action as telcos offer competing video systems in cabled areas. "The logic behind the proposed waivers would apply equally," one source says.

Bell Atlantic is less enthusiastic about the proposal, maintaining that it

### Fox moves to Continental Cablevision



Fox

Continental Cablevision has signed Brenda Fox to head its new Washington office, which is scheduled to open in January. Fox, who was named vice president, federal relations, will leave the Washington-based law firm Dow, Lohnes & Albertson. Before 1992 Fox was with the National Cable Television Association, where she served as general counsel and vice president for special policy projects. Robert Sachs, Continental's senior vice president for corporate and legal affairs, said that the company wants a stronger voice in Washington as the rules for cable's entry into telephony are hammered out. Continental became the nation's third-largest cable operator this year when it acquired 800,000 subscribers from the Providence Journal's Colony Communications.

—CSS

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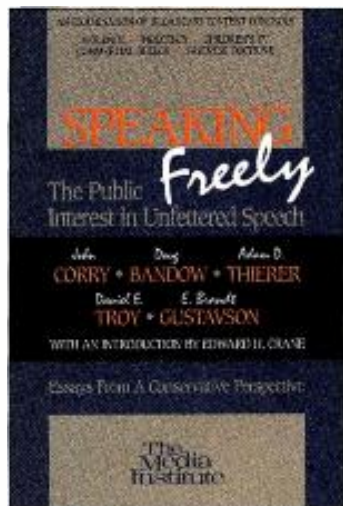
still will be subject to FCC common carrier rules, unlike its two cable competitors in New Jersey. A spokeswoman says the telco might have to wait more than a month to adjust

rates, while the cable companies could raise and lower their prices at will.

Cable executives counter that the programmers on the Bell Atlantic sys-

tem, and not Bell Atlantic, will be the ones competing with cable. A commission official says the FCC will examine the issue when it receives comments on the proposal, which are due Dec. 13. ■

**The Washington Legal Foundation** says FCC Chairman Reed Hundt has auction fever and should recuse himself from the pending decision to sell spectrum for mobile radio. "Chairman Hundt is so biased in these proceedings in favor of competitive bidding that he has an unalterably closed mind on the subject," writes WLF. The FCC is considering whether it should dispense the licenses by auction, lottery or comparative hearings. WLF supports lotteries for the four nationwide noncommercial licenses yet to be awarded and contends that the four remaining nationwide licenses should be awarded by lottery, since almost 3,800 regional licenses for the 220-222 mhz service were awarded by random selection. WLF's petition quotes Hundt's statement at a July 28 public meeting, noting that he sees some promise in comparative hearings. "We could hold a comparative hearing in which we said we're going to compare the applications on the following basis: the one who wants to give us the most money wins the hearing," said Hundt. "Chairman Hundt's prejudgment in this particular proceeding is no laughing matter," writes WLF.



**The Media Institute**, Washington's conservative First Amendment think tank, has published a book of essays on freedom of speech. "Speaking Freely, the Public Interest in Unfettered Speech" is a collection of five essays that tackles issues central to broadcasters, including TV violence, indecency, children's television, commercial speech and the fairness doctrine. The essays generally oppose any limitation on content

regulation as an intrusion of the federal bureaucracy on broadcast commerce and free speech. In his essay on TV violence, *The American Spectator's* John Corry writes: "The First Amendment says government may not interfere with speech, and the meaning of its opening words—'Congress shall make no law'—is unmistakable." The essays can be equally adamant on the issue of public interest. "Conservatives," writes the Heritage Foundation's Adam Thierer in an essay on children's programing, "...should reject the public interest paradigm of broadcast regulation on the simple grounds that it does not satisfy

basic legal requirements of what they would consider 'good' government."

**WNRW(TV) Winston Salem, N.C., was hit with a \$15,000 fine** last week for allegedly violating the FCC's equal employment opportunity rules. The



notice of apparent liability stems from a settlement between the station's owner, ACT III Broadcasting, and the NAACP. Although the FCC found no evidence of discrimination, it did find that the station failed to keep adequate recruitment records. As part of the settlement, the NAACP agreed to drop its petition to deny the station's renewal application.

**Pacific Telesis is lobbying Congress to modify its cable/wireless cable crossown-**

**ership restrictions.** The telco, which invested \$175 million in Cross Country Wireless last April, wants the ban lifted in markets where there are two or more wired cable providers. Neither the House's nor the Senate's telecommunications bill addresses the issue. The National Cable Television Association already has cited the crossownership ban in its effort to block telcos from providing multichannel programing over microwave frequencies. Referring to the wireless cable/cable crossownership ban, NCTA has urged the FCC to block Bell Atlantic from building wireless cable systems in the same markets in which it plans to launch video dialtone networks.

**Washington lawyer Michael Gardner had a lot to be proud of** at this year's World Radio Communications Conference in Geneva. Among the participants were



almost 100 alumni of the United States Telecommunications Training Institute, which Gardner founded in 1982. USTTI provides U.S. training for foreign communications professionals. Gardner (center, in pink tie) reports that 27 USTTI graduates either headed or were vice chairs of their developing countries' delegations. ■

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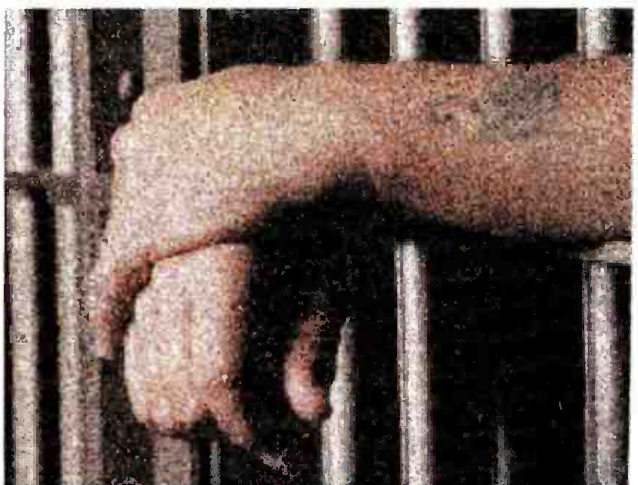
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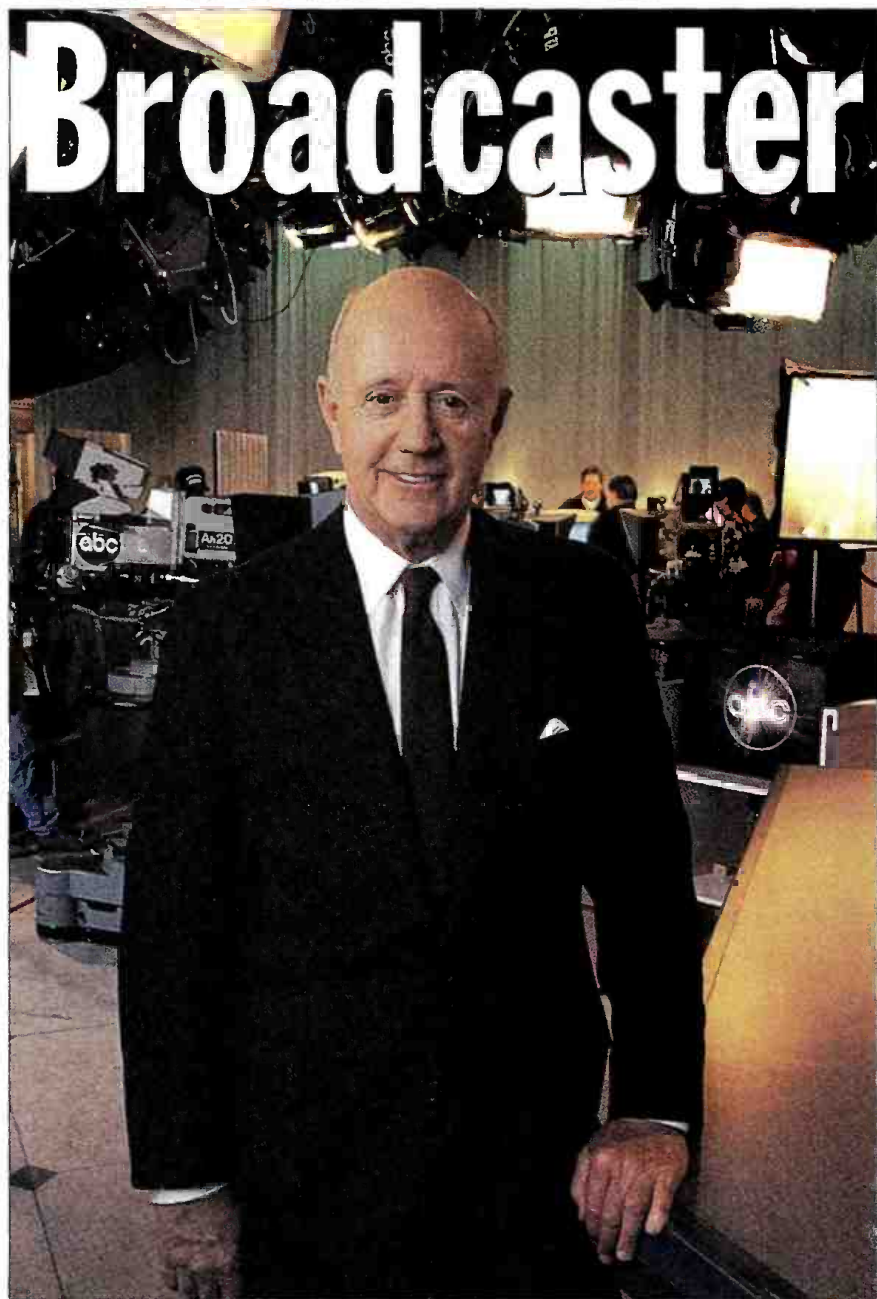
Half-Hour First Run Strip Available Fall 1996  
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# Broadcaster's Broadcaster



*Thomas S. Murphy has always stood tall among his broadcasting colleagues, and never more than now, at the pinnacle of his career. The chairman and chief executive officer of Capital Cities/ABC Inc. epitomizes the broadcaster as public trustee, and has found the pursuit of that goal no barrier to fortune as well. The CapCities/ABC he has headed since 1986 is preeminent among broadcasting/cable organizations and has just effected a \$19 billion merger with the Walt Disney organization. In this interview with BROADCASTING & CABLE Editor Don West, Murphy talks about the responsible approach to a broadcaster's programming obligations and offers an insightful analysis of the Fifth Estate's future.*

**W**e wanted to talk to you about being a broadcaster. Looking back at this stage of your career, it's obvious that you've become the consummate broadcaster. I hope you're not the last of the breed.

I'm certainly not the last, nor the best.

Well, it's an evolving situation. We're particularly concerned about the responsibility that goes with being a broadcaster. What does that mean to you?

The way I was brought up in the business, the first thing we discussed when we went to the office every day was whether what we were doing was living up to our responsibilities as a broadcaster to our community. And then, after you figured out that you were doing everything you should in that area, you paid attention about what you could do to knock the brains out of the competition, which is what most people do most of the time.

Something wonderful comes with that. It makes people

feel that what they do is something special, that they have a responsibility to be concerned with the welfare of their community. That's the commitment that's at the head of our annual report. It was written by Frank Smith, the founder of CapCities, who said our responsibility was to do the best job we could for our community, for our employees and then for our stockholders.

And so I always thought, and I still think, that being a broadcaster is something special. It's a great privilege to be a broadcaster.

You know, I regretted it when the FCC changed the rule that said you had to operate a broadcast property for three years before selling it again. It was commented that we could sell stations like refrigerators. I don't think that's the right way, to sell stations for short-term, quick profit.

#### **Do you think you need government regulation to help?**

Well, certainly some rule like the three-year rule is an indication that you do have a special responsibility, which I think you do.

#### **Have you continued the Frank Smith practices at CapCities/ABC?**

Absolutely. I give a talk every year about the philosophy of the company, and I'm really dead serious about it. That in effect we have the right kind of place to work and to grow and prosper, and that you can make mistakes but only honest mistakes. There's no second chance if you discredit yourself and your company with unethical or dishonest actions or activities. And that's the way we run the company.

#### **One of the problems that FCC Chairman Reed Hundt is having right now is trying to square the public trustee concept with the marketplace philosophy. He thinks that if broadcasters are not public trustees, then they might as well be required to buy their spectrum. Which way do you want to go?**

Well, as far as the new spectrum is concerned, it's the FCC that wants us to move from one to the other because they think it's good for the American public. From our point of view, we're delighted to try that, but at the outset there will be only great cost for us, with no commensurate returns. You're talking about something—high-definition and digital television—that's going to take years to develop. But that's what they think is in the public interest.

We do have responsibilities to do a good job for the public, and you're right that we have to be sure as broadcasters that we deliver on that. Otherwise the government does step in. But as far as having to be ordered by a transfer of control from Capital Cities to Disney about how many hours of children's educational programming we have, this certainly is not the right place to do it. If the FCC wants to do something like that, it should be something it does to everybody. By rulemaking.

By the way, I think our record's quite clear on that and, moreover, it's good on the matter of children's programming. And when you think about it, it's almost surprising that they'd be asking us to do something with Disney as the buyer, with that company's reputation for children's programming. On top of that, unrelated to anything else, we've just announced a five-year partnership with Jim Henson Productions to produce TV programming, including children's programming. That's a deal that's been in the works for some time; those things just don't happen that quickly. I think our

record in that area is pretty good.

#### **What do you think about the broadcasting industry's record in general, on children's and violence and things like that—the things that so concern Congressman Markey [Edward, D-Mass.] that he wants a V-chip.**

Markey wants the V-chip because it's a way to help parents. And at first blush you say, well, what's wrong with that? The trouble is it's the government telling us what to do, putting regulations and ratings on shows.

Take a look at prime time. You tell me where there's any violence on the ABC television network prime time schedule. Wherever there is, we hope it's meaningful in the drama. And we put parental advisories on all those. Usually it's something like a "Rambo" movie on Sunday night at 9. And any professional in this business should know that all those shows are edited for violence. We do not run the original "Rambo." We take out anything that we think is extraneous in that area.

*NYPD Blue* is the other one on which we put a parental advisory. That's primarily for language; it isn't for violence. There may have been a violent act committed, but no one shows the violent act. We just talk about catching the guys who committed it.

But what we worry about is not just the V-chip. It's the S-chip and all the other chips that will be coming after it. I agree with your position on that.

I really admire your position on the First Amendment, and I agree that with it goes the responsibility that broadcasters deliver. I hope we deliver.

#### **I think there's more evidence or certainly concern about sex during prime time than there is about violence. Although Markey won't give you an inch on that.**

No, because he wants to get his V-chip. I guarantee you, he'll shift from V to S as soon as the first V gets in.

#### **Well, what is the future likely to be for broadcast television?**

There's more and more competition. It's a fact of life. And as you know very well, we're competing with ourselves with off-network programming on a lot of these cable channels.

You have so many more choices than you had before. ESPN takes [some] of the men, MTV takes the children, Nickelodeon takes the children, our own Lifetime takes the women, CNN—when there's a breaking news story—eats into our news shows. But, as you know, on a regular basis CNN's ratings are very low when there's not much going on.

But we're still the only game in town that can deliver major unduplicated audience. And that will continue. As you have more competition, the competition's going to be feeding off the other stations as much as they have been feeding off the network. It used to be all ours, and then that was taken away. But in the future, new channels—the Golf Channel, for instance—will take a little from everybody. It will probably take more from ESPN than from any of the networks.

So some of the new cable channels may be competing more with other cable channels than with our network. There are not going to be too many broad-based cable channels created in the future.

But the interesting thing to me is that radio was supposed to be dead 30 years ago. Now it's stronger than ever, with



more frequencies than ever. And I think over-the-air television will be able to do that, too.

**Are you enthusiastic about the second channel as a way to enlarge the reach of over-the-air television?**

No. Its major impact on us will be cost.

**Even if they allow multiplexing?**

Our position is that if we ever try to make money from the multiplexing, in effect syndicate it, we would certainly be willing to pay the government for that. We'd make some sort of deal. No, I visualize this only as an improved service to the American public. And I'll be a lot older before the network could ever possibly see any advantage from it. Do you realize the time frame you're talking about? No, I don't see that at all.

**I find it curious, although I'm sure you'll find it less so, that you ended up in a \$19 billion merger and CBS ended up in a \$5 billion merger. What made the difference? There must have been more than just Tom Murphy.**

You have to give a lot of credit to the fact that we took over a different company than Larry Tisch did. And he ended up selling assets, while we kept all of ours.

Then we had a dramatic improvement in our cable profits, which were ESPN, Lifetime and Arts & Entertainment, and we also did quite well with the ABC owned-and-operated television stations.

That's the difference between us. He sold off his publishing and he sold off his music, and we did not do that. So the major difference between the deals is partly because we make more money with our broadcasting properties. But then there are these immensely attractive cable networks.

**That was when you were in the cardinal's residence off Fifth Avenue. I remember interviewing Dan Burke at the time, and it was so quiet; there was nobody around.**

There wasn't anybody. When we took over, our vice president in charge of public relations was my secretary. Whenever anyone got a call for public relations, the switchboard operator would push a special number on my secretary's phone. And she'd say "Public Relations" and answer the question. We had no corporation counsel or anything like that.

It's just as we say in our corporate philosophy: "Least expensive means hiring the best possible people and not having any more personnel around than you need to get the job done."

**Was there any kind of culture clash when CapCities joined with ABC?**

It would be better to ask an ABC person than me because

since we were in the controlling position we didn't notice any of that. But I think Dan did a great job of trying to integrate the two.

**I was just wondering, or anticipating, what might happen with Disney.**

We're going to find out, aren't we? We have an advantage with Disney, in that the people in control really understand the businesses we're in. Michael Eisner spent 10 years at

ABC. The last job he had was vice president in charge of entertainment on the West Coast, which, as you know, is the guts of the prime time schedule of the entire television network, which means everything. So he's a pro in that area. And Michael Ovitz obviously understands the business, too, because his business has been selling movies or television.

So we're advantaged that way. And I also think we're advantaged that we've got two allied businesses that are—I'd like to say immodestly—well run. When you put them together it's going to be terrific, and I'm delighted that we have the two Michaels to run it. As you know, Bob Iger's got a new long-term contract to run the ABC Capital Cities portion.

**Where are you and Warren Buffett going to put your money?**

I plan to take as much in Disney stock as they'll let me. You'd have to ask Warren about what he'll do.

**The last thing I saw him buy into was GEICO insurance. The question is: Does he think there's that much appreciation left in the broadcast business?**

Ask Warren. I wouldn't be surprised if he took it in Disney stock. Knowing him, he'll make that decision at the last minute.

**But if you could buy into only one distribution system—like broadcasting, cable, DBS, telcos—in this business, where would you invest? Where do you think the greatest future is going to be?**

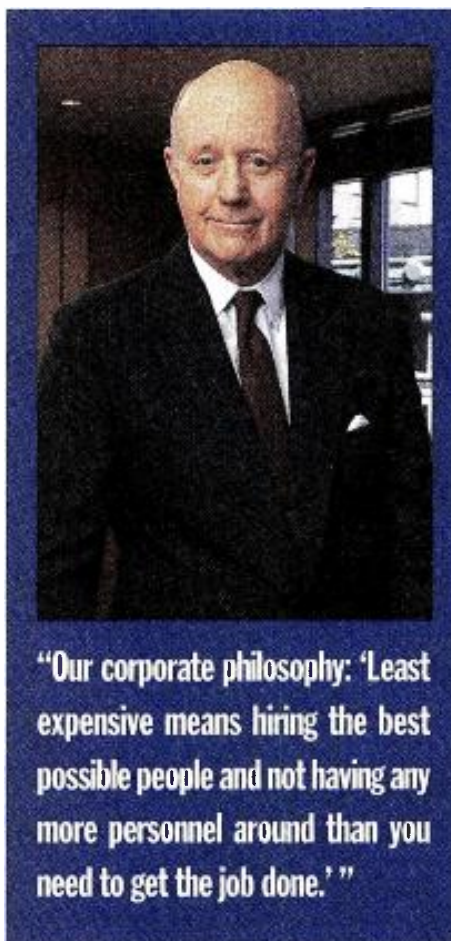
I personally am very comfortable putting all my money with Disney. It gives me broadcasting and cable and movies. Disney movies. I've got everything.

Let's just say this: I would put my money in the software business.

**As opposed to the distribution business?**

Yes, I would think so. I've always said, even before we made the Disney deal, that our future had to be in the production and ownership of programming for our network. That's where the future is.

The proof of that is in the deal that was just announced on baseball, which involves NBC and Fox as broadcast networks and ESPN, Turner and Liberty in cable. That's all software.



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**I've always said that the name of the game was distribution systems, whereas the conventional wisdom is that the name of the game is programing. But most of the people I've known who've gotten very wealthy or done very well have owned the plant. Just look at John Malone with the huge TCI distribution system, which enables him to control the programing.**

That's because he has a monopoly. Malone can get away with it because he has the only game in town in 25% of the country. And he's brilliant. But we don't have a monopoly distribution system in broadcasting anymore.

**No, but you've still got a three- or four-way split. And you've had that for years.**

We made more money on ESPN in the last 10 years than we made on the ABC television network. Take those numbers home.

But distribution is the greatest business in the world if there's more demand for your pipeline than you can handle, because the price keeps going up. Look what happened to my distribution system when, all of a sudden, Ron Perelman made his move to Fox. It cost me \$60 million a year for 10 years, maybe more. It cost NBC \$100 million a year. That's a distribution system.

And it's usually capital intensive. Now on the other side, the creative side, it's tough to make hits. The television network program business is a better business than the movie business because at least you can get some of your money back by pushing it through the snake, the python. Whereas with a movie you can have an "Assassins" come out at \$60 million, or whatever it is, and die, which it just did.

We wouldn't have made the deal with anybody else but Disney. We did not have to make that deal. It was just the right deal for my stockholders and employees. But the thing that makes Disney different is its unique brand name with a lock on the animation business, which is a marvelous movie business.

**Ted Turner did all right, finally, in the library business.**

Yes, but that wasn't making movies. That was buying the whole thing there. Well, Ted Turner has been a spectacular success in our business. He's just been spectacular.

**Have you ever worked with him, dealt with him?**

I tried to make a deal with him, but we could never agree on price. The idea was that we would acquire him. But I didn't want to pay a premium for the right to have that happen.

**I've got what I call the Marcy Carsey [of Carsey-Werner] question. She was on our Interface superpanel a couple of weeks ago. She really is not very interested in information highways and convergence and things of that sort, but she said they're all OK with her as long as they produce better television. And I could not answer her: "Oh, sure, we're going to get better television." Are we going to get better television?**

No.

**Are we going to get worse television?**

No. You'll get the best that creative efforts can develop and that money can buy, which is what you're getting now. I don't see any revolutionary thing coming because you have interactive television or something like that.

**But what will happen if you have to spread your economic base over 500 channels?**

Well, of course, only the ones that remain financially healthy will survive. That's one way to look at it. One of the things you have to worry about, which is kind of interesting, is what would happen if you got enough fractionalization of the over-the-air networks so that we couldn't continue to pour the kind of money we do into the shows. That could create a dilemma.

The one thing you're sure of is that there's a dearth of creative talent to produce the quality. Look at this new season. We spend all this money, all these four networks, and we don't have any out-and-out hit as far as I know.

Marcy Carsey's right.

**In asking the question?**

Sure.

**I have a question that sort of completes the circle about the people who run this business. How will this next generation of megamedia leaders will differ from the Golden-Murphy, Paley-Stanton and David Sarnoff generation?**

At home here, Bob Iger, who's 44 and has spent 20 years at ABC, is a trained professional broadcaster and executive, and he will give the American public the best programs he can. I would not visualize any change from him. For better or worse, he's been around Dan and myself for the last 10 years.

As far as the other guys are concerned, Westinghouse had the greatest heritage of any group broadcaster in the business when I came in over 40 years ago. It had Don McGannon, who in my opinion was in the same league as Frank Stanton. He really worried about his commitment to the American public, and he showed it in his programing. So Westinghouse has that background.

You know, Fox is a little like ABC was 20 years ago, but they've come along very successfully. They're quite profitable now. So you've got to tip your hat to Murdoch for the job he's done. He's certainly been in the news business around the world. And he's in the production business.

I think they'll do just fine. I really do.

**Do you think that consolidation is going to continue?**

Well, an awful lot of it's happened already. NBC might buy a studio, but I can't imagine General Electric merging with Sony or somebody, you know what I mean? I don't know what else can happen.

Everyone acts like one thing happens because of another. But the CBS/Westinghouse thing happened completely unrelated to us. The only person I would have made a deal with is Disney.

**But wasn't Eisner trying to buy CBS at the time?**

I think he would have if he hadn't made a deal with me. And that gave me a little inspiration; I did not like the idea of his going the other way. I asked Michael why he didn't buy CBS and he said he didn't want to fix it. He also wanted our cable. Big time. I'm glad. I'm very happy we made the deal.

Unfortunately, I'm going to be unemployed. You know what my plan is? I'm going to become a character actor at Disney. ■

*Syndicators prep new action, reality, relationship, talk shows / 50, 54*  
*Arbitron under-reports black, Hispanic listeners in New York, other markets / 68*

# Broadcasting ☐ November 13, 1995

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# Syndicators on a first-run roll

'Mad Max' action hour, two reality shows, weekly matchmaker are among projects for fall

By Cynthia Littleton

**B**odies of water, courtroom dramas, life in a post-apocalyptic world and love in the present one are the focal points of four new first-run TV series in the works for next fall.

Warner Bros. Domestic Television Distribution is adapting the successful "Mad Max" movie franchise into a weekly action hour. *Mad Max: The Road Warrior* already has been cleared in 20% of the country, thanks to a group deal with Chris Craft-owned stations in New York, Los Angeles, San Francisco, Minneapolis, Phoenix and Portland.

WBTD officials say the big-budget series will remain faithful to the premise of the "Mad Max" movies and "whisk the audience into an apocalyptic world unlike any other on television." George Miller, director of the



WBTD is rolling out 'Mad Max' action hour for fall.

better movie franchise to turn into a TV show in terms of delivering male demographics," Carlin says, adding that the level of violence will be toned down for the TV series.

## MCA seeks justice

While WBTD is banking on fast-paced action and zippy special effects to deliver ratings, MCA Television is hoping to do the same by tapping into public fascination with the legal system.

MCA's new reality strip *Justice* will present a mixture of courtroom footage and behind-the-scenes glimpses of plea bargains, sidebar conferences, attorney-client meetings and even jury deliberations. Each half-hour will distill the highlights of two or three cases—ranging from misdemeanors to murder—into eight- to 10-minute segments.

MCA is offering *Justice*, produced by Dave Bell (*Unsolved Mysteries*) and former Paramount TV executive Clifford Lachman, for cash plus 1 1/2 minutes of barter. MCA officials say the broad-based appeal of reality programming makes the series flexible enough to run in early fringe, access or late night.

"We've already got arrangements with courthouses in eight states to let our cameras in on the day-to-day workings of the justice system," says Shelly

Schwab, president of MCA TV. "Court TV is one-dimensional—our show is 3-D."

## ITC hits the beach

Also making waves on the reality front is *Beach Patrol*, the first new syndicated TV project to come from the ITC Entertainment Group since the company was bought out by PolyGram Filmed Entertainment.

The weekly hour will be hosted by *Beverly Hills, 90210* star Ian Ziering. The series will use a combination of verité-style footage and re-enactments to cover mishaps, crimes and catastrophes occurring near oceans, rivers and lakes around the world.

ITC is aiming for prime time and weekend time periods for *Beach Patrol*, which will be sold on an even seven-minute local/national barter split.

"This show is different because we won't be dealing with just law enforcement or paramedics," says Michael Russo, executive vice president of ITC Distribution. "We're going to be dealing with lifeguards, federal agencies and any other organization that deals with problems that crop up around the world's waterways."

## All American love story

All American Television has signed former *Dukes of Hazzard* star John



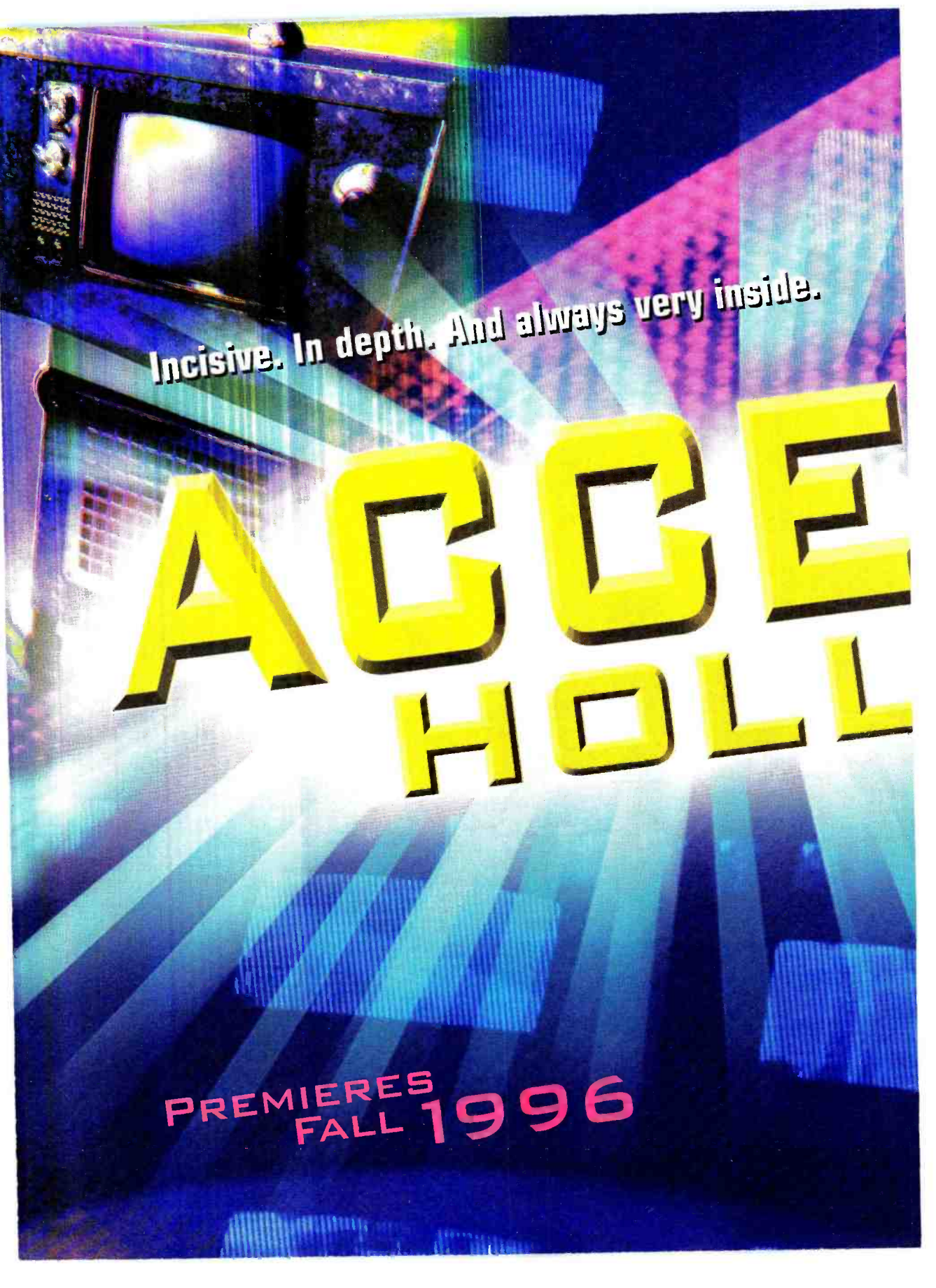
first "Mad Max" movie, will produce and direct the series, but no casting decisions have been made.

Shooting for prime time slots, WBTD is offering the show on a five-minute-local/nine-minute-national barter split. Scott Carlin, executive vice president of WBTD, says the proven Mad Max brand name will help the series stand out among action hours. "We could not have picked a

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Schneider to play Cupid on a weekly basis next fall for *All You Need Is Love*.

The hour series, based on a popular Dutch television show, is described as a "positive look at love in the '90s." Schneider, also known as a country

singer, will travel around the U.S. seeking to spark new relationships or reunite old lovers with pretaped "video love messages."

All American, which is attempting to license the Beatles' 1967 sing-along hit for the show's theme, is offering *All*

*You Need Is Love* on a straight 7-7 barter basis.

"*All You Need Is Love* is an upbeat, fast-paced series that will appeal to audiences in all dayparts," says Lawrence Lamattina, president and CEO of All American Television. ■

## Look who's still talking

Three new shows join large and lately besmirched genre

By Cynthia Littleton  
and Steve McClellan

**D**espite the negative publicity talk shows have received lately, syndicators took the wraps off at least three new talkers last week.

MGM Television is out to make a difference in the minds of talk show viewers next fall with a new first-run strip hosted by best-selling author John Bradshaw.

*The Bradshaw Difference* is being pitched as "a thought show for the '90s," aimed at daytime viewers turned off by the sensationalistic approach of some talkers.

"The approach we're taking with the show is not to make a spectacle of people but to make a difference in their lives," says John Symes, president of MGM Worldwide Television.

Bradshaw, author of "Homecoming: Reclaiming and Championing Your Inner Child" and other self-help titles, hosted the talk show *Bradshaw On: Homecoming* for PBS. He will tape the hour-long show from his home base in Houston.

Symes says the series will fill a void for viewers looking for thoughtful discussions and pragmatic counseling on relationships and other issues. He also noted that the show was in development long before Washington politicians came out swinging against racy subject matter on first-run talk shows.

MGM is offering *The Bradshaw Difference* on a straight barter split of seven minutes national and seven minutes local.

### Tribune builds with Carpenter

Tribune Entertainment is hoping to fill the late-night gap left by the demise of *The Arsenio Hall Show* with a talk/variety strip slated to premiere next summer.

Stand-up comic Teddy Carpenter

will host the hour show aimed at young, urban viewers. Carpenter has appeared on Fox's *Uptown Comedy Club*, NBC's *Showtime at the Apollo* and other comedy series in addition to a recent stint as host of BET's *Video LP* series.

Tribune officials say the show will capitalize on the strength of Tribune's station group, which reaches nearly 28% of the nation's TV households and nearly 40% of black households. Outside of those markets, Tribune is offering the show on a straight 7-7 barter split.

"We feel this show has the potential to be a strong cross-over hit, but we're not going to try to be all things to all people," says Rick Jacobson, president and CEO of Tribune Entertainment. "The late-night audience is already so fragmented—this show is going to target a young, hip audience."

### Jim and Tammy

Jim and Tammy Faye together again? Well, no, not that Jim, but yes, that Tammy Faye.

The former wife of fallen television evangelist Jim Bakker is teaming with Jim J. Bullock (*Boogie's Diner*, *Too Close for Comfort*) in an hour strip that debuts Dec. 26 in about 35 markets (25% of the country) on stations affiliated with the Partner Stations Network program cooperative.

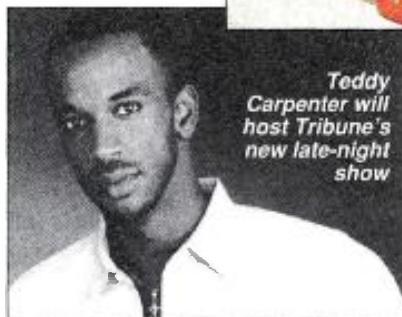
The show is being produced by Foxlab and syndicated by Worldvision for cash and barter. It is being positioned as a "squeaky clean," advertiser-friendly alternative to sensational talk fare.

Michael Lambert, president and general partner, PSN, says the program will avoid sensational, tabloid-esque

Jim (Bullock) and  
Tammy Faye



Teddy  
Carpenter will  
host Tribune's  
new late-night  
show



topics. He says much research was done in developing the show to determine if Tammy Faye's past association with the electronic church and her former husband's transgres-

sions had hurt her image. "She was as much a victim as anyone," he says. "She has reinvented herself and is anxious to move on with her life." She has since remarried and is now Tammy Faye Messner.

"Some of you may be thinking this is crazy," John Ryan, president and CEO, Worldvision, told reporters during a teleconference announcing the show last week. Ryan said that that was his initial reaction when Lambert pitched the show to him. After he saw the presentation he still thought it was crazy, but concluded that "it just might work."

Both Ryan and Lambert say the concept was driven in large part by station frustration with so-called trash talk television. They say *Jim and Tammy Faye* is an effort to capture the light banter, fun and entertainment that make *Regis & Kathie Lee* work.

Indeed, that is why PSN station part-

ner Barry Baker, president, River City Broadcasting, supports the project. "If you look at the new talk shows, you have to be underwhelmed by the rat-

ings performance," he says. "The trade ads for these new shows are bragging about ratings between a 1.5 and 2.5, and that is a sorry state of affairs."

Foxlab's Dan Weaver is executive producer. His credits include *John & Leeza*, *Geraldo*, *Donahue*, *Home Show* and *Hour Magazine*. ■

## Nielsen to measure LPTVs

*Network One reaches agreement for new rating system*

By Steve Coe

**L**ow-power stations are taking another step toward parity with full-power stations with the decision by Nielsen to adopt a new system for measuring the performance of LPTVs.

An agreement was reached last week between Nielsen and Network One, a low-power-station network comprising 42 affiliates.

The new measurement system is designed to give LPTV stations more accurate audience research in hopes the data will attract major advertisers to Network One. The modified ratings service will be in place in time to measure Network One stations' performance during the November sweeps.

For Nielsen, the benefit is attracting possibly 400 new clients to its service, the number of commercial, for-profit low-power stations.

"Network One is primarily concerned with attracting national and primary regional advertisers," says Chandos Mahon, executive vice president, Network One. "The more mainstream, blue-chip advertisers have not been able to advertise with us in the past because there wasn't the research available for them to show to justify to their clients."

Under the existing system, Nielsen measures viewership across an entire Designated Market Area (DMA). However, because many LPTVs cover only a portion of a DMA, their numbers may or may not show up on



Chandos Mahon

Nielsen reports. Under the agreement, Nielsen will begin monitoring LPTV performance in the areas within the DMA that they cover. Nielsen will use both diaries and metered systems to measure the stations.

Of the more than 1,700 low-power stations now operating, only about 400

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**For additional information, call:** (309) 766-2625



## PBS/'Reader's Digest' pact

PBS and *Reader's Digest* have created a five-year, \$75 million alliance to produce programs and spin-off products such as home videos and CD-ROMs. No word on specific projects, but programs will focus on such topics as children, family, lifestyle and education and will adhere to "PBS's customary editorial, programing and quality standards," the parties said in a joint statement. *Reader's Digest* will produce the television shows that are developed and will provide worldwide distribution of home videos, books, CD-ROMs and other multimedia products spun off from the TV shows that are created by the alliance; PBS will handle worldwide television distribution and domestic home video distribution. —SM

are commercial for-profit stations, which operate similar to full-power stations. "It's that 400 we're targeting with the Nielsen research," says John Kompas, president, K-B Limited, a consulting and marketing firm that specializes in low-power stations.

The company is supplying much of the geographical mapping that identifies the boundaries of low-power stations. In addition, K-B Limited will

provide specific demographic information about the viewers within those areas, including income, age, gender, education and occupation.

Mahon says that the need for a more organized and accurate measurement system for low-power stations was evident when the network was formed in December 1993. "We saw that there was great potential for advertising sales, but as a whole, low-power sta-

tions were disorganized. We had to get to critical mass and begin doing qualitative and quantitative research to prove what we have. We started conversations with K-B Limited in 1994 and knew we had to work with Nielsen on geographic boundaries. The problem in the past was that low-power stations weren't organized, and the Nielsen process didn't have geographical capabilities," he said.

According to Mahon, Network One has made a "six-figure investment" in bringing about a more accurate measurement system including a "substantial payment" to Nielsen. The network's affiliate lineup consists mainly of larger-market stations, says Mahon, "because those are the most important to advertisers."

Kompas says K-B Limited's mapping of low-power stations has been completed on roughly 100 of 400 commercial LPTV stations that will be able to begin receiving the Nielsen information. ■

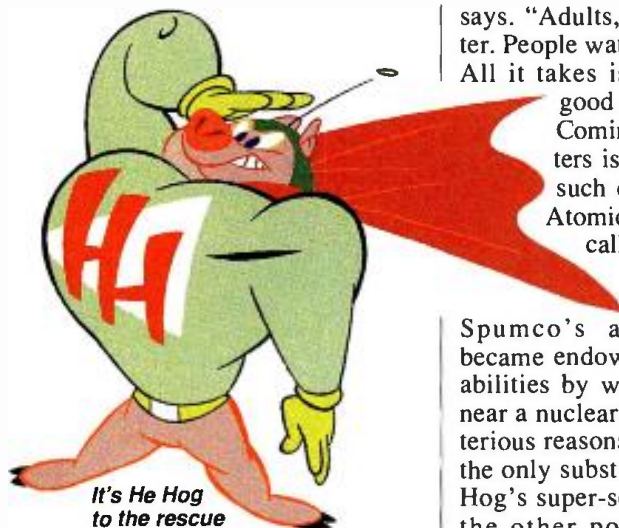
## Brik? Liquor? He Hog? It's Spumco

*Ren & Stimpy* animator has three new projects on drawing board

By Cynthia Littleton

**S**pumco, the animation studio that brought us *The Ren & Stimpy Show*, is poised to take advantage of the growing market for high-quality cartoons with three new series.

Spumco's founder and president, John Kricfalusi, has a simple philosophy when it comes to creating hit shows and endearing characters like the high-strung chihuahua Ren and his faithful kitty sidekick Stimpy: "Give the people what they want," he



says. "Adults, kids—it doesn't matter. People watch cartoons for laughs. All it takes is cool characters and good stories."

Coming up with cool characters is Kricfalusi's forte. One such creation is He Hog the Atomic Pig, which Kricfalusi calls a "throwback to old-style superheroes."

As envisioned by Spumco's animators, He Hog became endowed with super-porcine abilities by wallowing in a mud pit near a nuclear power plant. For mysterious reasons, orange marmalade is the only substance that can block He Hog's super-sensitive taste buds and the other powers he uses to aid

## 'Boy Meets World' meets syndication

Buena Vista Television says the off-network sales campaign for ABC's hit T.G.I.F. sitcom *Boy Meets World*, slated to bow in syndication in fall 1997, will get under way at the end of the month. The sitcom, produced by Disney's Touchstone Television, will be offered for cash plus barter.

"*Boy Meets World* is the most watched series within the T.G.I.F. lineup," says Janice Marinelli-Mazza, senior vice president of sales for Buena Vista Television. "The series has grown to be the number-one net-

work show with kids and teens, and we expect it to perform equally well in syndication."

Now in its third season on ABC, *Boy Meets World* stars Ben Savage as a teenager coming to grips with all that adolescence and high school have to offer. A recent study by station rep firm Petry found that 44% of the audience for *Boy Meets World* during last May's sweeps fell into the 2-17 demographic, while women 18-34 accounted for 14% of the viewership and another 8% were men 18-34. —CL

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crime-fighting efforts around the globe.

Kricfalusi is tight-lipped about potential outlets for his shows, but industry sources say *He Hog* is in development at UPN, while Fox reportedly is developing another Spumco concoction, *The George Liquor Pro-*

*gram*, as a prime time series.

The latter show centers on an all-American guy Kricfalusi describes as "a one-man walking environmental disaster—with a heart," a widower struggling to instill old-fashioned, ultra-macho values in his teenage nephew Jimmy.

A third project in active development at Spumco's Hollywood production offices is an adult-oriented sci-fi series tentatively titled *Brik Blastoff of the Outback*.

Kricfalusi, who also serves as a creative consultant for Hanna-Barbera, says market forces are driving

## SYNDICATION MARKETPLACE

### 'ET' nips 'Oprah'

Paramount Domestic Television's *Entertainment Tonight* edged out *Oprah Winfrey* in national Nielsen household ratings for the week of Oct. 16, marking *ET*'s first win over *Oprah* since the week of March 6. For the week of Oct. 16, *ET*'s 7.0 household rating edged out *Oprah*'s 6.9 for the number-four spot on Nielsen's national syndication rankings. The following week, the shows tied for fifth place with 7.0. *Oprah* remains almost a full ratings point ahead of *ET* for the season-to-date, however, boasting an average 7.4 in households compared with a 6.6 for *ET*.

### Car talk

Rysher Entertainment is hoping that the chance to win a car or a trip to Hollywood will convince more daytime viewers to watch *The George & Alana Show*. Rysher has teamed with *TV Guide* and direct marketing giant Val-Pak to distribute more than 100 million entry forms for a national sweepstakes promotion. *George & Alana* will announce the winners on-air in February. Prizes include a '96 Plymouth Voyager or a trip for two to Hollywood and a role as an extra on the Fox series *Space: Above and Beyond*. Rysher officials say the \$4.8 million ad campaign for the sweepstakes will help raise awareness of the morning strip, which has averaged a 1.1 national rating since its September premiere. Rysher has committed to another year of the show, positioned in most markets to compete with Buena Vista Television's morning mainstay, *Live with Regis & Kathie Lee*.

### Contests, take two

Meanwhile, *Regis & Kathie Lee* is holding its own contest for the November sweeps, offering a vacation for four to Maui, where the show will tape four special remote segments at the end of the month. The

winner will be announced Nov. 21.

■ Buena Vista Television's late-night strip *The Stephanie Miller Show* is holding a contest to find a Miller look-alike. Viewers are being asked to send in videotapes of their best impressions of the host. Three finalists will be flown to Los Angeles to appear on the show Nov. 27, with the winner invited back for a second appearance on Nov. 28.

### Sour note

A Los Angeles radio disk jockey has filed a lawsuit against New World Television over its upcoming late-night series *Loveline*, based on a long-running radio call-in show of the same name. James "Poorman" Trenton claims that he created the format and title for the radio-turned-TV show, which features two hosts fielding calls on love and relationships. A New World spokesman says the suit has no merit and the company will go ahead with plans to launch the first-run strip next fall. The radio version of *Loveline* originated on Infinity Broadcasting's KROQ-FM Los Angeles in 1983. Trenton, who also has a suit pending against Infinity, was a co-host of the series until he left the station in 1993.

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 29. Numbers represent average audience/stations/% coverage.)

|                               |             |
|-------------------------------|-------------|
| 1. Wheel of Fortune           | 11.6/224/96 |
| 2. Jeopardy!                  | 9.5/220/96  |
| 3. Home Improvement           | 8.5/215/97  |
| 4. Star Trek: Deep Space Nine | 7.7/233/98  |
| 5. Entertainment Tonight      | 7.0/170/94  |
| 6. Oprah Winfrey              | 7.0/234/99  |
| 7. NFL on TNT '95             | 6.6/3/72    |
| 8. Seinfeld                   | 6.6/214/98  |
| 9. Imagination III            | 6.5/144/95  |
| 10. Simpsons                  | 5.9/185/96  |
| 11. Hercules: Journeys        | 5.8/222/97  |
| 12. Home Improvement-wknd     | 5.7/203/93  |
| 13. Inside Edition            | 5.4/163/91  |
| 14. Xena: Warrior Princess    | 5.2/198/96  |
| 15. Fresh Prince of Bel-Air   | 5.1/158/90  |

### Moon-a-thon

DIC Entertainment is offering stations a powerful incentive to take a long look at its low-rated animated strip *Sailor Moon*. DIC will make a specially produced four-hour marathon of the show, dubbed *Sailor Moon's Moon-a-Thon/Toon-a-Thon*, available free to stations to air during the week of Nov. 13 through the week of Dec. 18. The marathon, already cleared in 50% of the country, may also be broken up into one-hour blocks to air during the same time frame. The series about Japanese teenage girls endowed with special powers to save the world from the forces of evil has averaged a 0.6 national Nielsen rating among kids 2-11 for the season-to-date. But *Sailor Moon* also has averaged a 2 rating or better in many metered markets and is due for time period upgrades in New York and Los Angeles.



### Raycom New Year

Raycom has cleared its 90-minute syndicated New Year's Eve special co-hosted by *Extra* anchor Arthel Neville and *General Hospital* star Vanessa Marcil in more than 70% of the country. The special will originate live from Universal Studios theme parks in Los Angeles and Florida. Motown pop stars Boyz II Men are scheduled to appear along with other R&B artists. The special will also feature a year-end retrospective and celebrities divulging their New Year's resolutions. The Dec. 31 broadcast for *New Year's Eve Coast to Coast from Universal Studios* runs from 11:30 p.m. to 1 a.m. Raycom is offering the special on an even 10 1/2-minute local/national barter split.

—CL

Just how far  
will Danny go?





# According to the critics,

**“...THE BEST NEW TALK SHOW...  
THE GUY IS GOOD.”**

—ENTERTAINMENT WEEKLY

**“...BELIEVE IT OR NOT, DANNY! COULD  
CHEER YOU UP ON A BAD DAY.”**

—TV GUIDE

**“DANNY! IS...A FAR CRY FROM  
THE TRASHY TALK SHOWS...IT IS  
LIGHTHEARTED AND PLAYFUL.”**

—CHICAGO'S DAILY HERALD

**“THE ONLY NEW (TALK SHOW HOST)  
NOT STEALING SOMEONE ELSE'S SHTIK  
IS DANNY BONADUCE.”**

—NEWSWEEK



**DANNY!**

**Buena Vista  
Television**

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# all the way to the top!

**"HIS REFRESHING LACK OF  
SANCTIMONY SETS HIM APART  
FROM THE HERD."**

— PEOPLE MAGAZINE

**"HE'S CLEARLY  
THE BEST**

of the new breed, so far  
living up to his promise to  
bring fun back to daytime TV."

— CHICAGO SUN-TIMES

**"(BONADUCE) KNOWS HOW  
TO WORK AN AUDIENCE."**

— DALLAS MORNING NEWS

**"HIS IRREVERENT STYLE SEEMS  
PERFECT FOR YOUNG VIEWERS,**

yet he's also expected to do  
well among boomers"

— SAN JOSE MERCURY NEWS

**"IT'S PLEASANT FUN,  
HARMLESS TV,**

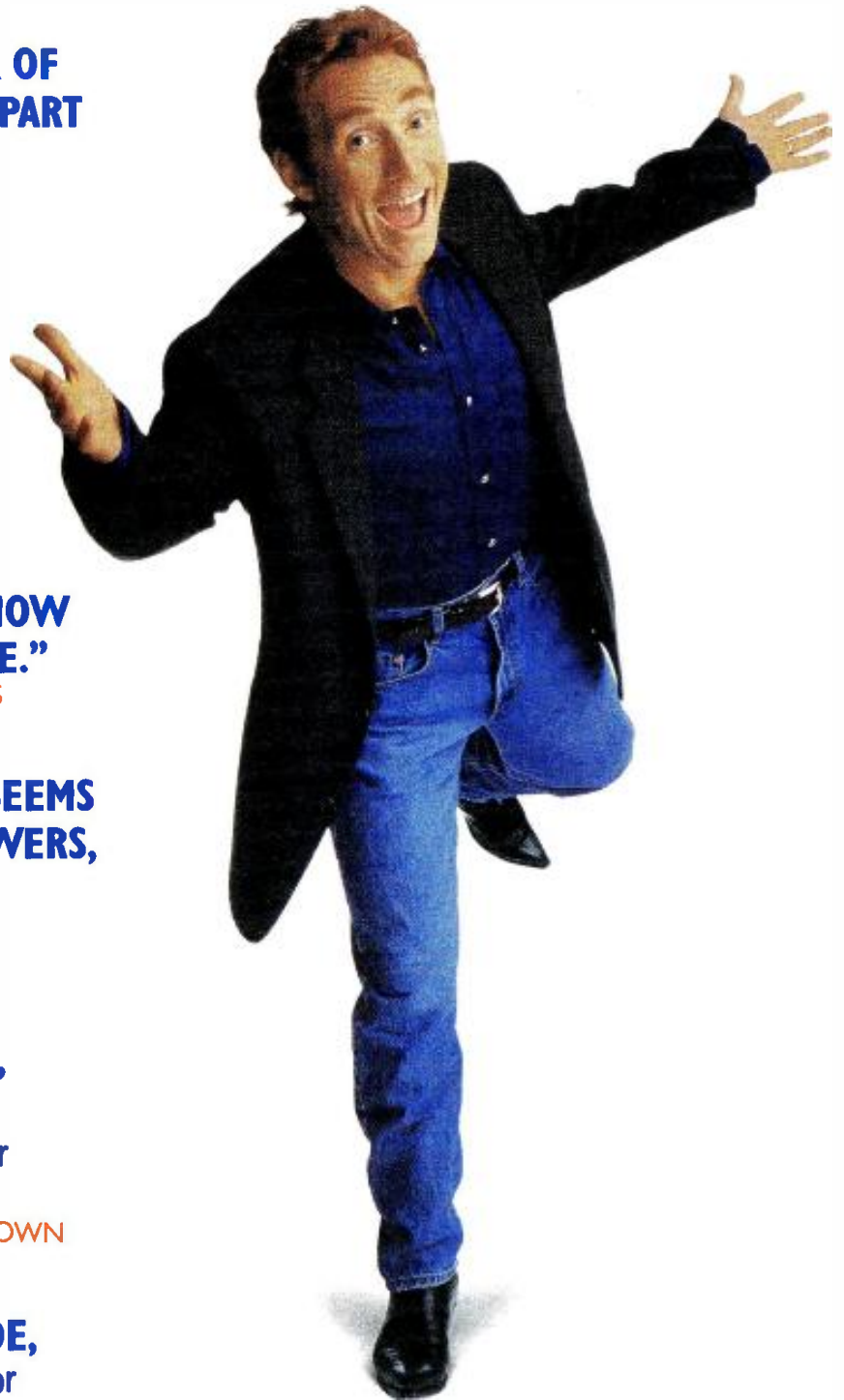
vastly preferable to the other  
sleaze on the air."

— CHICAGO'S DAILY SOUTHTOWN

**"WE HAVE TO CONCEDE,**

Bonaduce makes a good fit for  
the blab business."

— PASADENA STAR NEWS





the series development push at Spumco. WB and UPN have targeted children's programming as an area of expansion, while MTV and other cable networks are seeking out unusual animated fare.

During the past few years, Spumco

has focused its efforts on toy merchandising, comic books and other media. Spumco stopped producing *Ren & Stimpy* for Nickelodeon in 1992 after a dispute over contractual and creative issues.

Last month, Spumco filed a \$100

million lawsuit against Nickelodeon, accusing the cable network of infringing on its merchandising rights to the Ren and Stimpy characters. Nickelodeon spokeswoman Liz Noyer says the suit has no merit and will be "vigorously defended."

## PEOPLE'S CHOICE: Ratings according to Nielsen, Oct. 30-Nov. 5

| Week 7    | abc                                                                      | CBS                                                        | NBC                                                                | FOX                                                       | U/PN                                                          |
|-----------|--------------------------------------------------------------------------|------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------|
|           | 14.0/22                                                                  | 11.9/18                                                    | 11.1/17                                                            | 8.1/12                                                    | 4.6/7                                                         |
| MONDAY    | 8:00 66. The Marshal 7.6/12                                              | 26. The Nanny 11.5/17                                      | 61. Brotherly Love 8.5/13                                          | 45. Melrose Place 10.0/15                                 | 84. Star Trek: Voyager 6.1/9                                  |
| 8:30      |                                                                          | 33. Can't Hurry Love 10.9/16                               | 62. Minor Adjustm'ts 8.1/12                                        |                                                           |                                                               |
| 9:00      | 7. NFL Monday Night Football—Chicago Bears vs. Minnesota Vikings 16.8/28 | 17. Murphy Brown 13.1/19                                   | 20. NBC Monday Night at the Movies—Degree of Guilt, Part 2 12.5/20 | 84. Partners 6.1/9                                        | 97. Nowhere Man 3.2/5                                         |
| 9:30      |                                                                          | 27. High Society 11.4/17                                   |                                                                    | 84. Ned and Stacey 6.1/9                                  |                                                               |
| 10:00     |                                                                          | 23. Chicago Hope 12.2/20                                   |                                                                    |                                                           |                                                               |
| 10:30     |                                                                          |                                                            |                                                                    |                                                           |                                                               |
| TUESDAY   | 14.8/25                                                                  | 7.0/12                                                     | 10.7/18                                                            | 8.0/13                                                    | 3.2/5                                                         |
| 8:00      | 15. Roseanne 13.4/22                                                     | 65. John Grisham's The Client 7.7/13                       | 52. Wings 9.3/15                                                   | 63. Fox Tuesday Night Movie—Here Come the Munsters 8.6/13 | 97. UPN Special Presentation—John Carpenter's Body Bags 3.2/5 |
| 8:30      | 35. Hudson Street 10.7/17                                                |                                                            | 48. NewsRadio 9.8/16                                               |                                                           |                                                               |
| 9:00      | 6. Home Imprvmt 16.9/26                                                  | 77. CBS Tuesday Movie—Edward Scissorhands 6.7/11           | 16. Frasier 13.2/20                                                |                                                           |                                                               |
| 9:30      | 8. Coach 16.0/26                                                         |                                                            | 55. Pursuit/Hap'ness 9.2/15                                        |                                                           |                                                               |
| 10:00     | 9. NYPD Blue 15.8/28                                                     |                                                            | 29. Dateline NBC 11.3/20                                           |                                                           |                                                               |
| 10:30     |                                                                          |                                                            |                                                                    |                                                           |                                                               |
| WEDNESDAY | 13.5/22                                                                  | 6.6/11                                                     | 9.5/16                                                             | 8.4/14                                                    | 3.1/5                                                         |
| 8:00      | 19. Ellen 12.7/21                                                        | 71. Bless This House 7.3/12                                | 83. seaQuest 2032 6.2/10                                           | 37. Beverly Hills, 90210 10.6/17                          | 101. Sister, Sister 3.1/5                                     |
| 8:30      | 39. Drew Carey 10.4/17                                                   | 52. Dave's World 9.3/15                                    |                                                                    |                                                           | 101. The Parent 'Hood 3.1/5                                   |
| 9:00      | 10. Grace Under Fire 15.3/24                                             | 89. Central Park West 6.0/10                               | 31. Dateline NBC 11.2/18                                           | 82. Party of Five 6.3/10                                  | 97. The Wayans Bros. 3.2/5                                    |
| 9:30      | 24. Naked Truth 12.0/20                                                  |                                                            | 32. Law & Order 11.0/20                                            |                                                           | 97. Unhap Ever After 3.2/5                                    |
| 10:00     | 10. Primetime Live 15.3/27                                               | 95. Courthouse 5.4/10                                      |                                                                    |                                                           |                                                               |
| 10:30     |                                                                          |                                                            |                                                                    |                                                           |                                                               |
| THURSDAY  | 8.2/13                                                                   | 7.9/12                                                     | 21.2/33                                                            | 7.1/11                                                    |                                                               |
| 8:00      | 59. ABC Movie Special—Father of the Bride 9.0/14                         | 49. Murder, She Wrote 9.7/15                               | 3. Friends 19.7/30                                                 | 68. Living Single 7.5/12                                  |                                                               |
| 8:30      |                                                                          |                                                            | 5. The Single Guy 17.8/27                                          | 81. The Crew 6.4/10                                       |                                                               |
| 9:00      |                                                                          | 76. New York News 6.8/10                                   | 2. Seinfeld 22.0/33                                                | 72. New York Undercover 7.2/11                            |                                                               |
| 9:30      |                                                                          |                                                            | 4. Caroline in/City 18.3/28                                        |                                                           |                                                               |
| 10:00     | 78. Murder One 6.6/11                                                    | 69. 48 Hours 7.4/12                                        | 1. ER 24.7/41                                                      |                                                           |                                                               |
| 10:30     |                                                                          |                                                            |                                                                    |                                                           |                                                               |
| FRIDAY    | 11.8/21                                                                  | 6.0/11                                                     | 10.4/18                                                            | 7.9/14                                                    |                                                               |
| 8:00      | 29. Family Matters 11.3/21                                               | 92. Touched by an Angel 5.7/10                             | 41. Unsolved Mysteries 10.3/18                                     | 94. Strange Luck 5.6/10                                   |                                                               |
| 8:30      | 39. Boy Meets World 10.4/18                                              |                                                            |                                                                    |                                                           |                                                               |
| 9:00      | 41. Step by Step 10.3/18                                                 | 78. Picket Fences 6.6/11                                   | 25. Dateline NBC 11.7/20                                           | 43. The X-Files 10.2/17                                   |                                                               |
| 9:30      | 57. Hangin' w/Mr. C 9.1/15                                               |                                                            |                                                                    |                                                           |                                                               |
| 10:00     | 12. 20/20 15.0/27                                                        | 92. American Gothic 5.7/10                                 | 57. Homicide: Life on the Street 9.1/16                            |                                                           |                                                               |
| 10:30     |                                                                          |                                                            |                                                                    |                                                           |                                                               |
| SATURDAY  | 6.9/12                                                                   | 11.1/19                                                    | 6.5/11                                                             | 6.3/11                                                    |                                                               |
| 8:00      | 66. Jeff Foxworthy 7.6/13                                                | 51. Dr. Quinn, Medicine Woman 9.6/17                       | 73. JAG 7.0/12                                                     | 84. The X-Files 6.1/11                                    |                                                               |
| 8:30      | 75. Maybe This Time 6.9/12                                               |                                                            |                                                                    |                                                           |                                                               |
| 9:00      | 69. Before They Were Stars 7.4/13                                        | 27. Touched by an Angel 11.4/19                            | 90. John Larroquette 5.8/10                                        | 78. The X-Files 6.6/11                                    |                                                               |
| 9:30      |                                                                          |                                                            | 95. Home Court 5.4/9                                               |                                                           |                                                               |
| 10:00     | 84. Planet Hollywood Comes Home 6.1/11                                   | 21. Walker, Texas Ranger 12.4/23                           | 73. Sisters 7.0/13                                                 |                                                           |                                                               |
| 10:30     |                                                                          |                                                            |                                                                    |                                                           |                                                               |
| SUNDAY    | 10.3/16                                                                  | 13.0/20                                                    | 12.0/19                                                            | 8.1/12                                                    | 1.9/3                                                         |
| 7:00      | 45. Am Fun Home Vid 10.0/16                                              | 14. 60 Minutes 13.9/22                                     | (nr) NFL Football Game 2 16.4/27                                   | 90. Space: Above & Beyond 5.8/9                           | 105. Pinky & Brain 2.0/3                                      |
| 7:30      | 18. Am Fun Home Vid 12.8/20                                              |                                                            |                                                                    |                                                           | 106. Kirk 1.9/3                                               |
| 8:00      |                                                                          | 38. Cybill 10.5/16                                         | 22. Mad About You 12.3/18                                          | 45. The Simpsons 10.0/15                                  | 103. Sister, Sister 2.8/4                                     |
| 8:30      | 34. Lois & Clark 10.8/16                                                 | 60. Almost Perfect 8.7/13                                  | 44. Hope & Gloria 10.1/15                                          | 63. Martin 8.0/12                                         | 104. Cleghorne! 2.1/3                                         |
| 9:00      |                                                                          |                                                            |                                                                    | 49. Married w/Chld 9.7/14                                 | 107. First Time Out 1.4/2                                     |
| 9:30      | 52. ABC Sunday Night Movie—Nowhere to Run 9.3/15                         | 13. CBS Sunday Movie—Nothing Lasts Forever, Part 2 14.2/22 | 35. NBC Sunday Night Movie—Made in America 10.7/17                 | 55. Married w/Chld 9.2/14                                 | 108. Simon 1.1/2                                              |
| 10:00     |                                                                          |                                                            |                                                                    |                                                           |                                                               |
| 10:30     |                                                                          |                                                            |                                                                    |                                                           |                                                               |
| WEEK AVG  | 11.3/18                                                                  | 9.3/15                                                     | 11.6/19                                                            | 7.7/12                                                    | UPN: 3.9/6; WB: 2.4/4                                         |
| STD AVG   | 12.0/20                                                                  | 9.4/15                                                     | 12.3/20                                                            | 7.3/12                                                    | UPN: 3.4/5; WB: 2.3/4                                         |

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

# Broadcasting bottom line for '94: Up again

Annual Veronis, Suhler report shows operating income rose 33%

By Steve McClellan

**A**s a group, broadcasters last year posted their third consecutive double-digit earnings increase, according to Veronis, Suhler & Associates' 13th Annual Communications Industry Report.

But VSA warns that a "decelerating economy" will offset projected increases in viewership and affect advertising growth in the next few years. The yearly report, to be made public today, predicts that radio advertising growth will continue to outpace television advertising growth, given radio's adaptability, mobility, format popularity and affordability.

Operating income for broadcasters in 1994 soared 32.9% over the prior year, to \$4.5 billion, the result of the industry's stricter attention to costs, the revived advertising marketplace and an

improved economy, the report says. Operating cash flow (defined as the sum of operating income, depreciation and amortization) climbed 26.7%, to \$5.6 billion.

The improved earnings came on an 11.3% revenue gain for the year, to \$23.2 billion. Over the past five years, broadcast revenue has grown at a compound rate of 4.7%.

With the improved earnings came improved performance margins. Operating income margin (operating income divided by revenue) was 19.2%, almost 5 percentage points higher than in 1990. Operating income return on assets (operating income divided by the average of the current and prior years' assets) was 14.3%, up 7.8 percentage points from 1991.

Local station operators generated revenue of \$9 billion, up 13.3% from 1993. Local station operating income

totalled \$2.01 billion, a 35% gain. Companies operating both TV and radio stations generated revenue of \$4.1 billion, up 6.1%, with operating income of almost \$908 million, up 23.8%.

Companies operating television stations had revenue of \$3.3 billion, up 18.6%, with operating income of almost \$835 million, up about 40%. Radio broadcasting companies had revenue of \$1.6 billion, up 23.8%, with operating income of \$272.1, up 80.7%.

The report shows that companies operating television networks (including the four major U.S. networks, CanWest, Grupo Televisa, Telemundo and Univision) had combined revenue of almost \$15 billion in 1994, a 6% gain. The group's operating income for the same period totalled almost \$2.61 billion, up 23.4%.

VSA is a media research, financial advice and investment firm. ■

## 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 □ 0 □ 0

Combos □ \$120,095,126 □ 16

FMs □ \$3,678,800 □ 8

AMs □ \$2,903,953 □ 14

Total □ \$126,677,879 □ 38

So far in 1995:

TVs □ \$3,131,325,545 □ 117

Combos □ \$2,121,374,936 □ 200

FMs □ \$713,838,930 □ 328

AMs □ \$84,403,357 □ 174

Total □ \$6,076,400,668 □ 817

### COMBOS

**WPAT-AM-FM Paterson, N.J./New York**

**Price:** \$103 million (\$19.5 million for AM + \$83.5 million for FM)

**Buyer:** AM: Heffel Broadcasting Corp., Las Vegas (Cecil Heffel, chairman), also owns 17 other radio stations

**FM:** Spanish Broadcasting System Inc., N.Y. (Raul Alarcon Jr., president/59% owner), also owns KXED(AM) Los Angeles and KLAX-FM Long Beach, Calif.; WCMQ-AM-FM Miami Springs-Hialeah, WZMQ(FM) Key Largo and WSKP-FM Key West, Fla.; and WXLX(AM) Newark, N.J./New York and WSKQ-FM New York.

**Seller:** Park Communications Inc., Lexington, Ky. (Wright M. Thomas, president); owns WBMG-TV Birmingham, Ala.; WNLS(AM)-WTNT(FM) Tallahassee, Fla.; KWLO(AM)-KFMW-FM Waterloo, Iowa; WTVQ-TV Lexington, Ky.; KALB-TV Alexandria, La.; KJJO(AM)-KMJZ(FM) St. Louis Park, Minn.; WUTR-TV Utica and WHEN-AM-FM Syracuse, N.Y.; WNCT-TV-AM-FM Greenville, N.C.; KWJJ-AM-FM Portland, Ore.; WNAX-AM-FM Yankton, S.D.; WDEF-TV-AM-FM Chattanooga and WJHL-TV Johnson City, Tenn.; WTVR-TV-AM-FM Richmond and WSLSTV Roanoke, Va., and KEZX(AM)-KWJZ(FM) Seattle.

**Facilities:** AM: 930 khz, 5 kw; FM: 93.1 mhz, 5.3 kw, ant. 1,420 ft.

**Formats:** AM: easy listening; FM: soft adult contemporary, talk

**Broker:** Media Venture Partners

**WIBX(AM)-WLZW(FM) Utica, WTNY-AM-FM Watertown and WMSA(AM) Massena, all N.Y.**

**Price:** \$5.6 million

**Buyer:** WIBX-WLZW: Forever Broadcasting Inc., Rome, Ga. (Kristen Cantrell, president), no other broadcast interests; WTNV-AM-FM and WMSA: WFRG Inc., Altoona, Pa. (Carol Logan, president). Logan also owns WFGI(FM) State College and WFBG(AM)-WFGY(FM) Altoona, Pa.; and WODZ-AM-FM Rome and WRUN(AM)-WFRG(FM) Utica, N.Y.

**Seller:** Black River Broadcasting, Watertown (Donald C. Alexander, president/CEO); no other broadcast interests

**Facilities:** WIBX: 950 khz, 5 kw; WLZW: 98.7 mhz, 25 kw, ant. 660 ft.; WTNV(AM): 790 khz, 1 kw; WTNV-FM: 93.5 mhz, 4 kw, ant. 330 ft.; WMSA: 1340 khz, 1 kw

**Formats:** WIBX: full-service information; WLZW: adult contemporary; WTNV(AM): MOR; WTNV-FM CHR;

WMSA: adult contemporary

**Broker:** Richard A. Foreman Associates

**WJIM-AM-FM Lansing, Mich.**

**Price:** \$2 million

**Buyer:** Jencom Broadcasting Inc., Okemos, Mich. (James A. Jensen, president/owner) Jensen will resign as president of seller, Liggett Broadcast Inc., when sale closes.

**Seller:** Liggett Broadcast Inc., Lan-



## Big Three revenue up in 3rd quarter

ABC, CBS and NBC reported a combined gain in third-quarter net revenue of 4.8%, to \$1,621,376,000, according to figures compiled by Ernst & Young and released by the Broadcast Financial Management Association.

Two categories, however, were down substantially—children's programming and news. Kids advertising, hurt by gains made by cable and WB, was down almost 17%, to \$21.6 million.

News revenue dropped more than 12%, in part due to commercial-free coverage of the O.J. Simpson trial. Prime time accounted for about half of the total net revenue for the quarter, at \$813,383,000, up 5.3%.

Sports accounted for the second-biggest chunk of money and showed the largest gain year-to-year, with a 19.2% increase, to \$248,160,000.

Daytime revenue for the Big Three totaled \$211,051,000, up 2.3%, while late-night advertising was up 10.6%, to \$66,196,000.

Advertising agencies earned commissions totaling \$285.5 million for the quarter, up 4.8%. —SM

sing (Robert G. Liggett Jr., president/owner); owns WHNN(FM) Bay City/Saginaw and WFMK(FM) East Lansing, Mich.; and is selling WGRD-AM-FM and WLHT-FM Grand Rapids, WELL-FM Marshall and WELL-AM and WBXX-FM-WBCK-AM Battle Creek, all Mich.

**Facilities:** AM: 1240 khz, 1 kw; FM: 97.5 mhz, 28 kw, ant. 440 ft.

**Format:** AM: news, info, talk; FM: adult contemporary

**WADK(AM) Newport and WOTB(FM) Middletown-Newport, R.I.**

**Price:** \$2 million

**Buyer:** Bear Broadcasting Co., Providence, R.I. (Philip Urso, president/GM); also owns WHTM(AM) Providence and WERI(AM) Westerly, R.I. Urso also owns WDGE(FM) Wakefield-Peacedale, R.I.

**Seller:** Bernard and Jane Perry, Westport, Conn.; no other broadcast interests.

**Facilities:** AM: 1540 khz, 1 kw; FM: 100.3 mhz, 3.35 kw, ant. 295 ft.  
**Formats:** AM: news, talk; FM: smooth jazz

**Broker:** Richard A. Foreman Associates

**WKTY(AM)-WSPL(FM) La Crosse, Wis.**

**Price:** \$1.3 million

**Buyer:** HIPPI Radio LLC, Madison, Wis. (Thomas A. Walker and Gayle Olson, managers/25% owners); no other broadcast interests

**Seller:** La Crosse May Broadcasting LP, La Crosse (Edward W. May Jr., general partner/25% owner). May is 51% owner of KFOR(AM)-KFRX(FM) Lincoln, Neb., and 25% owner of KMA(AM) Shenandoah and KKBZ(FM) Clarinda, Iowa.

**Facilities:** AM: 580 khz, 5 kw day, 1 kw night; FM: 95.7 mhz, 50 kw, ant. 410 ft.

**Formats:** AM: C&W, news; FM: adult contemporary

**WXVA-AM-FM Charles Town, W.Va.**

**Price:** \$633,327

**Buyer:** Charles R. Walmer, Thurmont, Md. (after sale, 52.8% owner, Heritage Broadcasting Co. LP); also owns WTHU(AM) Thurmont

**Seller:** Gene E. McCoy, Arlington, Va.

**Facilities:** AM: 1550 khz, 5 kw; FM: 98.3 mhz, 3 kw, ant. 300 ft.

**Formats:** AM: oldies; FM: oldies

**WCVA(AM)-WCUL-FM Culpeper, Va.**

**Price:** \$630,000

**Buyer:** Culpeper Broadcasting Acquisitions Inc., Rockville, Md. (Stanley Karas, president/37.1% owner). Karas also is 33.3% owner of WHAP(AM) Hopewell, Va.

**Seller:** Culpeper Broadcasting Corp., Culpeper (William D. Cannon Jr., president); no other broadcast interests

**Facilities:** AM: 1490 khz, 1 kw; FM: 103.1 mhz, 3.3 kw, ant. 299 ft.

**Formats:** AM: standards, talk; FM: country

**Broker:** Gordon Rice Associates

**KVDB(AM)-KTSB(FM) Sioux Center, Iowa**

**Price:** \$600,000

**Buyer:** Sioux County Broadcasting Inc., Spirit Lake, Iowa (Mark P. Hedberg and Paul M. Kieffaber, VPs and 45% owners). Hedberg also is 50% owner of KAYL-AM-FM Storm Lake, 30% owner of KRIB(AM)-KLSS-FM Mason City and 25% owner of KUOO(FM) Spirit Lake, all Iowa

**Seller:** Tri-State Broadcasters Inc., Sioux Center; no other broadcast

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## Broadcasting

interests

**Facilities:** AM: 1090 khz, 500 w; FM: 94.3 mhz, 3 kw, ant. 300 ft.

**Formats:** AM: country, gospel; FM: adult contemporary

### **KNPT(AM)-KYTE(FM) Newport, Ore.**

**Price:** \$546,798

**Buyer:** Yaquina Bay Communications Inc., Newport (David J. Miller, president/owner); no other broadcast interests

**Seller:** Central Coast Broadcasting Co. Inc., Newport (George M. Carman, president)

**Facilities:** AM: 1310 khz, 5 kw day, 1 kw night; FM: 102.7 mhz, 66 kw, ant. 881 ft.

**Formats:** AM: adult standards, talk; FM: adult contemporary

### **KTLQ(AM)-KEOK-FM Tahlequah, Okla.**

**Price:** \$465,000

**Buyer:** Drake Communications Inc., Rogers, Ark. (Jeff Hutton, president, and wife Renee Hutton, owners); also owns KTLK(AM) and KWMQ(FM) South West City, Mo.

**Seller:** Demaree Communications Inc., Tahlequah (Paul and Martha Demaree, owners); no other broadcast interests

**Facilities:** AM: 1350 khz, 1 kw day, 61 w night; FM: 101.7 mhz, 6 kw, ant. 328 ft.

**Formats:** Both country

**Broker:** Sunbelt Media

### **WMNS(AM)-WMXO(FM) Olean, N.Y.**

**Price:** \$375,000

**Buyer:** CAM Communications Inc, Ridgway, Pa. (Jon Buehler, president); also is buying WKVE(FM) St. Marys and wxve(FM) Spangler, Pa.

**Seller:** Erin Communications Inc., Fairport, N.Y.; also owns WLSV(AM)-WJQZ-FM Wellsville, N.Y., and has permit to build FM at Galeton, Pa.

**Facilities:** AM: 1360 khz, 1 kw day, 30 w night; FM: 101.5 mhz, 1.55 kw, ant. 405 ft.

**Formats:** AM: news/talk; FM: adult contemporary

### **WKQY(AM) Bluefield and WKMY(FM) Princeton, W.Va.**

**Price:** \$280,000

**Buyer:** Country Broadcasting Corp., Bluefield, W.Va. (Richard T. Judy, president); also owns 49% of WSVG(AM)-WSIG(FM) Mt. Jackson, Va.

**Seller:** Mountain Broadcasting Corp., Luray, Va. (debtor-in-possession, Earl Judy Jr., president); owns WURN(FM) Marietta, Ohio; WSIG(FM) and WSVG(AM) Mount Jackson, and WMQC(FM) Westover and WPDJ-AM-FM Clarksburg, W.Va.

**Facilities:** AM: 1240 khz, 1 kw; FM:

100.9 mhz, 630 w., ant. 641 ft.

**Formats:** AM: news/talk; FM: adult contemporary

### **KASR-AM-FM Perry, Okla.**

**Price:** \$185,000

**Buyer:** Singer Broadcasting Group Inc., Tulsa, Okla. (John M. Singer, president/owner); no other broadcast interests

**Seller:** Starlight Broadcasting Inc., Anthony, Kan. (James W. Dunn, president); no other broadcast interests

**Facilities:** AM: 1020 khz, 400 w day, 250 w night; FM: 105.1 mhz, 6 kw, ant. 328 ft.

**Formats:** AM: country; FM: adult contemporary light

### **WNBV-AM-FM Newberry, Mich.**

**Price:** \$30,000

**Buyer:** Gerald Feutz, Newberry (before sale, half-owner, F&W Broadcasting Inc.; after sale, 100% owner)

**Seller:** William A. Wilson, Galt, Calif. (before sale, half-owner, F&W Broadcasting Inc.; after sale, no interest)

**Facilities:** AM: 1450 khz, 1 kw; FM: 93.7 mhz, 3.5 kw, ant. 262 ft.

**Formats:** AM: easy listening; FM: oldies

### **KRKY(AM) Granby and KRKM(FM) Kremmling, Colo.**

**Price:** \$1

**Buyer:** Grand County Wireless Inc., Dillon, Colo. (Rocky Mountain Radio Network Inc., 75% owner; Granby Broadcasting Systems Inc., 25% owner). Rocky Mountain Radio also is buying KHTH(AM) Dillon, KSKE(AM) Vail and KDMN(AM) Buena Vista, all Colo. (see "AM" item, below)

**Seller:** Grand Broadcasting Inc., Dillon (Ron Crider, president). Crider is VP/50% owner with wife of Rocky Mountain Radio.

**Facilities:** AM: 930 khz, 4.5 kw; FM: 106.3 mhz, 3 kw, ant. 1,050 ft.

**Formats:** Both dark

## RADIO: FM

### **WWWZ(FM) Summerville-Charleston and WMGL(FM) Ravenel-Charleston, S.C.**

**Price:** \$2.45 million

**Buyer:** Mayo Radio Inc., Olympia Fields, Ill. (Barry A. Mayo, chairman/president); no other broadcast interests

**Seller:** William G. Dudley III, Mt. Pleasant, S.C.; owns WKBF(AM) and WHTS(FM) Rock Island, Ill.; and is

buying WJUK(FM) Mt. Pleasant.

**Facilities:** wwwz: 93.5 mhz, 1.1 kw, ant. 459 ft.; WMGL: 101.7 mhz, 3 kw, ant. 482 ft.

**Formats:** wwwz: urban contemporary; WMGL new adult contemporary

## **WRPL(FM) Wadesboro, N.C.**

**Price:** \$2.425 million

**Buyer:** Bible Broadcasting Network Inc., Charlotte, N.C. (Lowell L. Davey, president/16.7% owner). Network also owns WYFD(FM) Decatur, Ala.; WYFB(FM) Gainesville, WYFE(FM) Tarpon Springs and WYFO(FM) Lakeland, Fla.; WYFA(FM) Waynesboro, WYFK(FM) Columbus, WYFS(FM) Savannah and WYFW(FM) Winder, all Ga.; KYFW(FM) Wichita, Kan.; KYFL(FM) Monroe, La.; WHPE-FM High Point, WYFL(FM) Henderson and WYFQ(AM) Charlotte, all N.C.; WYFG(FM) Gaffney, WYFH(FM) North Charleston and WYFV(FM) Cayce, all S.C.; WYFC(FM) Clinton, Tenn., and WYFN(AM) Nashville; KYFA(FM) Amarillo, KYFS(FM) San Antonio and KYFT(FM) Lubbock, all Tex.; KYFO-AM-FM Ogden, Utah; and WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Va.; and is applying to build noncommercial FM in Honolulu.

**Seller:** WRPL Partnership, Wadesboro (Allen Lyon, general partner); no other broadcast interests

**Facilities:** 93.5 mhz, 3 kw, ant. 328 ft.

**Format:** Religion

## **KZSR(FM) Reno, Nev.**

**Price:** \$350,000

**Buyer:** Larry E. Oakley, Reno; no other broadcast interests

**Seller:** Anthony Ocepek, Cleveland (receiver for Sure Broadcasting Inc., which owns KHXS(FM) Abilene, Tex.)

**Facilities:** 92.9 mhz, 45 kw, ant. 2,653 ft.

**Format:** Dark

## **KBWS-FM Sisseton, S.D.**

**Price:** \$300,000

**Buyer:** James River Broadcasting Inc., Valley City, N.D. (Robert E. Ingstad, president/owner); also owns KGFX(AM) Pierre and KQKD-AM-FM Redfield, and is building FM at Lowry, S.D. Ingstad also owns KASM-AM-FM Albany, KQPR(FM) Albert Lea, KNFX(AM) Austin, KDHL(AM)-KQCL(FM) Faribault, KMFX-FM Lake City, KWEB(AM)-KRCH(FM) Rochester, KNFX-FM Spring Valley, KMFX(AM) Wabasha and KXSS(AM)-KLZZ(FM) White Park, all Minn.; KOVC-AM-FM Valley City and KDDR(AM) Oakes, N.D.; 90% of KFLA(AM)-KSKL(FM) Scott City, Kan.; 80% of KBUF(AM) Holcomb, KKJQ(FM) Garden City and KYBD(FM) Copeland,

all Kan.; and is applying to build FM at Larned, Kan.

**Seller:** Lake Region News Corp., Eden, S.D. (Jack Adams, president); no other broadcast interests

**Facilities:** 102.9 mhz, 100 kw, ant. 496 ft.

**Format:** Country

## **WDME-FM Dover/Foxcroft, Maine**

**Price:** \$275,000

**Buyer:** Mid-Maine Media Inc., Randolph, N.J. (Richard Thau and Joyce L. Wemer, co-owners); no other broadcast interests

**Seller:** Ganley Communications Ltd., Dover-Foxcroft (brothers James and Richard Ganley, principals); no other broadcast interests

**Facilities:** 100.3 mhz, 6 kw

**Format:** Adult contemporary, news, sports

**Broker:** Kozacko Media Services

## **KFXF-FM Morgan City, La.**

**Price:** \$196,300

**Buyer:** Tiger Island Broadcasting Inc., Morgan City (Dennis C. Miller, president/80% owner); no other broadcast interests

**Seller:** Tri-City Broadcasting Inc., Morgan City (Warren J. Fortier, owner); owns KMRC(AM) Morgan City

**Facilities:** 96.7 mhz, 6 kw, ant. 390 ft.

**Format:** CHR

## **WTKF(FM) Atlantic, N.C.**

**Price:** \$95,000

**Buyer:** Lockwood Phillips and Walter Phillips, Morehead City, N.C. (after sale, each 47.5% owner, Atlantic Ridge Telecasters Inc.); no other broadcast interests

**Seller:** Casey Warrington, Newport, N.C. (before sale, 100% owner, Atlantic Ridge Telecasters; after sale, 5% owner); no other broadcast interests

**Facilities:** 107.3 mhz, 7 kw, ant. 607 ft.

**Format:** News/talk

## **KZTX(FM) Refugio, Tex.**

**Price:** \$30,000

**Buyer:** Fred Hoffmann, Corpus Christi, Tex.; 76% owner of KXCC-TM Rockport, Tex.; and 35% of KQRO-AM-FM Cuero, Tex.

**Seller:** James Henry and Tommy Butler, Refugio; no other broadcast interests

**Facilities:** 106.1 mhz, 25 kw, ant. 299 ft.

**Format:** Adult contemporary

**Continues on page 108**

This notice appears as a matter of record only.

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# Arbitron undersamples seven markets

*Blacks, Hispanics received fewer diaries; company will boost mailings for rest of survey*

## Radio

By Donna Petrozzello

**A**rbitron's first phase of its fall 1995 radio listener surveys for New York and six other markets include sampling errors that programmers say may have affected ratings for Hispanic and urban-skewed stations. The first phase report was delivered to New York market subscribers on Nov. 7.

Urban-formatted WQHT(FM), WRKS-FM, WQCD(FM) and WBLS(FM) each dropped slightly in Arbitron's Sept. 21-Oct. 18 survey (when the sampling errors occurred). From Arbitron's summer 1995 survey to its early fall returns, WQHT dropped from a 6.6 rating to a 6.2, WRKS-FM dropped from a 6.1 to a 5.3, WBLS dropped from a 3.2 to a 3.1 and WQCD dropped from a 3.5 to a 3.3.

By contrast, ratings for Spanish dance WSKQ-FM improved from a 4.7 last summer to a 4.9 for the early fall survey, and Hispanic full-service WADO(AM) improved from a 1.3 last summer to a 1.9.

The errors Arbitron made during the first four weeks of its current fall 1995 survey cut short the number of diaries mailed to black and Hispanic households in the New York urban metro area.

Thom Mocarsky, Arbitron vice president of communications, said the percentage of diaries returned by black and Hispanic listeners in the first phase of the survey was slightly lower (by 1% and 2%, respectively) than the market's proportion of black and Hispanic populations. A total 6,489 diaries were returned by New York listeners in the first phase of the fall 1995 survey (the full survey period is Sept. 21-Dec. 13), Mocarsky said.

John Mullen, assistant program director and research director of urban contemporary WBLS, said it "seemed odd that all the urban stations were down" especially since they are in the midst of major promotional sweeps. "We've all suffered setbacks," Mullen said. "Arbitron should not be making mistakes like this."

In a letter to stations two weeks ago, Arbitron officials said the company had mailed fewer diaries than original-

ly intended to "high-density ethnic areas" with heavy populations of Hispanic and black households in New York and five other markets—Buffalo, N.Y.; Albuquerque, N.M.; Milwaukee; Dallas, and Philadelphia. A similar error forced Arbitron to cancel its phase-one returns for Fresno, Calif., after discovering that 39% of households in the market scheduled to be sampled never received diaries.

To make up for the error, Arbitron officials say the company will sample more households than usual in black and Hispanic areas of the seven markets for the remainder of the fall sur-

vey.

Arbitron Advisory Council Chairman Bill Kelly said that Arbitron's "seven-market snafu" will be discussed at the council's next meeting. In a press release, Kelly said Arbitron's mistake "casts doubt on the reliability of the fall rating period in the affected markets as well as the overall service" of the company. "This series of errors sets Arbitron back quite seriously and is particularly frustrating to us on the council," Kelly wrote.

Early fall ratings reports for the other affected markets are due to be released by Nov. 22. ■

## RIDING GAIN

### Evergreen 3Q returns best in company's history

Evergreen Media Corp. reported double-digit gains in both net revenue and broadcast cash flow for the third quarter, ended Sept. 30, and for the first nine months of 1995.

According to Evergreen's latest fiscal report, net revenue increased by 11.7%, to \$47.8 million, on a pro forma basis, for the third quarter over the same period last year. Broadcast cash flow for the quarter gained 13.3%, to \$19.6 million, over last year. Year-to-date returns show a 14% increase in net revenue, to \$115,177,000, and a 14% increase in broadcast cash flow, to \$45,322,000, both on a pro forma basis, over the same period last year.

Evergreen Chairman and Chief Executive Officer Scott Ginsburg called the company's financial results for the third quarter "the highest quarterly results in the company's history."

"By anticipating the changes in radio ownership rules and adhering to our top-10-market focus, Evergreen has dramatically enlarged its station group at attractive multiples," Ginsburg commented. "This strategy has positioned us as the nation's third-largest radio broadcaster as measured by both revenue and broadcast cash flow." Evergreen owns and operates 22 radio stations in 10 markets.

### Infinity pays \$1 million of total \$1.7 million fine

Infinity Broadcasting has made its initial \$1 million payment to the U.S. Treasury, the first of two installments the company will pay in its settlement with the FCC announced in September.

The settlement resolved several pending violations of rules governing broadcasting indecency that Infinity incurred related to comments by radio shock jock Howard Stern. Infinity syndicates *The Howard Stern Show* to two dozen radio stations.

Infinity is scheduled to pay the remaining \$715,000 by the end of first quarter 1996. FCC Chairman Reed Hundt said, "The settlement represents the largest amount ever contributed to the U.S. Treasury by a broadcast station licensee."

### Fans line up for Stern's new book

Hundreds lined up to be among the first to own Howard Stern's new autobiography, "Miss America," which went on sale Nov. 7 at selected book stores in New York, Los Angeles and a few other cities.

Stern fans at the midtown Manhattan Barnes & Noble outlet scooped up more than 1,000 copies between 6:30 a.m. and 9:30 a.m. The same day, Book Soup in West Hollywood sold out of its initial 800 copies. Stern is



Dedicated Howard Stern fans line up in the early morning to buy his new book.

scheduled to start a national book signing tour on Nov. 16.

### Interrep study shows news/talk formats popular

According to data from Arbitron's most recent summer radio listenership survey, researchers at The Interrep Radio Store found that news/talk stations have a larger audience share than any other format.

In Interrep's new format share study, news/talk stations claimed 14.3% of the overall radio audience, urban formatted stations claimed 10.4%, country stations claimed 10.3% and adult contemporary claimed 9.6% of the audience. The find-

ings mark a downward spiral for the adult contemporary format, which claimed 10.7% of the national audience a year ago. The country audience share also slipped slightly from an 11% share to 10.3%.

The audience for news/talk was relatively constant at 14.3%, but urban formats gained a significant audience share, moving from a 9.9% share last summer to 10.4%.

Big share-losers in Interrep's survey were album-oriented rock, which dropped to a 5.8% share from a 6.9% one year ago; classic rock, which dropped from a 4.2% share to 3.6%, and contemporary hits, which dropped from a 5.6% share to 4.9%.

### Westwood One covers Rabin assassination

Westwood One Radio Networks provided live coverage of President Bill Clinton's journey to attend the funeral of slain Israeli Prime Minister Yitzhak

Rabin last week. Westwood One officials said it was the NBC Radio Network's turn in the revolving pool of radio network news agencies to cover Clinton's next overseas trip when Rabin was assassinated. Westwood One is the parent company of the NBC Radio Network.

As the lead network news agency, NBC News coordinated live news feeds from Rabin's funeral. Westwood One reported on the assassination throughout the weekend and Westwood One White House correspondent Peter Maer interviewed Clinton and former presidents George Bush and Jimmy Carter on their Air Force One flight to Israel.

### NPR to simulcast PBS 'Issues Convnetion'

National Public Radio will align with the Public Broadcasting Service to broadcast the nation's first National Issues Convention, a dialogue forum between 1996 presidential candidates and American citizens next January from Austin.



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# Special Report

## Hispanic Broadcasting

# Telemundo chief looks to challenge Univision

*Takes steps to compete with rival*

By Steve Coe

**T**he battle between Hispanic television networks Univision and Telemundo could become more competitive in the coming months as Telemundo makes its most serious run in years at its rival.

According to recently installed president and chief executive officer Roland Hernandez, Telemundo has taken a series of steps to try to regain parity with its older and more widely viewed competitor.

The gap is a large one, with Univision claiming three-quarters of Hispanic viewers, according to the most recent Nielsen numbers. But Telemundo remains undaunted.

Hernandez took over leadership of Telemundo in March, succeeding Joaquin Blaya. Hernandez had served on the Telemundo board of directors since 1989 and is also one of the network's largest shareholders.

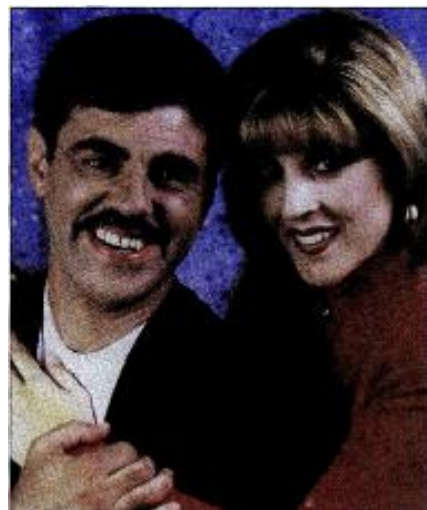
One focus for Hernandez has been to

grow the network's owned-and-operated station lineup. Last week, Telemundo acquired 74.5% of WNSN-TV Chicago for approximately \$44.7 million. The addition gives the network majority ownership of TV stations in the top seven Hispanic markets, plus one in Puerto Rico.

When Hernandez took over, the network's overall share of the Hispanic viewing audience had slipped to approximately 20%, its lowest level since the network was founded in 1987. "Through February 1995 we had had three years of ratings slippage," he says. "In 1992 we had about a 42% share of the audience. So my overriding mandate in coming in was to correct the ratings slippage." In the eight months since he took over, Telemundo's audience share has inched up to 24%.



**TELEMUNDO**



Telemundo's 'El y Ella' talk show

One of the first steps toward improving those ratings, says Hernandez, was to begin counterprogramming many of Univision's successful shows.

Rather than taking on novellas with novellas, Telemundo began to produce more of its own programming.

The best example of that strategy is

### Grand entrance

Grand Entertainment, formed last year to serve the fledgling Spanish-language program syndication market in the U.S., will launch its first TV series next April.

The show, *Corazon Corazon* ("Heart to Heart") is a weekly international entertainment-and-lifestyle magazine produced by Spain's RTVE. Reuters Television will produce weekly segments for the show, which will focus on entertainment news and features in North America.

"It's kind of a global *Entertainment Tonight*," says Tom Sieracki, a partner in New York-based Grand Entertainment. Sieracki and two other veteran program syndicators, Carl Dietze and Peter Yaman, formed the company



'Loco Veneno,' an offering from Grand Entertainment's Spanish-language barter-movie network

last year after concluding that Univision and Telemundo, the two primary Hispanic networks in the U.S., weren't serving all the programming needs of their affiliates, he says.

Sieracki says that Nielsen has helped companies like his syndicate Spanish-language programs in the U.S. by creating its Hispanic television ratings service. The service gives would-be distributors hard ratings and sales data previously unavailable.

Grand's initial offering was what the company called the first Spanish-language barter-movie network in the U.S. The network, which debuted four months ago, is called *El Gran Estreno* (The Big Premiere) and consists of 52 weekly feature films produced primarily by or in association with RTVE.

*El Gran Estreno* is cleared on 27 stations covering almost 70% of U.S. Hispanic households, says Sieracki.

—SM

## Hispanic Broadcasting

*El y Ella* ("He and She"), which debuted in April. Since its debut, the talk show, which features male and female hosts and focuses on gender-based topics, has averaged a 30% share of the audience against a Univision novella.

In order to facilitate a beefed-up production slate, Hernandez opened a Hollywood-based production office. Five shows are being produced out of that office, including *El y Ella*. Telemundo now produces roughly 55% of its domestic programming out of its Hollywood and Miami production offices.

Hernandez says that part of the reason for opening a Hollywood office is to try to produce programming that appeals to the Mexican-American audience, which constitutes the largest segment of the overall Hispanic audience. "Sixty-five to seventy percent of the Hispanic audience is Mexican-American. Hispanics in the West, Southwest and as far East as Chicago are predominantly Mexican," he says.

Hernandez insists that Telemundo is not forfeiting the East Coast audience, made up primarily of Puerto Rican-Americans and Cuban-Americans, in favor of the Mexican-American audience.

In underscoring the importance of a strong showing in Los Angeles, Hernandez notes that that market contains 1.4 million Hispanic households, compared with 900,000 Hispanic households in New York City and 430,000 in Miami.

One of the challenges for Telemundo in attracting more of the Hispanic audience is to develop programming that appeals to all of the Hispanic groups in the United States. A historical disadvantage that Telemundo has had to overcome is the popular programming that Univision acquires from Mexico-based Televisa, part owner of Univision.

"We expect to have a balanced lineup that holds the East Coast audience but proves to be effective to viewers in the West and Southwest. We hope to do that with more product from our L.A.-based facility and more acquired product from



**Telemundo Group  
President/CEO Roland  
Hernandez**

Mexico," says Hernandez, adding that talks have resumed with Mexican network Grupo Azteca about Telemundo's acquiring some of its product.

Hernandez hopes Telemundo's upcoming quarterly financial results will be another indication that the network is on the move.

He expects the results to show an improvement over recent financial report cards. One reason for his optimism is the approximately 10% cut in operating expenses that he has effected since taking over. "In addition to the ratings slippage, I also had the mission to return the network to financial strength. We began by intense management focus and going back to broadcasting principles. We're much more tightly run now. And we've gone out to advertisers and told them that Telemundo is a viable way to serve their clients. Prior to March, I don't think the industry saw Telemundo that way."

Even with the audience-share

increase, new programming and a tighter rein on expenses, Telemundo has a long haul before it achieves parity with Univision.

In the most recent numbers from Nielsen, Univision captured a 76% share of Hispanic households compared with Telemundo's 24%. Among women 18-49 the gap is 79% to 21%. In addition, Univision still airs the top-rated Spanish-language series. Despite Univision's dominance, Hernandez remains undeterred. "Telemundo is making a comeback, and I don't think it's far-fetched to say Telemundo is on the way up to where we were in 1992. We've been at parity with Univision before, and we can be at parity again."

Univision was contacted for this story, but for at least the past year executives at the company have been operating under a no-press-contact mandate issued by Jerrold Perenchio, controlling partner of Univision Network Limited Partnership, the operating company for the network. The network did supply ratings information as well as other documents concerning the network's performance. ■

## Hispanic TV's hot in Los Angeles

What's driving the boom in Spanish-language TV in the Los Angeles market?

For starters, the area is home to the world's fifth-largest Hispanic population. The purchasing power of the audience served by the flagship stations of the Univision and Telemundo networks has grown an estimated 66% during the past five years, according to statistics provided by Univision's KMEX-TV.

The region's 5.1 million Hispanics are expected to spend more than \$60 billion on consumer products this year. By 2010, the number of Hispanics living in the greater Los Angeles area is projected to exceed the non-Hispanic population by a slim margin.

It's these kinds of statistics that have sent national-brand advertisers flocking to Spanish-language media. Yet station officials at KMEX-TV and Telemundo's KVEA say that misconceptions about Hispanic TV viewers still abound.

"The biggest misconception about Spanish-language TV programming is that it skews old," says Augustine Martinez, KMEX-TV's general manager. "But there's a young, vibrant audience watching Spanish-language TV."

Local news is KMEX-TV's greatest strength. The station's 6 and 11 p.m. newscasts routinely lead all the general market stations in 18-34 and 18-49 demographics. Both KMEX-TV and KVEA offer locally produced morning shows, weekend sports packages and public affairs programming. And both have plans to expand their slate of children's shows.

"We're in a position right now where there's room for growth in every aspect of our business," says Eduardo Dominguez, KVEA station manager. —CL



# Hispanic world on a wire

*Networks look to build audience, develop niches*

By Jim McConville

**H**ispanic cable programming is a hot commodity in the U.S. Spanish-language networks continue to build cable carriage while developing specialized programming aimed at capturing niche audiences.

There are an estimated 27 million Hispanics living in the U.S. Nielsen Media estimates that there are 6.1 million-6.4 million Hispanic cable TV households. With Hispanic cable penetration at 30%-35%—compared with 60% for the U.S. cable market overall—industry experts say there's still lots of room for growth.

Despite the overall logjam in new cable channel carriage, Hispanic networks are finding room on some systems that have put out the "no vacancy" sign for English-speaking networks.

"Channels are being freed for Spanish-language programming because operators have finally realized that the Hispanic market represents a good opportunity to grow their overall sub base," says Tom Morrison, vice president of affiliate sales for Hispanic cable network GEMS Television. "As a result, channels are being freed up."

With 40% of the U.S. Hispanic population concentrated in Los Angeles (6 million), New York (3.3 million) and Miami (1.4 million), according to Miami-based market research firm Strategy Research Corp., most Hispanic cable TV distribution is concentrated there.

But this year several Hispanic cable networks have branched out, launching on cable systems in Arizona and Texas and on select systems in the Midwest and the Northeast.

GEMS, launched by parent company Cox Communications in 1993 as a network aimed at Hispanic women, this year gained carriage on systems in Cali-



MTV Latino's 'Cafe Tacuba Unplugged'



GEMS talk show host Maria Laria

fornia, Arizona, Texas, Michigan and

Connecticut. Morrison says the network will increase its U.S. subscriber base from 1.5 million to more than 2 million households by the end of 1995.

Galavision remains the largest and most widely distributed cable-exclusive network in the U.S., with 2 million U.S. households—up 500,000 over last year. Other incumbent Hispanic networks in the U.S. include Canal de Noticias NBC, MTV Latino, Showtime en Español and HBO Olé, all of which now face competition from recently launched networks.

Established Hispanic networks, in the face of competition, have begun to expand their programming, trying to capture special niche audiences in the U.S.

Launched in 1993 to serve Latin American cable markets, Viacom-owned MTV Latino last September boosted its U.S. market distribution base

over the 6 million-subscriber mark by gaining cable carriage on Cox Communications cable systems in Phoenix and Cablevision in Ventura County, Calif.

MTV Latino last September expanded its schedule by adding *MTV Sports*, a half-hour that covers the youth-market sports of rollerblading, skiing, surfing and lacrosse.

HTV is the newest Hispanic cable network launched in the U.S. The 24-hour all-music-video network launched on 10,000 Aventura Cable households in Miami this month. First launched on cable systems in Latin America in September, HTV features a mix of oldies and pop music videos by Hispanic artists.

Galavision, trying to capture the 18-34-year-old Spanish youth market, last year launched two Spanish-language channels: Telehit, a music video network, and RitmoSon, a music video channel

for children and teens.

Showtime en Español and HBO Olé, both launched in 1994, are Spanish-language versions of Viacom's and Time Warner's premium movie channels. Both are distributed to approximately 5 million subscribers in the U.S. and Latin America.

Looking to find a niche in the Hispanic movie market is CineLatino, a 24-hour movie channel that airs original Spanish-language films. Launched in October 1993, CineLatino is distributed in Southern California and plans to expand to Texas and Arizona next year.

Canal de Noticias NBC, a 24-hour Hispanic news service launched in the U.S. market by NBC in 1994, reportedly reaches 4.6 million households in the U.S. Produced by Charlotte, N.C.-based NBC News Channel, the network just added 275,000 households by launching on a Paragon Cable system in San Antonio, Tex.

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## Hispanic Broadcasting

market is Sur-Canal de Canales, a Latin America-based network that retransmits live daily newscasts from Latin America and is carried on 13 cable systems in southern Florida and single systems in Virginia, Boston and New Jersey.

Other Spanish-language cable networks include Los Angeles-based VivaTelevision, which offers entertainment, cultural and education programming, and Miami-based TeleComras Shopping Network, launched in November 1994.

Going after the Hispanic sports market is La Cadena Deportiva, the interna-

tional Hispanic sports channel launched in the U.S. last March by Tele-Communications Inc.-owned Liberty Sports, provides a national feed of sports programming to Liberty Sports affiliates throughout the U.S. It's sent to approximately 1.3 million cable subscribers in California and Florida on 31 cable systems.

La Cadena Deportiva airs international boxing and soccer as well as Spanish-language broadcasts of U.S. sports, including Los Angeles Lakers basketball and L.A. Kings hockey games. The network may figure in TCI's recently struck partnership with News Corp. to create an

international sports network.

## The Q word

As Hispanic network distribution increases and competition intensifies, viewers are starting to demand better programming quality. Hispanic cable executives say they're trying to change their image by upping the production value of their shows.

U.S. cable companies, meanwhile, aren't standing still. They're going after Hispanic international market opportunities and launching their own Hispanic cable networks in the Latin America market. ■

# TV advertisers target Hispanics

*Spending rose 22% in 1994; next boom predicted is in cable*

By Jim McConville

**T**he amount of advertising spent by U.S. companies on Hispanic TV last year grew by nearly 22%, accounting for almost half of the \$953 million spent to reach the Hispanic market, according to *Hispanic Business* magazine.

TV spending—network, national and local—jumped 21.9%, from \$372.6 million in 1993 to \$454.2 million in 1994. The '94 total was split between network/national (\$240.8 million) and local (\$213.4 million).

San Francisco/San Jose, Calif., was the fastest-growing market for Hispanic TV advertising. As the area's Hispanic population has increased so has its TV media spending, jumping nearly 60% last year.

Overall gross advertising expenditures in the Hispanic media market increased \$123 million, from \$829.6 million to \$952.8 million, a 15% increase over 1993. Not all the ad dollars went to TV: National and local radio accounted for a combined \$290.2 million.

And with Hispanic consumer spending in the U.S. projected to be \$260 billion for 1995, advertisers are likely to invest even more in Hispanic TV next year. The reason: Major U.S. advertisers now see Hispanic cable as a viable vehicle for their campaigns. *Hispanic*

*Business* says that TV spending in 1995 will be up 20% over that of '94 and predicts that total Hispanic ad spending in all media will top \$1 billion.

"Over the past five to six years there's been a real acceptance among the different clients of going into the Hispanic marketplace. Now the new growth area is the whole concept of Latin America," says Tom Morrison, vice president of affiliate sales, GEMS Television.

Who advertises on Hispanic TV? Virtually the same companies that run ads on English-speaking TV.

"It's every major advertiser out there. Look at ABC, NBC and CBS and virtually every advertiser you see on the air with those guys is now involved with Hispanic markets," says Morrison. "You're looking at Colgate-Palmolive, Coke, Pepsi, the banking industry; it literally goes the full gamut."

The biggest Hispanic-ad spenders in 1994 included consumer product companies, national retailers and communications companies. Procter & Gamble topped the list at \$37.6 million, spending almost twice as much as the number-two company, AT&T, which was a distant second with \$19.2 million. Rounding out the top five were McDonald's Corp., \$9.6 million; Anheuser-Busch, \$10.4 million, and Colgate-Palmolive, \$9.6 million.

National retailers Sears, J.C. Pen-

ney, Kmart and Montgomery Ward recognized the new buying potential of Hispanics and boosted their overall ad budgets. The biggest single jump came from Chicago-based Montgomery Ward, which increased its spending from \$1.3 million to \$5.2 million.

Sears, Roebuck & Co.'s Hispanic-ad spending rose 86%, from \$5 million in 1993 to \$9.3 million, moving it from 13 to 6 on the list of top 50 Hispanic advertisers. Other companies with healthy boosts in ad dollars included Philip Morris, Coca-Cola Co., Ford Motor Co. and Quaker Oats Co.

The next step for advertisers, say executives: Hispanic cable TV. "Cable is really emerging in the U.S. for the Hispanic household," says Morrison. "Up until a year ago, Telemundo, Univision and Galavision were the options as far as buying advertising. The Hispanic agencies are really looking to cable much like the Anglo ad agencies have done on the other side by looking at networks like Lifetime and ESPN."

Companies are now developing a pan-regional concept of advertising, says Morrison, looking for networks with distribution in both the U.S. and Latin America.

The watershed year for Latin America TV advertising was 1993. "GEMS was the fifth network going into Latin America in 1993. Today there are over 60," Morrison says. ■



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# Radio targets Hispanic niches

*Variety of programing aims for listeners of different backgrounds*

By Donna Petrozzello

**H**ispanic radio stations are earning devoted audiences and top ratings in major markets as Spanish-language music programers cater to distinct listener niches.

In urban markets such as New York, Los Angeles and Miami, Spanish-language music stations earned ratings equivalent to—and in some cases surpassing—English-language adult contemporary stations, according to Arbitron's latest summer 1995 survey. And across the country, leading Hispanic stations have tailored their formats to specialize in Tejano, banda, salsa or merengue music to match the Mexican or Caribbean heritage of Hispanic listeners in their markets.

Hispanic programers say that redefining Spanish-language music formats to fit their niche audience has increased the time Hispanics spend listening to their stations and has ushered in the next era of Spanish-language radio.

"We are learning how to make stations have more appeal to their target audience," says Bill Tanner, vice president of programing for Heftel Broadcasting. "We're seeing a splintering of the format much the way contemporary hit radio has developed. Now you have rhythmic Top 40, alternative Top 40 and hot Top 40. I think you'll see the same thing happening in Spanish."

"If you look at Spanish radio three or four years ago, it was trying to reach all Hispanics with a varied format that was not targeted to any specific group," says Alfredo Alonso, vice president/general manager of Spanish Broadcasting System's New York division. "The way we look at broadcasting today is different. Instead of trying to be a little bit for everyone out there, we're much more niche-targeted."

Niche targeting apparently has paid off. In Arbitron's summer survey, Spanish dance-formatted WSKQ-FM New York earned a 4.7 rating and tied for fourth place in the market with mainstream soft adult contemporary WLTW(FM). Two years ago, WSKQ-FM

barely achieved a 2.0 rating with a format of varied Spanish music, Alonso says.

In Los Angeles, Spanish ballad KLVE(FM) ranked second in the market, with a 4.8 rating, just behind contemporary hit KPWR(FM). In Miami, Spanish ballad WRMA(FM) ranked second in its market, with a 5.4 rating for summer 1995, up from a 2.0 rating for summer 1994

when the station programed a broader Spanish-music format. And in San Antonio, Tex., Tejano-formatted KXTN-FM, owned by Hispanic broadcaster Tichenor Media Systems, swept its market with a 9.9 rating in the latest summer survey.

"Spanish radio has definitely arrived," Alonso says. "Spanish radio is now formatted to compete in the general market. Spanish broadcasters now don't want to be just the number-one Spanish station in the market, they want to be the number-one station in the market, period."

The ratings success of KLVE and WSKQ-FM is especially notable considering that Los Angeles's population is 40% Hispanic and New York's population is about 25% Hispanic, according to U.S. Census Bureau statistics. Both stations earned ratings comparable to those of English-language stations that program to the majority, not minority, segment of their market.

Broadcasters contend that although the number of Hispanic listeners in their markets has remained stable during the past few years, format changes to their stations have encouraged Hispanics to listen to the stations longer, which translates into better ratings.

"The broadcasters are doing a better job at delivering a quality product that people can listen to for longer periods of time," says Richard Heftel, president of KTNQ(AM)/KLVE Los Angeles.

As Spanish-language formats are evolving, Heftel says, Arbitron has



**Richard Heftel, president/  
general manager, KTNQ(AM)-  
KLVE(FM) Los Angeles**

helped by surveying more Hispanic households in urban areas. "Part of KLVE's success is the accuracy of Arbitron," he says.

In a recent report on Hispanic radio listeners, Arbitron determined that the population of Hispanics in the U.S. has increased from 22 million in 1990 to 27 million in 1995. Arbitron predicts that by 2000 the population will swell to

33 million. Arbitron also found that 45% of Hispanics prefer Spanish-language formats over all others.

As a result, Arbitron has increased the number of diaries sent to Hispanic households in proportion to the growing Hispanic population and is using bilingual interviewers and written material for Spanish-speaking respondents.

Responding to the increasingly strong presence of Spanish-language stations in major markets, Katz Communications Inc. has dedicated a division of its national rep service to Hispanic radio.

Kathleen Bohan, director of research and marketing for Katz Hispanic Media, which represents national ad sales for stations owned by SBS and Tichenor, says the "Hispanic population is being recognized as an important factor."

The Interep Radio Store, whose national sales rep list includes Heftel's Spanish-language stations, recently merged with Caballero Spanish Media to become one of its full-service rep firms. The alliance brings under Interep's umbrella 140 Spanish-language stations with combined annual billings of \$30 million.

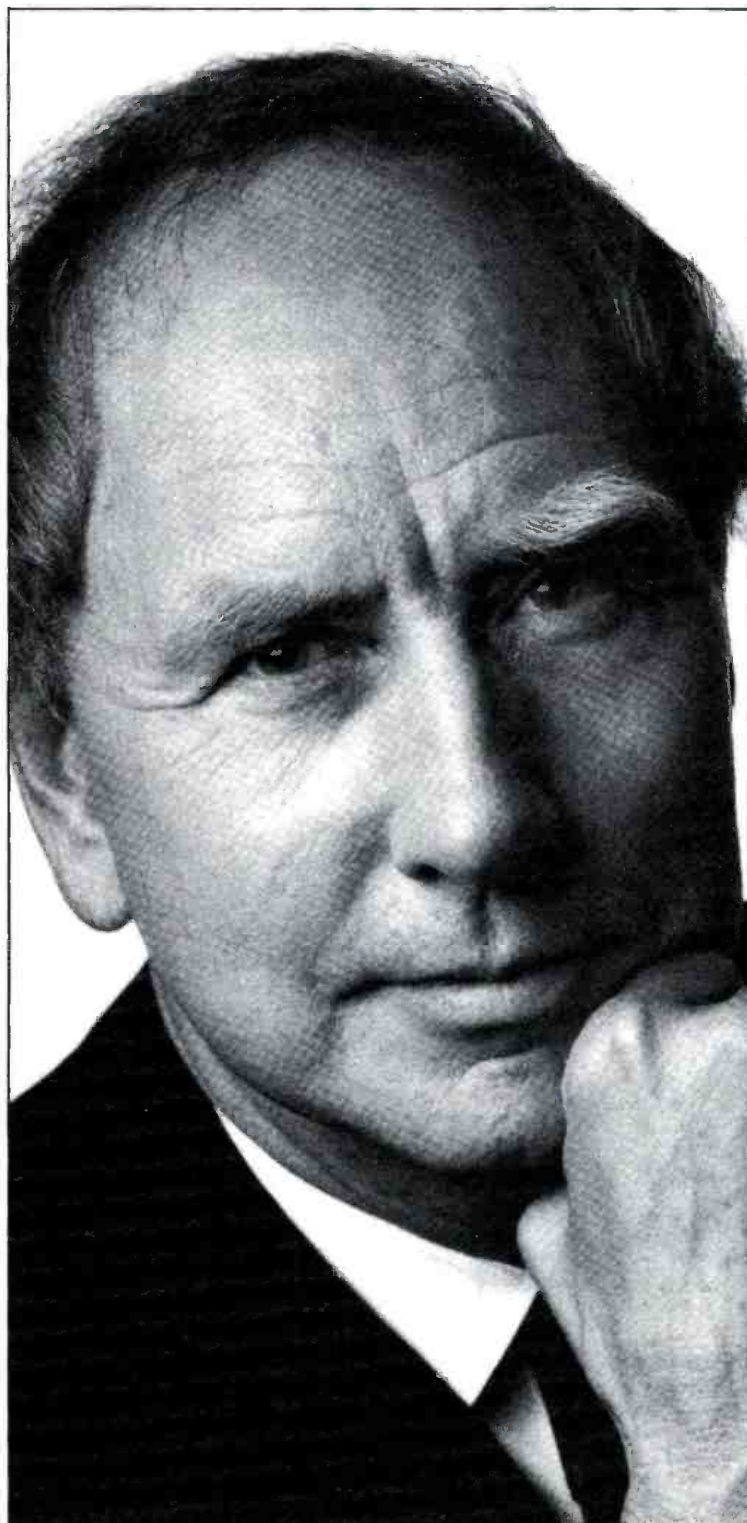
Hispanic broadcasters agree that their ratings success has to begin to translate into greater attention from advertisers and increased ad revenue.

Alonso contends optimistically that "success in the ratings is still far ahead of success in ad revenues, but the revenues are starting to pick up." ■

Turner gets \$40 million third-quarter boost / 78  
FX won't get sports makeover / 82

# Cable

November 13, 1995



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# Turner Broadcasting gets 3rd-quarter boost

*Earnings up \$45 million over year ago*

By Rich Brown

**S**trong gains by the Turner Broadcasting networks helped boost company earnings to \$40 million for third quarter 1995, representing a \$45 million increase over a \$5 million loss in the same period last year.

Advertising revenue for the entertainment networks increased \$40 million, or 32%, excluding ad revenue tied to the 1994 Goodwill Games. Ad revenue rose as a result of higher prices and increased viewership for company-owned networks like TBS and TNT. Subscription revenue rose by \$22 million, or 20%, due to higher rates and an increase in subscribers.

Entertainment segment revenue during the third quarter rose to \$772 million, a 43% boost over \$542 million for the same period last year. While the

cable networks contributed to Turner's gains for the quarter, the majority of the increase in revenue was tied to the syndication of *Seinfeld*. The hit series, produced by Turner-owned production company Castle Rock, helped boost third-quarter syndication fees to \$199 million.

The company's news services, which covered the celebrated O.J. Simpson trial during the quarter, saw revenue rise to \$177 million during the quarter. The gain represented an 8% boost over \$163 million for the same quarter last year. Propelling growth was an increased number of subscribers to the news services here and abroad as well as improved international advertising revenue.

## TURNER BROADCASTING SYSTEM 3Q

(Figures in thousands)

| Advertising Revenue      | 3Q 1995   | 3Q 1994  |
|--------------------------|-----------|----------|
| TBS                      | \$104,296 | \$76,527 |
| TNT                      | 55,726    | 45,803   |
| Cartoon Network          | 5,429     | 2,764    |
| CNN                      | 49,807    | 51,360   |
| Headline News            | 19,782    | 18,312   |
| CNN International        | 11,581    | 8,979    |
| Intl Entertainment Nets* | 1,793     | 1,427    |
| Subscription Revenue     | 3Q 1995   | 3Q 1994  |
| TNT                      | \$112,757 | \$98,198 |
| Cartoon Network          | 6,215     | 4,343    |
| Turner Classic Movies    | 4,696     | 1,655    |
| CNN                      | 57,552    | 53,277   |
| Headline News            | 4,811     | 4,744    |
| CNN International        | 13,410    | 9,519    |
| Intl Entertainment Nets* | 9,885     | 7,316    |

\*Consists of TNT Latin America, Cartoon Latin America, TNT & Cartoon Network Europe and TNT & Cartoon Network Asia, when applicable.  
Source: Turner Broadcasting (unaudited numbers)

Total company revenue was \$1 billion for the third quarter versus \$739 million for the same period last year. Turner released its third-quarter results as the company awaits regulatory and shareholder approval of its \$7.5 billion merger with Time Warner. ■

## Playboy pay per view is hopping

*Entertainment group posts profits, thanks in part to 45% pay-TV revenue boost*

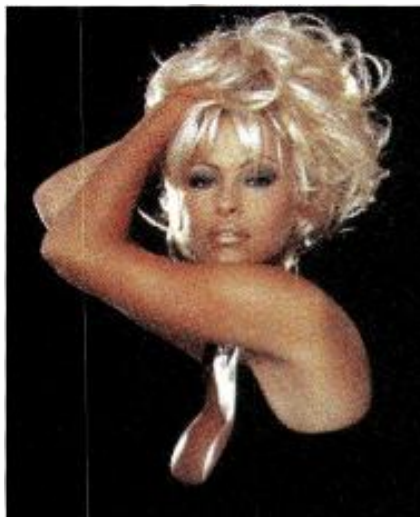
By Rich Brown

**D**irect broadcast satellite subscribers are helping Playboy TV's buy rates to multiply like rabbits.

Orders for Playboy TV by DBS customers helped Playboy's Entertainment Group post a \$1.2 million profit for the quarter ended Sept. 30, 1995, versus a \$1 million loss for the same period last year. Playboy's domestic pay-TV revenue during the quarter rose to \$9.4 million, a 45% boost over the same period last year.

Playboy TV's direct-to-home revenue alone grew to \$10 million for the fiscal year ended June 30, a 64% boost over the previous year. The company's direct-to-home sales include distribution via high-power DBS services DIRECTV and Primestar as well as direct and retail sales to the backyard-dish market.

"It's a very important lift to our business," says Jim English, president, Playboy Networks Worldwide,



Pamela Anderson on Playboy

describing the DBS carriage. He says DBS now offers the most effective platform for ordering Playboy TV because viewers do not have to phone in their order and can instead request the program by a simple click of the

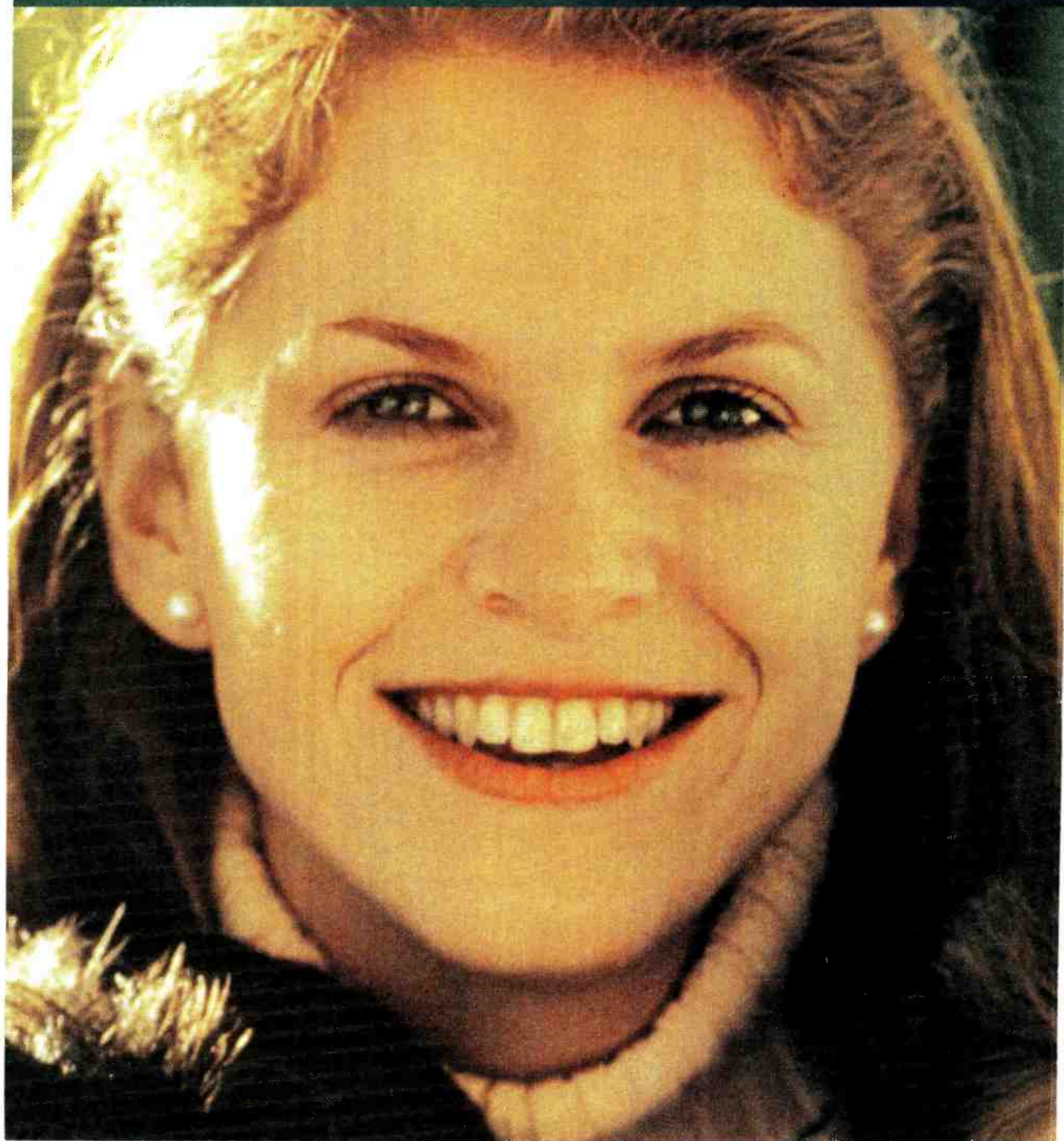
remote control. English says he can't reveal buy rates for Playboy on the DBS services, but that it is safe to say the user-friendly technology is producing buy rates better than Playboy's average of 10%. Playboy's strong performance on DIRECTV prompted the DBS service earlier this fall to expand Playboy TV carriage from 10 hours to 24 hours daily.

In addition to significant direct-to-home growth during the quarter ended Sept. 30, Playboy TV's numbers grew as a result of a 16% increase in average pay-per-view buy rates over the same period last year. The average buy rate was 10% for the quarter (including the conversion of 340,000 monthly subscribers who do not order Playboy TV on a pay-per-view basis).

Buy rates are growing as distribution continues to build. Playboy TV's availability grew to 10.9 million addressable cable households as of Sept. 30, up 10% from the end of the first quarter last year and 3% from the end of the

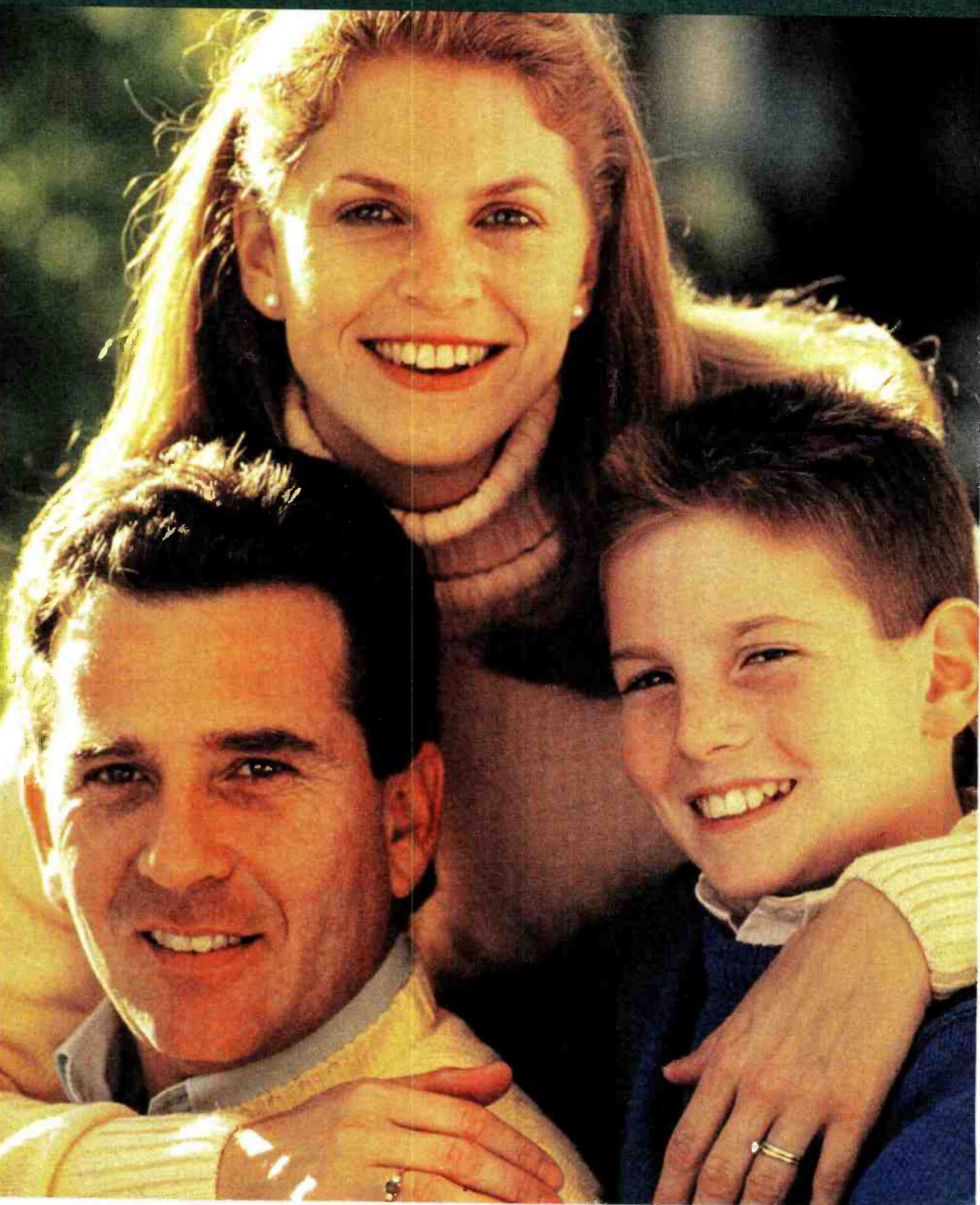


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\* "Viewer Attitudes and Impressions Toward America's Health Network," Frank N. Magid Associates, Inc., July 1995

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## Rainbow cool to hot programing

If cable programing giant Rainbow Programming wants to launch its own adult service, it will get the chance in spring 1996.

A 10-year-old non-compete agreement between Rainbow and Playboy will expire April 30, 1996, thereby enabling Rainbow to launch an adult service. As of last week, however, a Rainbow spokesperson said the company had no plans to enter the fast-growing adult PPV business.

Playboy in 1986 had assumed marketing and distribution responsibilities for The Playboy Channel and other North American Playboy pay-TV products from Rainbow. Under the terms of the deal, Rainbow has received a monthly royalty of 5% of revenue received by Playboy for the service, subject to a minimum royalty based on number of subscribers. The royalty was to be payable until April 30, 1991, if Rainbow had received payments of \$15 million by that date, or April 30, 1996, if that level was not reached by April 30, 1991 (it wasn't).

Rainbow, the programing arm of the sixth-largest multiple cable system operator, Cablevision Systems Corp., owns a broad portfolio of programing services, including American Movie Classics and several regional sports networks. —RB

previous quarter. The service is also available to about 3.7 million direct-to-home households (including roughly

1.5 million households via DIRECTV and PrimeStar).

Playboy TV executives say their

second adult PPV channel, AdultTVision, is expected to reach at least the break-even mark in fiscal 1996. Playboy launched the second channel in July 1995 to complement its Playboy TV channel and to protect against competitive pressures from other adult channels. The adult movie channel is now available to 1.1 million cable addressable homes and to the direct-to-home market.

Internationally, Playboy this month is rolling out a marketing and subscription campaign in the United Kingdom for its fledgling overseas network. The premium service, Playboy's first overseas TV network, is a partnership with Flextech (which is majority owned by a subsidiary of TCI and British Sky Broadcasting).

Playboy last month launched a channel in Japan in partnership with Tohokushinsha Film Corp. and was in several meetings at MIP to discuss further global expansion. ■

# Fx won't get sports makeover

*Original charter for channel still holds, says Sweeney*

By Jim McConville

**F**X is getting a major league player with the addition of professional baseball to its programing mix, but contrary to initial indications, parent Fox has no plans to remake the channel in the wake of its recent sports deals.

Tele-Communications Inc. programing arm Liberty Media and Rupert Murdoch's News Corp. are partnering to form a cable sports programing network to compete worldwide with Capital Cities/ABC-owned ESPN (BROADCASTING & CABLE, Nov. 6). In addition, Fox has just sewn up a rights deal for Major League Baseball through 2000.

As part of the new deal, fX will televise two MLB games a week nationally starting in 1997. But adding baseball won't be at the expense of the network's slate of original and syndicated entertainment programing, says Anne Sweeney, chairman/CEO of fX network. Sports, she says, has always been part of the overall plan.

The Liberty/Fox deal calls for putting Liberty's regional sports programing under the Fox Sports banner and launching another basic cable

sports network "separate from fX," she says.

When first reported, the Fox/Liberty deal was described as converting fX into a national platform for Fox's MLB games, with fX programing to be jettisoned to make room for sports.

"There's been a lot of confusion the last two weeks that fX was being transformed or converted into a sports network," says Sweeney. "The answer to that is clearly no."

FX, she says, will fit baseball into its overall schedule and probably won't need to cut its programing.

Fox's original vision has always been to build fX into a general entertainment network that includes sports. "It's always been part of the vision that we would provide distinctive original programing, high-quality acquisitions and sports," Sweeney says. "It was always there; we were always trying to get sports—MLB is the first."

Adding baseball means shifting around fX's weekly schedule. Sweeney says fX has a large window for live programing built into its schedule. "We



haven't done the exercise yet to figure what the programing in 1997 looks like," she says. "We need to get to that in the next couple of weeks."

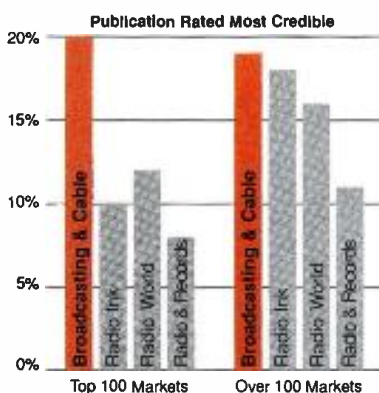
The network's live schedule allows fX flexibility in setting up its baseball telecasts. "We have a unique ability to do more with baseball to run the games and a pregame show," says Sweeney. "We can be setting it up at breakfast time, during our live channel hosting during the day or by inserting baseball news during our live news updates."

The Fox/Liberty pairing will give fX a better position from which to pursue rights for other sports as well as for syndicated programing, which now makes up roughly two-thirds of its program grid, says Sweeney.

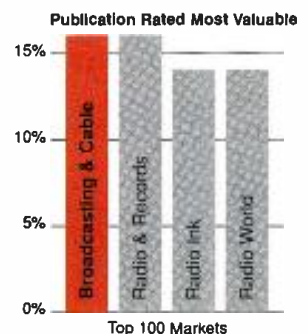
For now, she says, fX will keep acquiring syndicated properties, pursuing them as they become available to national cable. Programing to be added to fX in 1997 includes off-network episodes of ABC's *NYPD Blue*, scheduled to begin on the channel next September. ■

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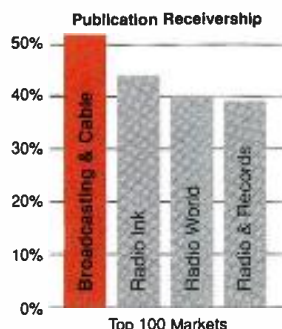


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Source: Broadcasting & Cable Readership Study, December, 1994. Conducted by AHF Marketing Research, Inc.



# CBS/Group W may get retrans boost

*Group W channels could benefit from CBS retrans status*

By Jim McConville

**C**BS's proposed merger with Westinghouse may help the new company gain an advantage in retransmission consent negotiations with cable operators.

If the Westinghouse/CBS deal goes through early next year, Group W may be able to exploit CBS's retransmission consent status to gain better cable carriage for Westinghouse-owned Gaylord Entertainment's Country Music Television, The Nashville Network or Z Music, a Christian/gospel music cable network Gaylord has the option to acquire.

More than two years after broadcasters gained the right to compensation from cable operators for carriage of their signals, CBS has yet to come up

with a retransmission consent deal, while ABC (ESPN), NBC (America's Talking) and Fox (fX) have successfully negotiated retransmission consent deals for their cable networks.

CBS last August told cable systems it had tabled retransmission consent talks until next year, granting a one-year extension in the seven markets where it owns stations: Los Angeles, New York, Chicago, Philadelphia, Miami, Minneapolis and Green Bay, Wis.

John Tinker, financial analyst, Furman Selz, says landing a retransmission deal for the channels is "one possibility" Group W/CBS could pursue. Tinker says it is more likely they would go after better carriage for Z Music, which has more growth potential.

CBS and Group W executives declined to say whether pursuing better

carriage for CMT and Z Music was part of their post-merger plans.

"It's really up to what [CBS] decides to do strategically next year," says Mark Harrington, senior vice president, new media, for CBS. "You'll know once Westinghouse and CBS decide what their strategic vision of cable is."

Steve Hildebrand, chief counsel for Westinghouse, says Group W "looks forward to working with cable systems to get a successful retransmission deal with regard to the CBS stations."

Frank Bodenchak, financial analyst for Furman Selz, says CBS might be taking a gamble trying to leverage better carriage for Westinghouse's cable properties. "Given CBS's current network health, I'm not sure how aggressive they can be, given [that] they have essentially been shut out in the past." ■

## Split decision on Bowe/Holyfield buys

*Presence, then absence, of Tyson competition may have taken toll; TVKO says buys were beyond expectations*

By Jim McConville

**M**ike Tyson and fight promoter Don King may have gotten the last word after all.

The final irony in the Nov. 4 pay-per-view heavyweight battle between the Mike Tyson-Buster Mathis Jr. fight on Fox and Time Warner's TVKO Riddick Bowe-Evander Holyfield PPV fight may be that TVKO could have pulled in better buy rates if Tyson's fight hadn't been canceled at the last minute.

At least that's the word from Barry Gould, president of Gould Media, a market research firm that tracks PPV sports events. "Tyson pulling out hurt the buy rates," he said last week. "The last-minute change threw everyone into a state of confusion about what fight was canceled and not canceled."

Gould estimates that the fight scored a nationwide average buy rate of 2.1, or approximately 550,000 pay-per-view buys. In addition, he said, "the rate card of the fight was less than normal, giving them less to keep based on the low

buy volume expected."

That compares with an estimated 4.8 buy rate, or approximately 1,190,000 PPV homes, for Showtime Event Television's Tyson-McNeely fight last August, according to Gould Media. That fight generated an estimated \$51.2 million with a \$43 average pay-per-view price.

Gould says the most recent buys represent the estimated "half million diehard boxing fans" who buy all pay-per-view heavyweight fights. Backyard C-band satellite dish owners may push the figure toward 600,000 when a final buy rate figure is available, he says.

Mark Taffed, senior vice president, TVKO, says the figure already goes higher than that.

Based on 16.5 million households reported out of a potential universe of 27 million addressable subscribers, Time Warner estimates it scored a



2.4% buy rate with approximately 650,000 pay-per-view buys.

"We believe that if [TVKO] had achieved 500,000 buys under these unique set of circumstances, that would have been successful.

Six hundred fifty thousand buys is well beyond the expectations that we have been looking at for three months," Taffed says.

Taffed attributes TVKO's buy increase to a last-minute surge "specifically relating to the cancellation of the Tyson fight."

On the eve of the fight Seth Abraham, president of Time Warner Sports, had predicted roughly 700,000 pay-per-view buys.

Gould says TVKO might have reached that number if it had had no other competition at the outset and had marketed the fight differently. "Obviously, if the TVKO fight had been scheduled without another fight, it would have been marketed another

way, resulting in a higher buy rate," he says. "It could have gone to 800,000 buys if it had been pushed heavily by the cable operators."

Given all the obstacles TVKO had to deal with, Gould called his 550,000 estimate "a tremendous amount of buys at \$40 a buy."

The two-fight conflict likely resulted in cable operators spending half of what they normally do on marketing a PPV fight, says Gould.

But Michael Klein, vice president of programming for pay-per-view operator Viewer's Choice, says his company's marketing efforts were "as full force as any other pay-per-view event. We still did a heavy, concentrated marketing effort and encouraged cable operators to do the same."

Klein says scheduling two fights at the same time might have stymied some operators' marketing efforts. "Clearly there might be some operators

that would be a little fearful of doing a heavy promotion [given] the fact that there would be a fight on free TV at the same time."

"Between cross-channel spots and our barker channel, we treated it pretty much like any other major pay-per-view event," says Barry Rosenblum, general manager, Time Warner Cable, New York City. Rosenblum says TVKO's fight netted "average results," as had been expected. ■

## HEADLINES

### Playing golf

The Golf Channel has signed a distribution agreement with cable system Intermedia Partners. Intermedia, partly owned by Telecommunications Inc., has roughly 600,000 subscribers in 11 states: Tennessee, North Carolina, South Carolina, Georgia, Maryland, Illinois, Minnesota, Wisconsin, Iowa, California and Hawaii.

### Round one

HBO Sports will televise a double-header of World Championship Boxing live at 7 p.m. ET on Saturday, Nov. 18, from the Convention Center in Atlantic City. The HBO en Espanol broadcast team will call the action for the fight. The boxing special will feature welterweight fighters Pernell Whitaker vs. Jake Rodriguez and Felix Trinidad vs. Larry Barnes.

### Free TV

Primestar by TCI, the division of Tele-Communications Inc. that distributes Primestar direct broadcast satellite (DBS), will conduct a live national press conference to announce its commitment to providing free educational services to rural, inner-city and other schools where cable is unavailable. Part of the program will connect free of charge to educational research resources not available to them. The press conference will be Nov. 14, at 9:30 a.m. ET.

### News expansion

CableVision Systems Corp., through its subsidiary Rainbow Programming Holdings, will expand its News 12 Westchester operations to 24 hours a day, seven days a week, starting Nov. 13. News 12 Westchester's expansion to an all-news channel is

Cablevision's next step in its plan to complete a News 12 Metro-New York ring from networks in Long Island, New Jersey, Connecticut and Westchester County markets.

### Sci-Fi high

Sci-Fi Channel in Europe premiered on Nov. 1 with the highest first-day average ratings of any ad-supported channel launched in the United Kingdom during the past three years, according to BSkyB Research supplied by USA Networks. The channel received a 1.8 rating in total multi-channel homes (cable and satellite) during its premiere night with a lineup featuring "Apollo 13: The Real Story" and "Star Trek II"

### Sesno replaces Headline

CNN veteran Frank Sesno has been named Washington bureau chief for the cable news network, replacing Bill Headline. Sesno, who joined CNN 11 years ago and has served as executive editor of the bureau for the past year, steps into his new post Jan. 1, 1996. Headline, who served in the bureau chief post for 12 years, will continue as a CNN vice president. Headline will be responsible for a number of special projects including work with CNN's Special Events unit. Included in the Washington reorganization is the promotion of Peggy Soucy to deputy bureau chief and chief of Washington Bureau news operations. In other shifts, CNN's senior vice president for international newsgathering, Eason Jordan, has been named to head CNN International. He replaces Peter Vesey, a 16-year CNN veteran who is leaving at the end of the year to start an unspecified new business. Jordan joined CNN in 1982 and cur-

rently directs a staff of 30 Atlanta-based international assignment editors and oversees CNN's 20 international bureaus.

### Subscription revenue up

Subscription TV revenue totaled \$22.7 billion in 1994, a 10.6% rise over 1993, according to the just-released 13th Annual Communications Industry Report by Veronis, Suhler & Associates. Overall operating income margins was 16.4% in 1994, down three points from the previous year. Overall segment performance was slowed by reduced rates from FCC regulations, continued deceleration in penetration growth and high costs of expansion in growing segments like SMATV and wireless cable.

### HBO Aces high

Home Box Office tops the list of winners in the Craft and International categories of the 17th Annual CableACE Awards with nine honors. Also winning honors are Showtime (4); TNT (3); A&E, Comedy Central and The Disney Channel (2 each); The Discovery Channel, The Learning Channel, Lifetime and MTV (1 each). The Craft and International Awards recognize directing, writing and editing as well as other craft categories and international programming. They will be honored at a VIP reception prior to the live CableACE telecast Dec. 2.

### Let's eat

Kathy Najimy, Mo'Gaffney, Kevin Nealon and Sander Vanocur have signed as anchors for *Let's Make Sure Everybody Eats 95*, a hunger relief telethon airing live on TV Food Network on Nov. 19 at 6 p.m.-midnight ET.—RB, JM





Photography by Michael Manheim

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## WORLDWIRE

■ Following complaints from UK cable operators, the Office of Fair Trading has ordered that the **Disney Channel**, which debuted in the UK on Oct. 1, be offered on a "non-exclusive" basis. The channel is now offered to BSkyB cable and satellite subscribers who also take the two top movie channels. Disney officials will meet with cable operators to hammer out new supply agreements.

■ Aiming to get more Scottish fare on British screens, **Scottish Television** is planning to launch a cable channel early next year. The Scottish Channel will draw on STV programming.

■ **Turner International** says it has cut a deal to supply China's Ministry of Radio Film and Television with 50 movies and a block of Cartoon Network programming for unnamed satellite services. Sources in Beijing say the programming probably will be used on CCTV's upcoming pay movie channel, which will launch when AsiaSat-2 goes up in late November or early December.

■ The announcement that News Corp. and TCI International will combine forces to create a global sports programming entity (BROADCASTING & CABLE, Nov. 6) has left the **Asian Broadcasting Union's** planned Asian Sports Channel without a global partner. TCI's Prime International was to lead the service with cash and expertise, but is now firmly wedded to Star TV's Prime Sports channel. Supporters of ASC are thought to have opened negotiations with ESPN Asia.

—By special correspondents Michael Katz and Anna Carugata

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Oct. 30-Nov. 5, 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.<br>(000) | Rating<br>Cable U.S. |
|--------------------------------------|---------|------------|---------------|----------------------|
| 1. <i>NFL Regular Season</i>         | ESPN    | Sun 8:00p  | 6,902         | 10.3 7.2             |
| 2. <i>Pro Football Post</i>          | ESPN    | Sun 10:49p | 5,791         | 8.6 6.0              |
| 3. <i>CFA College Football</i>       | ESPN    | Thu 7:57p  | 4,097         | 6.1 4.3              |
| 4. <i>McLintock</i>                  | TNT     | Sun 8:00p  | 3,142         | 4.8 3.3              |
| 5. <i>NFL Sports Center</i>          | ESPN    | Sun 10:50p | 2,764         | 4.1 2.9              |
| 6. <i>Roadhouse</i>                  | TNT     | Wed 8:00p  | 2,600         | 4.0 2.7              |
| 7. <i>Rugrats</i>                    | NICK    | Sun 10:00a | 2,313         | 3.6 2.4              |
| 8. <i>Doug</i>                       | NICK    | Wed 7:00p  | 2,226         | 3.4 2.3              |
| 9. <i>Silk Stalkings</i>             | USA     | Sun 10:00p | 2,166         | 3.3 2.3              |
| 10. <i>Rugrats</i>                   | NICK    | Sat 8:30a  | 2,164         | 3.3 2.3              |
| 11. <i>America's Funniest Videos</i> | TBS     | Wed 7:35p  | 2,097         | 3.1 2.2              |
| 12. <i>Aaahh!!! Real Monsters</i>    | NICK    | Sun 10:30a | 2,091         | 3.2 2.2              |
| 13. <i>Rugrats</i>                   | NICK    | Wed 6:30p  | 2,086         | 3.2 2.2              |
| 14. <i>The Ren &amp; Stimpy Show</i> | NICK    | Sun 11:00a | 2,065         | 3.2 2.2              |
| 15. <i>Rockos Modern Life</i>        | NICK    | Sun 6:00p  | 2,061         | 3.2 2.1              |

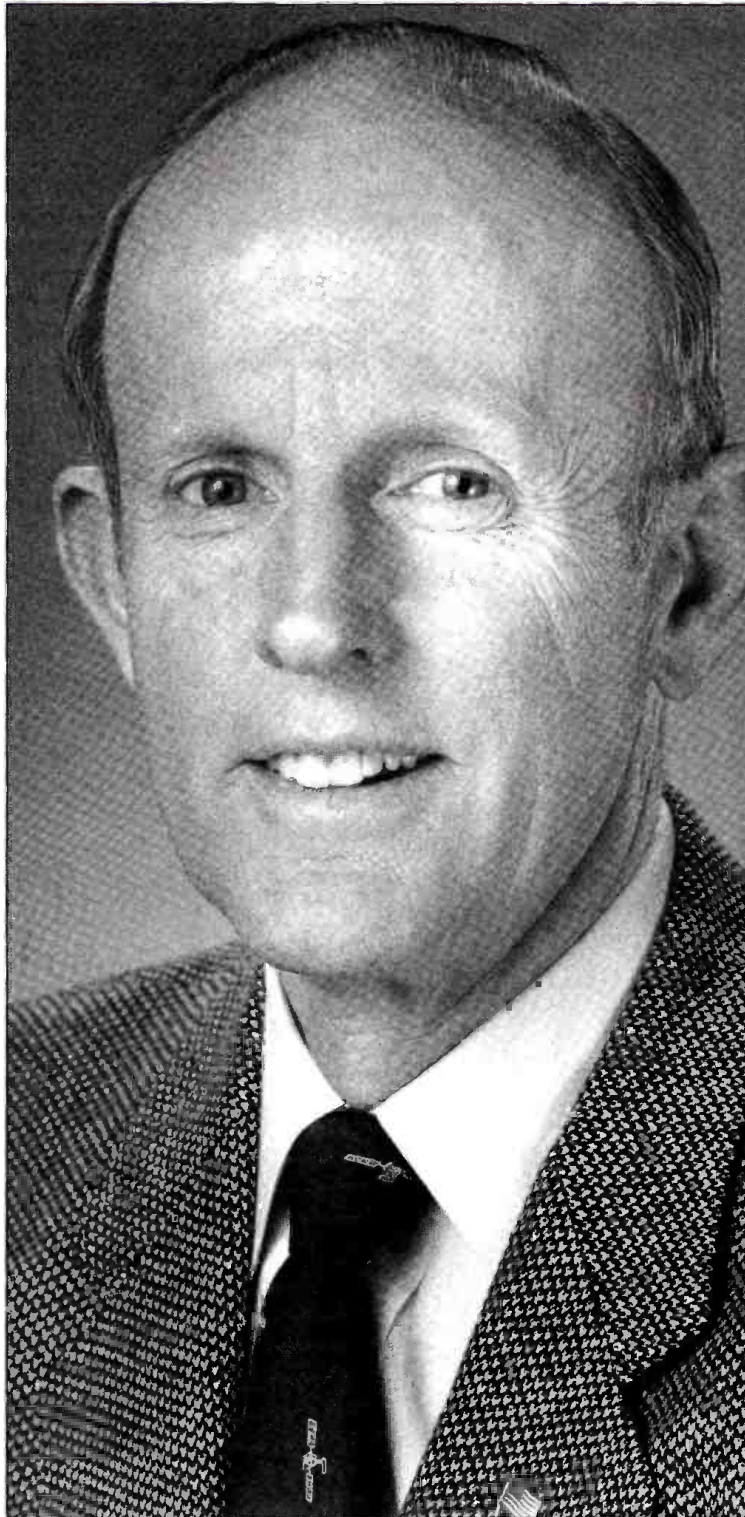
Following are the top five pay cable programs for the week of Oct. 30-Nov. 5, ranked by households tuning in. Source: Nielsen Media Research.

|                                        |     |            |       |          |
|----------------------------------------|-----|------------|-------|----------|
| 1. <i>Movie 'Forrest Gump'</i>         | HBO | Sat 8:00p  | 5,235 | 21.8 5.5 |
| 2. <i>Movie 'Hard to Kill'</i>         | HBO | Sun 8:00p  | 2,059 | 8.6 2.1  |
| 3. <i>Movie 'Rage'</i>                 | HBO | Fri 10:00p | 1,996 | 8.3 2.1  |
| 4. <i>Movie 'Maverick'</i>             | HBO | Sat 10:30p | 1,974 | 8.2 2.1  |
| 5. <i>Movie 'Natural Born Killers'</i> | HBO | Sun 10:15p | 1,833 | 7.6 1.9  |

DG Systems transmits new Garth Brooks single to radio stations / 88  
New SeaChange server designed for ads, movies, infomercials / 89

November 13, 1995

# Technology



“Every Monday morning, the first thing I read is *Broadcasting & Cable*. I have been doing this for many years. I read all of the articles that are of interest to me, and I find that I am kept very up to date with what is going on in the industry.”

Stanley S. Hubbard  
Chairman and CEO  
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# Garth goes digital

*DG Systems delivers latest Brooks release simultaneously to radio stations across the country*

By Glen Dickson

**W**hen Capitol Records rolled out the latest Garth Brooks release last week, it didn't rely on overnight mail to distribute CDs nationwide. Instead, "The Fever" was distributed simultaneously over the DG Systems digital network, which provides digital ad distribution to more than 3,500 radio stations in the U.S. and Canada.

Capitol Nashville will use the DG network to debut three more tracks from Brooks's "Fresh Horses" album on Nov. 20; the album will be released nationwide the next day. MCA Records was the first record company to use the ISDN network (integrated services digital network) for a song release with the Sept. 2 debut of Reba McEntire's "On My Own."

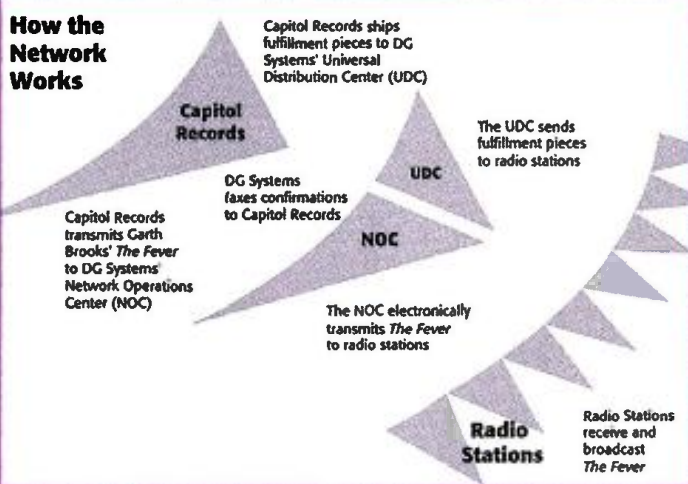
One of the promotional benefits of using the digital network for song releases is that the record company can guarantee that every station in the country will receive the song at the same time, without the vagaries of mail delivery. For the Brooks release, all DG affiliates had the song downloaded onto their system for use by 5:30 a.m. With a sampling rate of 48 khz, the system guarantees CD-quality sound upon delivery (production CDs are rated at 44.1 khz).

The San Francisco-based company uses Sun Microsystems workstations to receive and distribute digitized audio packets from its Network Operations Center; DG Systems provides proprietary terminals to its clients that connect with the ISDN lines. PacBell is the local telco connection in San Francisco, while



*The first single from Garth Brooks's new album was digitally delivered.*

## How the Network Works



MCI handles the long-distance carriage to the regional operating companies in the destination cities.

"Distribution the DG way adds a whole new twist to new music promotion," says Bill Catino, senior vice president for Capitol Nashville. "By providing a level playing field for all stations, we can insure each country music station gets the new Garth Brooks single at the same moment."

DG Systems Director of Marketing Anne Marie McGee says that her company has considered supplementing its core business of ad distribution with promotional releases since its start in 1991. But only now has the DG network reached a critical mass to make it viable for record companies.

"In order to distribute music you need a significant share," McGee says. "Now that we have a lot of stations online, I do see a lot of future activity with record companies."

McGee says that the delivery time for a standard-length single of just over three minutes falls between nine and 10 minutes. Since the system's automation allows it to receive digital audio packets unattended, DG probably will distribute song releases overnight, she says. Station technicians can then download the packet to the recording medium of their choice in the morning. (For reference, the system can deliver 24 sixty-second spots in one hour.)

Phyllis Gordon, continuity manager for the four Shamrock stations in San Francisco, says that KSAN-FM received the Brooks single without a hitch. In fact, a new employee was trained on the system the day before so that KSAN-FM would be ready to download the spot from its terminal at dawn.

"We played it on the morning show seconds after we got it," says Gordon. "I was talking to the music director about this, and we agree that's it's very exciting. If you want to break something at the same time all over the country, you can do this—and you don't have to worry about FedEx getting there in a snowstorm." ■

## Canada issues DAR decree

Canada took another step toward implementing digital audio radio (DAR) broadcasting, as the Canadian Radio-Television and Telecommunications Commission (CRTC) announced that it will begin granting three-year DAR licenses to simulcast programming using the Eureka-147 system. All current AM and FM licensees will qualify for this "transitional license" and will be able to air their programming on the L-band frequency. The CRTC aims to develop a permanent licensing policy by the end of the three-year start-up period. But questions remain about whether L-band will ever be economically viable, since the U.S. market is likely to approve a different DAR standard requiring different receivers. —GD

# SeaChange launches new server

*Targets cable ad insertion, infomercials and movies*

By Glen Dickson

Seeking to build on its current share of the cable ad insertion market while moving into infomercial and movie playback, SeaChange Technology has introduced the Video Server 100, a scalable system featuring the Microsoft Windows NT operating system, Intel Pentium-based architecture and MPEG-2 compression.

Time Warner CityCable in New York and United Video Satellite Group's Prevue Network have ordered the new system. CityCable will use the Video Server 100 to expand the capability of its existing SeaChange digital ad insertion system, while Prevue plans to incorporate the unit into a much larger digital file server network, using it to launch ancillary services (such as cross-channel promotion) over its satellite-based distribution network.

According to Ed McGrath, SeaChange vice president of engineering, the Video Server 100 represents a departure in architecture and philosophy from SeaChange's original ad insertion system, which spread system storage and control among cable headends. The new system will store 1,200 spots at a central server.

"Our current product is very distributed—all the sites we've gone into have multiple locations," McGrath

## SeaChange Technology

Partial customer list  
(number of installations)

Cable ADCOM (1)  
Cable Advertising of Metro Atlanta (1)  
Central Oregon Cable Advertising (1)  
Coaxial Communications (1)  
Colony Communications (4)  
Comcast (3)  
Continental Cablevision (13)  
Cox CableRep Advertising (7)  
Indianapolis Interconnect (1)  
Jones Intercable Communications (1)  
MCI/Horizon (2)  
Scripps Howard (1)  
St. Louis Interconnect (1)  
TCI/CableAdnet (4)  
Time Warner (12)  
TKR (1)

Source: SeaChange Technology

says. "This is much more oriented to master control, as the new system has consolidated storage into a server product itself. That makes it more cost-effective for infomercials, near-video-on-demand, time delay and long-form programing."

McGrath says cable systems that are moving into locally originated programing like news inserts or infomercials want one server to be able to handle ads and programing. "They don't want to have two encoders, one for ad



*The SeaChange VideoServer 100*

insertion, one for infomercials," he says.

Because the system is scalable, McGrath also sees it being used for movie playback in an NVOD application: "The kind of systems that I'd envision out there would be 20 channels of standard ad insertion, one or two channels of local origination, one channel playing infomercials or maybe receiving a satellite channel, and 10 or 20 channels of near, video-on-demand."

CityCable has been using SeaChange's original system to distribute spots via a fiber ring around New York City, channeling different spots to the mini-interconnects in Manhattan, Brooklyn and Queens. Although the existing SeaChange platform provides for 16 channels of digital ad insertion, adding the Video Server 100 will provide 24 more channels of spots and will allow CityCable to achieve distribution parity in its three zones. ■

## Broadcom and HP form set-top team

Broadcom Corp. has introduced the QAMlink digital transmission chip, which will be used in Hewlett-Packard's new KAYAK set-top system as part of a strategic alliance between the two companies. The new chip handles a number of set-top functions in an effort to reduce the number of chips in digital set-top boxes and thus lower manufacturing costs.

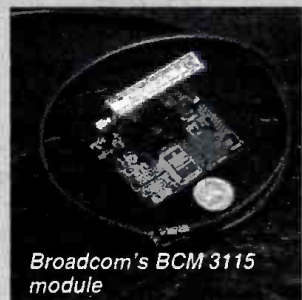
The BCM3115 QAMlink dual-channel receiver with forward error correction (FEC) integrates 64/256 QAM demodulation, concatenated Viterbi/Reed-Solomon FEC, QPSK demodulation, adaptive equalization and de-interleaver RAM in a single, high-performance CMOS chip. In 64-QAM mode, the BCM3115 enables a standard 6 mhz analog channel to carry 30 megabits per second of digital data; in 256-QAM mode it carries digital data at a rate of 40 mbps.

The QPSK receiver feature in the chip provides a dedi-

cated fixed-frequency, 2 mbps control channel, which allows cable operators to individually address subscriber set-top boxes with multitier service options and pay-per-view programing.

The KAYAK system will be the first digital set-top cable box to use the BCM3115. "For set-top TV boxes to be mainstream in the consumer market, a level of integration must be met to bring down chip costs," says Bill Hahn, operations manager, HP's Home Products Division. Orders for KAYAK include 750,000 from TCI, 150,000 from Comcast and 100,000 from Cox Cable. To support these initial orders, HP has committed to purchase 500,000 of the new chips from Broadcom.

—GD



*Broadcom's BCM 3115 module*



# CLI completes DBS conversion

*MPEG-2 encoding up and running at DIRECTV and USSB*

By Glen Dickson

**C**ompression Labs Inc. (CLI) announced last week that it has completed the MPEG-2 conversion of all the digital encoding systems for Thomson Consumer Electronics in the broadcast centers of DBS providers DIRECTV and USSB.

The deployment of encoders represents the largest installation of MPEG-2 encoding equipment in the world, with roughly 200 and 50 Magnitude encoders, respectively, being installed in the DIRECTV Castle Rock Broadcast Center in Colorado and the USSB Oak Dale Broadcast Center in Minnesota. While financial terms of the MPEG-2 conversion were not disclosed, the installation boosts CLI's total contract with Thomson (which includes the initial MPEG-1 installation for launch) to \$16 million.

"It's a culmination of the plan we had well before our launch," says Bill

Butterworth, DIRECTV executive vice president. Butterworth says that compared with the MPEG-1 encoders previously used, the new encoders provide "a clear performance advantage" with high-motion programing such as basketball. The upgraded compression performance of MPEG-2 also will allow DIRECTV to add more channels in the future.

Robert Hubbard, USSB executive vice president, says that although the switch has been mostly "transparent to the consumer" in terms of picture quality, the move to MPEG-2, combined with statistical multiplexing, has given USSB "the opportunity for more channels," such as pay-per-view events.

Since the Thomson set-top boxes that decode the DBS signals are already MPEG-2 compliant, the conversion means no change in the operating requirements for consumers. But Butterworth and Hubbard did

agree that with cable operators also moving toward the MPEG-2 standard (and DBS services growing rapidly), set-top boxes for both services could eventually get a little cheaper due to economies of scale. For now, the DBS services are leading the price curve.

"The whole world is settling on MPEG-2, and that will drive the digital viewing experience for everyone to a higher common ground," says Butterworth. ■

## ASC feeds Fox to Latin America

By Glen Dickson

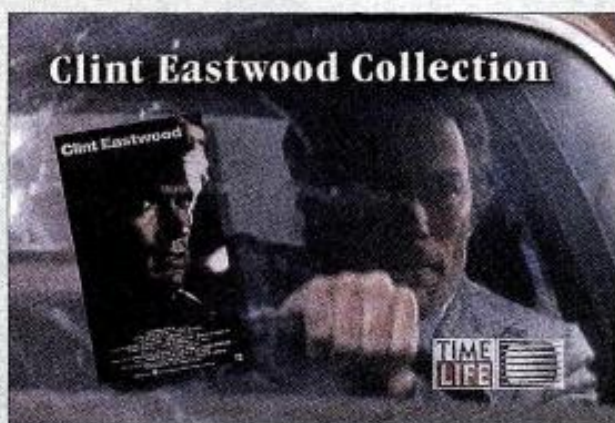
**F**ox Broadcasting is using ASC Audio Video Corp.'s Virtual Recorder to feed commercials and music videos to the Fox Latin American Channel (FLAC), replacing the tape-based system used in the past. Fox prepares five and a half hours of material—some 725 events—daily for each of two sites that feed the Latin American Channel.

The spots are loaded onto one VR system, configured in a RAID architecture with 14 hours of storage and driven by Sundance Digital's Fast-break controller.

"Our uplink sites are in Florida and Mexico," says Gary Sprague, FoxNet's engineering director. FoxNet, Fox's domestic wide-area network service, also handles broadcast operations for FLAC. "We actually create breakreels on the Virtual Recorder. Instead of using a Betacart, we have a traffic schedule and create a breakreel from that, and it gets played back from Aomar automation software."

Sprague says that although videotape still is the standard for volume storage of material, hard disk is "the way to go" for spot playback.

"Initially when we were doing tape-to-tape, it took 12 hours to compile spots for a 24-hour day," says Sprague. "We've knocked that down to four and a half hours, because you don't have to deal with preroll and shuffling of tapes." ■



### Videa creates high-end DRTV spots

In order to make direct response television spots more effective, DRTV commercial producer Videa uses digital production and post-production techniques in the spots it creates for videotape merchandisers. Each side of each videocassette box that appears in a spot is captured with a digital camera and loaded into a computer graphics system. There it is completely retouched and color-corrected, and either composited over full-motion video from the product being sold or manipulated into computer animations of the product.

—GD

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# Cutting Edge

By Glen Dickson

**AT&T Microelectronics** has introduced a line of single-chip MPEG-2 demultiplexers that can be used in set-top boxes for DBS, cable, VOD and interactive TV applications. AT&T also disclosed that Nokia Satellite Systems will use the chip in a digital set-top box it is providing for the German market. The MPEG-2 System Layer Demultiplexer (MSLD) is main-level, main-profile MPEG-2 compliant and is designed to interoperate with a variety of demodulator devices, microprocessors and multiple MPEG video and audio decoders, including new combined video/audio decoders. The chip demultiplexes the incoming MPEG-2 transport layer data stream into separate audio, video and system data streams, which are then channeled to various processing components in the set-top box.

**Unapix Entertainment** has acquired extensive worldwide broadcast and video rights to the HDTV library of New York-based REBO Entertainment, the first HDTV production company in the U.S. Unapix International, the company's Los Angeles-based subsidiary, will distribute the library in the 16x9 widescreen format. Widescreen TV purchases are being subsidized throughout Western Europe in support of roughly 20 broadcasters of 16x9 programming who

are members of the Widescreen TV European Platforms Union. Scott Hancock, Unapix International's managing director, says there is considerable interest in the 16x9 format from several overseas broadcast executives who viewed the REBO programming at the recent MIPCOM conference in Cannes, France.



**Telezign** has redesigned the on-air look for Miami's WFOR-TV, ch. 4. From the logo design to news opens, Telezign (a division of National Video Center) has combined live action, digital graphics and 3-D animation to create a new image for the station. A "trans4m" effect introduces the station's logo with morph-like animation transitions, and footage shot by WFOR-TV blends with backgrounds shot in National's studios.

**California Video Center** (CVC), part of Warner Bros., has purchased two of Thomson Broadcast's 9200 component digital switchers for its duplication and editing facility. CVC provides feeds for some of WB's channels in the U.S. and South America, and does post-production work for other clients. One 9200 switcher is used primarily as a logo

keyer; the framestore board stores the WB logo. The second switcher has been installed into an upgraded digital edit bay.

The new **Emergency Alert System** is being tested today (Nov. 13) in Kansas City, Mo., by federal agencies, broadcasters and cable operators. The new digital system will alert residents of the Kansas City area to both weather and man-made emergencies faster than the old two-tone EBS Attention Signal. Participants in the tests include the National Weather Service, KCMO-AM-FM, KXTR(FM) and American Cable System. The new system, patterned after NOAA Weather Radio's Specific Area Message Encoding, will be required at all broadcast stations and most cable systems as early as Jan. 1, 1997.

**ABL Canada** has introduced its DVT45 codec, designed to compress video for broadcast-quality transmission over SONET, SDH, ATM and DS3 communications networks. According to ABL, the DVT45 is the first codec capable of carrying two channels of NTSC video along with six analog audio channels within a single 45 Mb-per-second DS3 interface. The company says the new codec will reduce the cost of service for applications such as cable TV head-end consolidation, broadcast TV and two-way interactive video.

## SATELLITE FOOTPRINTS

**Sneak Prevue**, the 24-hour pay-per-view promotion channel from Prevue Networks, is taking a big step toward the planned digital satellite delivery of its signal in 1996. On Nov. 15, Sneak Prevue will switch its data feed, which adds system-specific ordering, titling and other information to the channel's laser disc-driven video, from Satcom C4 to Galaxy V, transponder 7.

The data has been carried on the subcarrier of the Satcom C4 signal, which delivers Prevue Channel to more than 40 million homes. Prevue is preparing to begin the digital delivery of both Prevue Channel and Sneak Prevue video and data next year. Chris Bourne, Prevue Networks senior vice president of operations, says the move of the data feed to Galaxy V will speed that conversion: "By having the data for Sneak on a different satellite, we can be certain our customers will experience no disruptions in their service while we begin testing our digital platform on the Satcom signal."

**Global Access** has been awarded an exclusive one-year contract by the Ohio State University Medical Center and the Ohio Medical Education Network-TV. Under the terms of the contract, Global Access will provide space segment for weekly live broadcasts of OMEN-TV's Clinical Case Conference series to physicians across the U.S. and Puerto Rico as well as those in rural areas of Ohio. Under the contract, Global Access will broadcast 165 hours of Ku- and C-band feeds. The 30 scheduled programs, which allow physicians the opportunity to call in and interact with presenters, extend through May 1996.

# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

## Week<sup>®</sup>

Cable/Telco

## Nortel teams with Antec for cable/telco solutions

Partners will market video, voice and data integration

By Mark Berniker

**N**ortel and Antec have entered into a far-ranging alliance that will bid on contracts from cable operators and telephone companies anxious to offer new video, voice and data services.

The partners will create a new and separate company that will bid against AT&T, Scientific-Atlanta and General Instrument on systems integration contracts.

Nortel and Antec will work exclusively with the hybrid fiber/coaxial (HFC) cable



architecture being used by several cable companies and a few telephone companies.

The venture will set up a second new company developed by Nortel. Antec will be involved in new product development, "primarily focused on the cable market," says Joey Lynn Nord, a Nortel

spokeswoman.

Nortel is working with several cable companies that want to diversify and compete in both wireline and wireless telephony markets, as well as explore consumer Internet access and home energy management services.

Among those cable operators is Cablevision of Long Island, which is testing adding voice services to upgraded cable systems. Cablevision plans eventually to offer voice services over its systems in New York, Connecticut and elsewhere.

Nortel also is working with Cox Communications and

Virginia Power in Hampton Roads, Va., on the feasibility of offering a combination of video, voice, data and energy management services under one integrated product line. Nortel reportedly is involved in Time Warner's wireless telephony experiment in Rochester, N.Y.

As a result of the new alliance, Nortel and Antec will combine their marketing programs and be in a better position to bid on other lucrative contracts expected next year.

Nortel's Cornerstone voice and data products and Antec's digital video products will be combined into an integrated package of video, voice and data services for any network operator that has invested in the HFC architecture and wants to add new services for its subscribers.

Nord says Nortel and Antec will announce more details of their alliance, including other partners, at the Western Cable Show in Anaheim, Calif., later this month. **TM**

Video Dialtone

## SNET invites new programmers into video test

Telco hooks up with Logica for new interactive TV system

By Mark Berniker

**S**outhern New England Telephone (SNET) is encouraging outside video programmers to join its market trial of video services in Connecticut.

The telco said it has made eight more analog broadcast channels available to what it calls "video information providers" for participation in its expanded one-year, video dialtone trial, which is awaiting final approval from the FCC.

SNET will receive applications from any video programmers interested in participating. The deadline for applications is

### MCI into music

MCI Communications Corp. is launching a service that could prove to be nothing less than a virtual record store that will allow shoppers to buy music through a toll-free telephone number. Users of the music-ordering system will be able to listen to audio snippets from more than 5,000 music titles, and then order a compact disc by pressing a series of button commands on the phone. The service is called 1-800-MUSIC-NOW and also can be reached through the Internet's World Wide Web at <http://www.1800musicnow.mci.com>.—MB





### Veronis taps interactive as fastest-growing market

Veronis, Suhler & Associates Inc. in its 13th annual Communications Industry Report (see page 63) calls the interactive digital media market the fastest growing of the market sectors it examines. Veronis says revenue rose 43.2% over the previous year, to \$2.4 billion. The report states that the interactive digital media market experienced a 33.5% compound annual rate of revenue growth between 1990 and 1994. The report goes on to say that many consumers will opt for Internet access providers over the packaged online services and that there will be a shake-out and consolidation of CD-ROM publishers.

### Live TV over Internet planned for Comdex

The fall Comdex trade show for the first time will provide continuous, live television coverage over the Internet's World Wide Web. Xing Technology is working with Softbank, Visitel, Array Microsystems and Best Internet Communications to deliver full-motion video and audio netcast over the Internet. Comdex-TV will be on the Web for 120 hours netcasting the entire show from Las Vegas Nov. 13-17. Comdex-TV can be reached at <http://www.comdex.tv>.

### CompuServe pays

CompuServe has agreed to settle claims that it infringed on copyrights by letting its online subscribers copy recordings without paying royalties to the music's publisher. CompuServe will pay Frank Music Corp. \$568,000 to settle the suit. The suit sought \$17 million.

### Tele-TV picks PowerPC chips

IBM's PowerPC chips will be the processing center of the wireless set-top boxes ordered by Tele-TV from Thomson Consumer Electronics.

Dec. 3, and precise channel position on SNET's video network will be decided by lottery.

Once SNET gets approval from the FCC, it will start its video trial, initially offering only analog video services, but eventually migrating to digital transmission of interactive television services.

In a related development, SNET has entered into an agreement with Lexington, Mass.-based Logica to co-develop an interactive TV system for SNET's broadband in-state network.

The system will offer services ranging from video-on-demand movies to home banking

and shopping services. Logica will handle the overall project management for SNET's interactive system, with the partners working together on vendor management, software applications development, systems integration and network testing.

"We are providing the look and feel of the system and doing all the concept design, storyboarding, prototyping and testing," says Louis Blatt, Logica's vice president of multimedia.

SNET already has chosen Hewlett-Packard, Scientific-Atlanta and Sybase to help set up its video delivery system. TMW

## Interactive

# ITN to test with Cablevision Industries

*Low-tech ITV solution combines telephone with television*

By Mark Berniker

Even though interactive television is still being defined, a Denver-based entrepreneur has come up with a low-tech way to play interactive games over TV.

"The definition of interactive television is still a bit up in the air," says Paul Case, president and chief executive officer of Interactive Television Network Inc.

ITN will conduct a limited trial with Cablevision Industries' 62,000-subscriber system in Foxboro, Mass. The trial will run through the first quarter of next year, and the test will air on a single cable channel.

The games will be transmitted on a basic analog channel with no set-top boxes, and no equipment is involved for the end user other than a telephone. ITN is installing a set of computers in the cable headend, and subscribers will interact by using their touch-tone phones for the return path.

ITN and Cablevision Industries will be able to handle 96 people simultaneously

on the Foxboro system, says Case. He adds that ITN's technology will allow 5,000 people to play interactive games using their home television and phone.

"We're looking to create a local electronic community that can interact around a game," says Case.

ITN is assembling a suite of interactive games that subscribers will be able to play against others over the cable system. ITN has licensed NTN Communications' QBI

interactive football game for the trial and two games—"Press Your Luck" and "Designated Hitter"—from The Bill Carruthers Co.

ITN has developed blackjack and trivia games for the trial and is working on several other interactive games.

Case says that ITN will conduct this trial for the next few months and is talking with several other cable operators about possible future trials.

ITN has a strategic agreement with Digital Equipment Corp. to provide computers for the service.

United International Holdings, ITN's largest investor, is providing funding for the trial.

"Our future financing depends on whether this test will prove to provide exciting and entertaining interactive television," says Case.

Several other interactive television start-up companies, including Interactive Network and Zing Systems, fell on hard times after the market did not respond to their proprietary interactive television systems. TMW

### Kinsley moves from CNN to MSN

Michael Kinsley, the liberal political commentator who hosts CNN's *Crossfire*, will join a new online magazine venture being initiated by Microsoft. Kinsley, the former editor of *The New Republic*, will write and edit articles for a still untitled electronic magazine on politics and culture that is expected to debut early next year on The Microsoft Network and the Internet's World Wide Web.—MB

MMDS

# Philips enters digital wireless cable

Plans MMDS technical trial in Knoxville

By Mark Berniker

Philips is the latest contestant in the digital wireless cable sweepstakes with plans to market its new system to analog wireless cable operators and telephone companies next year.

Philips Digital Videocommunications Systems says it has an operational MPEG-2 digital multichannel multipoint distribution system (MMDS) and will conduct a

technical trial in Knoxville, Tenn. The system includes MPEG-2 and digital video broadcasting-compliant digital encoders, modulators and integrated receiver decoders (IRDs).

"By the second half of next year, there will begin to be volume deployments of digital wireless cable around the country, and we are in a position to bid on those contracts," says Joe Ortiz, Philips product manager for servers

and systems, videocommunications systems.

Philips's new set of wireless cable equipment will let MMDS providers expand from 31 analog channels to more than 150 digital channels.

Several telephone companies are getting into digital wireless cable, including Tele-TV, the consortium of Nynex, Bell Atlantic and Pacific Telesis.

"We've had a high level of interest from the telcos, who are interested in digital wireless cable as an alternative

video delivery system," says Ortiz.

The telephone companies consider digital wireless cable an affordable way to enter the television business and to compete with cable operators.

As a result, several vendors for everything from encoders and transmitters to set-top boxes are rushing into the marketplace to fill the demand expected to be generated by both the telephone companies and the analog MMDS operators around the country. **TM**

## Calendar

**Nov. 15**—Radio on the Web, sponsored by Breakers. George Washington University Club, Marvin Center, GWU, Washington. Contact: Nan Siemer, (202) 362-4182.

**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.

**Nov. 20**—"New York/New Jersey/New Tech: Realities of the Information Superhighway," sponsored by AT&T, New Jersey State Chamber of Commerce and Center for Communication Inc. Liberty Science Center, Jersey City, N.J. Contact: Mitzi Vaimberg, (212) 841-4719.

**Nov. 28**—Inside Interactive: How Hollywood Sees the Multimedia Future, sponsored by *The Hollywood Reporter*. San Francisco Airport Hilton. Contact: (213) 525-2000.

**Dec. 7-8**—Online Law: Emerging Legal and Business Issues, sponsored by Glasser LegalWorks. Doral Tuscany Hotel, New York. Contact: (201) 890-0008.

**Dec. 12-14**—Interactive Multimedia Conference, sponsored by The New York Society of Security Analysts Inc. 1 World Trade Center, Suite 4447, New York. Contact: Vincent Catalano, (212) 912-9249.

**Dec. 13-14**—Consumer Internet '96, sponsored by Jupiter Communications. Sheraton Hotel & Towers, New York. Contact: Harry Larson, (212) 780-6060.

**Jan. 9-11, 1996**—"ITC '96: Interactive Television Conference," sponsored by *Journal du Multimedia*. Palais des Congres, Porte Maillot, Paris. Contact: Roger Christophe, (331) 4267-9380.

**Jan. 14-16, 1996**—Interactive services Association 2nd annual state-of-the-industry strategic business meeting. Doral Golf Resort and Spa, Miami. Contact: (301) 495-4955.

**Jan. 29-Feb. 1, 1996**—ComNet '96, sponsored by IDG and MHA Event Management, Washington. Convention Center/ Renaissance Hotel, Washington. Contact: (617) 551-9800.

**March 5-7, 1996**—"IntermediaWorld '96," sponsored by Reed Exhibition Companies. Moscone Center, San Francisco. Contact: Amy Rierner, (203) 840-5484.

## C/NET delivers audio Webcasts

C/NET: The Computer Network has launched C/NET Radio, which will offer daily audio Webcasts over the Internet. The Internet radio program will provide daily news and information about computers, the Internet and online services. The service will be free and can be accessed through C/NET's site on the World Wide Web at <http://www.cnet.com>. Using RealAudio technology, those who access the site will be able to listen to uninterrupted audio files without downloading.—MB



## 'Funniest Home Videos' goes to CD-ROM

All those outrageous video clips from *America's Funniest Home Videos* are going to be available on a series of CD-ROM's.

The first title, "America's Funniest Home Videos Lights! Camera! InterAction!" is a collaboration between Vin Di Bona Productions, Capital Cities/ABC Multimedia Group and Graphix Zone Inc.

The CD-ROM contains more than 450 video clips and 30 different stories. The user can take the various video clips and piece them into a game board interface, that then can be played back to create a personalized video production.

Within the "Editing Room," users of the CD-ROM also can create their own video scripts by pre-screening videos that can then be added to an existing story. These interactive stories can be saved and e-mailed. The CD-ROM also contains online links to CompuServe. The price of the CD-ROM titles is \$39.95.—MB



# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

#### SOUTHEAST MISSOURI STATE UNIVERSITY GENERAL MANAGER, KRCU, 90.9 FM College of Liberal Arts



Southeast Missouri State University invites applications for the position of General Manager of KRCU radio station. KRCU, 90.9 FM, is a 6,000 watt public broadcast National Public Radio auxiliary station serving a population of over 72,000 listeners in Southeast Missouri. The station is housed in a recently renovated, newly equipped studio facility with a new, adjacent transmission building and 230 foot broadcast tower. The University serves a twenty-five county region from St. Louis to Arkansas and is located in Cape Girardeau, a community of 35,000, located on the Mississippi River between St. Louis and Memphis. The city has been recognized as one of the nation's most livable small cities.

The General Manager's responsibilities include: overall station management, program development, and supervision of professional, student and volunteer staff; strategic planning for the station; budget planning, development and management; all fundraising and underwriting support; public relations; development and supervision of volunteer and community outreach activities; and supervision of student internships.

**QUALIFICATIONS:** Bachelor's degree in radio/broadcasting/mass communication with progressive radio broadcast experience and successful station management experience. Preference will be given to applicants with significant, demonstrably successful public radio experience. Experience should include a record of most (preferably all) of the following attributes: positive personnel management, record of creative program development; effective financial management; successful fundraising; underwriting promotion and sales. Applicants must have an FCC operator's permit, excellent radio voice, good public speaking ability, excellent written communications skills, current knowledge of public broadcasting policies and procedures, and an awareness of national public broadcasting history and prospects. The successful applicant must demonstrate an understanding of and strong commitment to a service orientation and cultural diversity.

**MINIMUM AVAILABLE COMPENSATION:** Commensurate with education and experience. In addition, the University provides an excellent benefits program including leaves and insurances. **APPLICATION DEADLINE:** Review of applications will begin December 15, 1995, and continue until position is filled. Women and minority persons are encouraged to apply. To apply, send letter of application, resume, three recent professional letters of recommendation with at least one directly commenting about non-commercial fundraising experience, and an air-check of at least 15 minutes to Mr. Michael C. Dougherty, Director, Personnel Services, Southeast Missouri State University, Mail Stop 3150, One University Plaza, Cape Girardeau, MO 63701-4799. Hearing-impaired individuals may contact the University at (314) 651-2383 (TDD Service).

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### HELP WANTED SALES

**Sales GM.** Young C/W small market AM/FM. Computer proficient, production experience, strong accounting principles and practices, budget, internal control. Resume with references, salary history and tape to: SBC, POB 119, Columbia, MO 65205-0119.

**Sales Manager.** 100,000 watt country FM seeks Sales Manager with substantial experience in selling radio in mid-size and small markets. Station reaches 200,000 people in 16 country area in western Iowa. Attractive incentive based compensation package. Send resume to: Attn: General Manager, KSOM/96.5 FM, 413 Chestnut Street, Atlantic, IA 50022.

**Manager of Sales Promotion.** New radio network and syndication company seeks creative self-starter with great ideas for national sales promotion strategies and execution. Opportunity for growth in a visible position, along with responsibility and excitement. You'll work with major divisions in a leading entertainment company. Some experience in national sales promotions required. Reply to Box 00606 EOE.

### HELP WANTED TECHNICAL

**Broadcast Engineer.** Young C/W small market AM/FM near St. Louis MO. Experienced only. Resume with references, salary history, and tape to SBC, POB 119, Columbia, MO 65205-0119.

### HELP WANTED NEWS

**News Director** of station heavy in local news and community involvement in a vibrant, growing market, Dekalb-Sycamore, Illinois. Prior experience required. Fax or send requirements and resume to: (708) 552-9300 Larry Nelson, WSQR, One Broadcast Center, Plano, IL 60545. EOE. Affirmative Action Employer.

### HELP WANTED RESEARCH

**Director of Research.** Growing radio network seeking motivated, strong research professional with great analytical skills, initiative, and lots of ideas on how to tell our story. Opportunity for the right individual to be a key player in a high potential environment. Bachelor's degree and network research experience required. Thorough understanding of Arbitron and qualitative research required. Proficiency in Microsoft Excel, Word and others preferred. Reply to Box 00607 EOE.

### HELP WANTED PUBLIC RELATIONS

**WBGL-FM/Champaign, IL,** a contemporary Christian station, is accepting applications for a public relations position. Anyone interested should send a letter and resume to WBGL, 2108 West Springfield Avenue, Champaign, IL 61821. EOE.

### SITUATIONS WANTED MANAGEMENT

**Seeking position as General Manager/Sales Manager** of small market station. Experienced. Willing to relocate. Ted 914-357-4861.

**General Manager--** 15 year hands-on management record. Available for immediate relocation. Innovative promoter. Affordable. Ed 1-800-827-2483.

**Accomplished Media Exec.** that has just sold business in search of challenge/opportunity. Radio Group Mgt., Cable Net, TV Production/Distribution and heavy international media background. Excellent business skills. Dennis R. Israel 305-929-0235.

### SITUATIONS WANTED ANNOUNCERS

**Available:** Spokesperson, production announcer, on-air personality. Never killed anybody. Never beat up women. My only crime is that I am a white male over fifty five. Reply to Box 00601.

**Interested in a weekend D.J. or news position.** Call for tape and resume. Ted 914-357-4861.

**Professional network type announcer available** to relocate to your station. Resonant voice, excellent delivery for general announcing and production. Prefer adult formats. For tape and resume call Alex 513-777-8423.

## BUSINESS OPPORTUNITIES

**Mexican company.** Seeking to coproduce in Spanish for the Hispanic community. Contact us. Servicios En Comunicacion, Genova 20, Mexico D.F. 06600, Tel/Fax (915) 208-80-13.

## SCA LEASE

**Two(2) SCA Channels available.** WDLF Marion, NC. Coverage area includes major inner state highway. For coordinates and complete coverage area call 706-659-2000.

## TELEVISION

### HELP WANTED MANAGEMENT

## LOS ANGELES UNIFIED SCHOOL DISTRICT TELEVISION STATION MANAGER

The Los Angeles Unified School District is seeking an experienced professional to plan, direct and coordinate the operations of KLCS-TV, the School District's instructional and community educational television station.

The successful candidate will possess at least four years of supervisory experience in either commercial or public television which includes coordinating the planning and production of programming as well as administrative experience involving budgeting, purchasing, contracts, personnel management and fundraising. This individual must exhibit strong administrative and leadership skills, and have the creative vision necessary to transform KLCS-TV into the nation's premier community and instructional television station.

Fax your resume and a capability statement to (213) 742-7743, or call our office at (213) 742-7761. Filing deadline: November 20, 1995.

### EQUAL OPPORTUNITY EMPLOYER

**Tropical Booming Pacific Rim Island.** Direct Sales Manager with minimum of 5 years experience. Highly motivated aggressive professional needed. Long term opportunity. Excellent wage, incentive and benefit package. State of the art 450 MHz system fiber optic distribution, pay-per-view. Please include salary history on resume. Contact Bryan Holmes, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910 or fax (671) 477-7847.

**GM/GSM.** Tele-Media Broadcasting is looking for highly-motivated selling GM's/GSM's for small to medium markets, to fill present and future openings. Send resume only to Ira Rosenblatt, Broadcast Center, 1502 Wampanoag Trail, E. Providence, RI 02915. EOE.

**Director of University Television and General Manager of KUON-TV;** Secretary of the Nebraska Educational Telecommunications Commission and General Manager of Nebraska Educational Television. The University of Nebraska Lincoln (UNL) and the Nebraska Educational Telecommunications Commission invites applications and nominations for the position of Director of University Television and General Manager of Station KUON-TV; Secretary of the Nebraska Educational Telecommunications Commission and General Manager of Nebraska Educational Television. Reporting to the Senior Vice Chancellor for Academic Affairs (.51 FTE) and the Nebraska Educational Telecommunications Commission (.49 FTE), the successful candidate will be expected to provide dynamic leadership in further developing and strengthening the public broadcasting programs and educational offerings of both the university and the commission for the State of Nebraska. The successful candidate will also be eligible to hold the rank of Professor, serve as secretary to the Commission, be the general manager of the Nebraska ETV Network and the Nebraska Public Radio Network, serve as chairperson for the NEB'SAT Coordinating Council, be secretary/treasurer for Nebraskans for Public Television and the Public Radio Nebraska Foundation, and serve as chairperson for the Board of Directors of the Public Television Outreach Alliance. The successful candidate must hold a record of several years of proven administrative experience and strong leadership in positions of increasing responsibility in education or a related telecommunications business or industry. Additionally, the successful candidate should have the following skills, knowledge and abilities: a knowledge of the public broadcasting system and broadcasting-cable in general; be politically astute and able to unite diverse constituencies; experienced as an effective and creative problem solver; experienced in successful strategic planning, resource development and financial management; able to develop, articulate and implement a vision for the future of telecommunications and distance education; possessing excellent communications skills, high energy, forcefulness and resilience, openness to new ideas, and willing to take calculated risks; and familiarity with the national telecommunications agenda. The Director should possess an understanding of the production and distribution of public radio and television as well as multimedia and other non-broadcast instructional programming. The Director is responsible for oversight and administration of all activities of the unit including a budget of approximately \$20 million dollars derived from state, federal and private sources. The Director will supervise over 240 full time employees in the various departments of the unit. Additional responsibilities include coordination between academic colleges and program delivery through inter-campus and statewide satellite television networking. The Director will be expected to maintain strong ties with the larger state community and the state legislature, and actively work toward an integrated outreach effort by the University through cooperation and coordination with Cooperative Extension, The Division of Continuing Studies, and other programs in the Colleges and other units of the University. In addition, the Director will continue the strong ties to the major regional and national public telecommunications agencies and offices. University Television, KUON-TV and the Nebraska Educational Television Network enjoys an enviable national reputation in the production and distribution of educational, cultural and public affairs programming and materials. As the new millennium approaches, University Television is poised to be an integral part of the telecommunications infrastructure of Nebraska, and will play an increasingly important role on the nation-

al scene. As the largest educational institution in the state, the University of Nebraska-Lincoln, since its founding in 1869, has a long and distinguished tradition of land-grant involvement. UNL is an AAU institution and a Carnegie I Research Institution. There are ten undergraduate and Professional colleges and a wide range of graduate programs. Approximately 26,000 students attend the University. There are 20 doctoral programs, 59 masters programs, 130 undergraduate sequences and 14 pre-professional areas of study. The Colleges are Architecture, Law, Business Administration, Arts and Sciences, Teachers, Engineering and Technology, Agricultural Sciences and Natural Resources, Human Resources and Family Sciences, Journalism, and Fine and Performing Arts. Screening of nominees and applicants will begin December 15, 1995 and continue until a successful candidate is chosen. Persons interested in becoming a candidate should forward a letter of interest and an up-to-date resume with at least three references. Nominations and applications should be sent to: Search Committee, Director of University Television, John W. Goebel, Co-Chair, Herb Schimek, Co-Chair, Office of the Senior Vice Chancellor, 208 Canfield Administration Building, University of Nebraska Lincoln, Lincoln, NE 68599-0420. Telephone: (402) 472-5264. Fax: (402) 472-4929. email to: [akilgore@unlinfo.unl.edu](mailto:akilgore@unlinfo.unl.edu) The University of Nebraska Lincoln is committed to a pluralistic campus community through Affirmative Action and Equal Opportunity and is responsive to the needs of dual career couples. We assure reasonable accommodation under the Americans With Disabilities Act, contact the Office of the Chancellor. Applicant confidentiality will be maintained until the candidate provides permission to release the information.

**Program Manager** Public TV station in #1 market seeks experienced programmer to manage program acquisitions, prepare advance program schedule, supervise traffic operations and research activities. Seeking aggressive individual able to take a competitive approach to programming at an innovative public television station. 2-3 years experience in television programming, preferably in a public television. Reports to Director of Programming, salary open. Resumes to Lisa Rosas, WLIW Channel 21, P.O. Box 21, Plainville, Long Island, New York 11803 by 11/25/95. EOE/AA.

**Local Sales Manager.** WHSV-TV, Harrisonburg, VA seeking individual to direct and motivate local sales team. Candidate must have track record showing success in new business development and special event sales. Strong organizational and people skills a must. Send resume and salary history to Frank Brady, GSM, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. Equal Opportunity Employer.

**Local Sales Manager - WSET-TV.** ABC affiliate, VA, 66th market, seeking a motivating individual with split market experience to lead our creative local sales team to the next level. Candidate must have TV sales experience including new business development, with a background in promotions, vendor and research including a proven selling track record. Candidates need strong communication and organizational skills. Local Sales management experience preferred. Send or fax selling philosophy, resume and salary history to: WSET, Attn: Linda Ottinger, Director of Sales, 2320 Langhorne Road, Lynchburg, VA 24501. Fax 804-847-0458. EOE.



**Business Manager/KSBW-TV, Salinas, CA.** New owner seeks a hands-on, self-starter to join station management team to oversee all aspects of accounting, budgeting, human resources and information systems. Team player required. Must have the following: Minimum of seven years of financial management in broadcast industry; Undergraduate degree and CPA or CMA, a plus; Excellent spreadsheet and strong communication skills necessary. Competitive salary and benefits. Limited relocation package. Qualified candidates should respond by sending current resume and salary history to Smith Broadcasting Partners, 3839 4th Street North, Suite 420, St. Petersburg, FL 33703. EOE. M/F. Minorities encouraged. No phone calls.

**GSM wanted for small market Mountain State TV station.** Leading station in market and part of growing group. Send resume to Box 00592 EOE.

**General Manager:** North Central Area. NBC. Requires track record for sales, news and administration. Exciting station, growing market. Reply to Box 00584 EOE.

**General Sales Manager:** We are seeking an aggressive, experienced GSM. Experience to include national and local sales. Knowledge of BMP or comparable software. Emphasis on new business, special events and sales promotions. Strong leadership skills, creative ideas and positive attitude. EOE. Contact: Bill Bengston, V.P./General Manager, KSNF-TV, P.O. Box 1393, Joplin, MO 64802.

**Interactive 2000!** Why be at the half billion dollar (cash up front) \$900 Industry show January 26-28 in Las Vegas? Info: 702-391-2445.

## HELP WANTED SALES

### SATELLITE SALESPERSON



Four Media Company, one of the largest network transmission facilities in the country, has the need for an experienced satellite broadcast salesperson. Qualified applicant would have a minimum of five years sales experience and an in depth knowledge of the satellite and cable industries. Four Media Company is a Los Angeles based facility, with a new state-of-the-art broadcast facility in Singapore. The successful candidate will be responsible for developing new business and have strong account management skills. The position requires a technical understanding of network operations. Four Media offers a competitive salary and benefit package. For immediate consideration, fax your resume including salary history to 818-840-7389.

**Account Executive.** RNN, a regional news, talk and sports television station serving the New York metropolitan suburbs of Westchester, Rockland, Hudson Valley, Danbury and New Jersey is seeking two Senior Account Executives to sell in Westchester, Rockland and Danbury, CT. Exceptional compensation that includes salary, bonus incentives and 401K. If you are a high powered sales talent that wants a career and not a job, this company is for you. Candidates must have a minimum of four years selling experience in television or radio sales. Market experience in Westchester, Rockland or Danbury a plus. Fax resumes to: (203) 967-9442 or mail to: RNN Television, Human Resources, One Stamford Landing, 62 Southfield Avenue, Stamford, CT 06902. EOE.

**Account Executive.** Exciting, fast-paced opportunity available immediately for an entry-level Account Executive in the television broadcast sales industry! Selected candidate will possess an aggressive, outgoing attitude and be self-motivated. Previous sales experience of knowledge of broadcast sales helpful. College degree preferred. Valid driver's license, good driving record and own transportation a must. Responsibilities will include developing new business and serving as primary contact in providing service to existing clients. For consideration, send resume and cover letter indicating desired position and where learned of the job by November 29 to: Personnel Manager, WXIN-TV FOX 59, 1440 North Meridian Street, Indianapolis, IN 46202. No phone calls. EOE. Job offer contingent upon results of substance abuse testing.

**GSM:** Texas Gulfcoast NBC affiliate seeks GSM to lead, motivate and train staff. Strong local experience and new business track record required. Station uses Columbine, BIMP, Green Marketing. Send resume to: Ron Kelly, KJAC-TV, P.O. Box 3257, Port Arthur, TX 77643. No phone calls please. EOE.

**Murphy Entertainment Group,** an established and growing National Program and Production Syndication Company is seeking a Marketing/Sales Director. Responsibilities included: Network/broadcast sales, advertising sales, new business development, and market research. Strong communications and people skills a must. Experience in media sales and marketing required. Excellent benefits, salary plus commission. Travel required. Send resume to: Jill Sommers, Murphy Entertainment Group, P.O. Box 44965, Madison, WI 53744-4965. Deadline: 12/1/95. EOE/M-F.

**Thomson Broadcast** - Opportunity to join a growing sales staff and to cover the New York City metropolitan area. Proven sales record and knowledge of digital equipment for the broadcast and post production industries. Excellent salary, commission and benefits. Mail or fax resume to: Deborah Giannini, P.O. Box 5266, Englewood, NJ 07631, (201) 569-1650. EOE.

**Syndication Sales.** Small national TV Syndication Company (Sunbelt) producing and distributing news oriented inserts daily via satellite needs GM/GSM. Responsibilities include - advertising sales, affiliate sales and overall management of 10 person staff and studio. Reply to Box 00585 EOE.

**WOOD TV8 (NBC),** Grand Rapids, Michigan, is seeking an experienced Local Account Executive. Responsibilities include providing outstanding service to existing local/regional advertisers, new account development and special project promotion. Five years major or medium market television sales experience preferred. Presentation, negotiating, organizational, communication and computer skills a must. Please submit resumes to: Ann Marie Young, Local Sales Manager, WOOD TV8, 120 College SE, Grand Rapids, MI. Resumes deadline: 12/1/95. EOE. WOOD TV is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

**Account Executive:** WSB-TV Atlanta, the Southeast's premier television station is looking for an experienced Account Executive to join the most innovative and aggressive sales team in Atlanta. Minimum of five years broadcast sales experience. Must have significant track record in agency, developmental and non-traditional selling. Send resume to: Deborah Denechaud, WSB-TV, 1601 West Peachtree Street, Atlanta, GA 30309. No phone calls.

**Sales Manager wanted for small market start up in Rocky Mountain area.** Looking for leader who can become part of management team. Send resume to Box 00593 EOE.

**SE affiliate is searching for a Traffic Manager and Assistant.** Must be proficient in all aspects of Columbine. Send resume and salary requirements no later than 11/30/95. Reply to Box 00597 EOE.

## HELP WANTED MARKETING

**Director of Marketing** Nightly Business Report, the nation's longest running daily business news program, seeks a Director of Marketing with a strong background in television advertising/sales and marketing. Excellent opportunity for a marketing professional to identify national underwriting for the program and to develop expanding business opportunities - including video tape distribution, print and electron ancillary activities. Previous PBS underwriting experience and relationship with Fortune 500 companies a plus. Base plus commission and relocation allowance. Resume in confidence to Manager, Human Resources, WPBT, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer, M/F/D/V.

**Marketing and Development Director** WATE-TV6 has an opening for a Marketing and Development Director. This person must be Marshall Marketing or Stowell proficient, excellent at presentations and communicating with clients and sales staff, and extremely knowledgeable with all competitive media. Good written and computer skills a must as well as familiarity with TVScan and Microsoft Powerpoint. Promotions, vendor or database experience a plus. Salary \$30K+ commensurate with experience. Send resume to: WATE-TV6, Personnel, P.O. Box 2349 Knoxville, TN 37901. No phone calls, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**Marketing Executive.** Genesis Entertainment seeks seasoned marketing executive to help launch next season's hottest entertainment magazine show, Access Hollywood. Candidate must have station or syndication promotion experience. Duties include co-op planning, launch strategies, on-air, print as well as overall marketing activities. Please send resume and salary requirements to: Genesis Creative Services, 1440 South Sepulveda, Los Angeles, CA 90025. Phone calls will disqualify applicants. EOE.

**Promotions Director** Responsible for all station promotion and marketing efforts. Including writing and producing on-air promotions, developing and implementing on-going promotion strategy for news and station image, coordinate station special events, write and issue public service avails, maintain station graphics design. Send to: David Cantu/Director of marketing KLTU PO Box 957, Tyler, Texas 75710. An Equal Opportunity Employer.

**Director of Marketing/Promotion.** Growing independent station in the country's #1 market looking for a hands-on, creative leader to help develop news and entertainment promotion, station promotions from concept to completion as well as local and national sales events. Experience in all aspects of station promotion and execution a must. Send resume and tape to Dave Davis, GM, WLIG-TV, 270 South Service Road, Melville, NY 11747. EOE.

## HELP WANTED TECHNICAL



**STUDIO MAINTENANCE ENGINEER.**

Experienced individual needed to maintain/repair/operate state-of-the-art Serial Digital plant and ENG remote truck. 3 to 5 years experience in studio maintenance and remote ENG truck maintenance/operation recommended. Wage commensurate with experience. Betacam SP experience helpful.

Send cover letter, resume and 3 professional references to:

**Chief Engineer**  
**WNDY-TV**  
**4555 West 16th Street**  
**Indianapolis, IN 46222**  
**EOE**

Minorities and females encouraged to apply.

**SNG Truck Operator:** Absolutely brand new! This state of the art SNG Truck needs an operator. Dominant News station is looking for a candidate that is flexible in scheduling, disposition and can adjust to pressure situations. Operator will be required to help maintain vehicle and SNG portion of unit. When not on SNG operations, duties will include ENG truck operations. Send resumes to: Eric Lerner, News Director, KWCH-TV, P.O. Box 12, Wichita, KS. 67201. Equal Opportunity Employer.

**News Photographer** Shoot and edit stories for daily newscasts at the Number One station in beautiful Boise, Idaho. Send resume and tape to KTVB, c/o Human Resources, P.O. Box 7, Boise, ID 83707. EOE.

**RF Maintenance Technician.** WPLG a Post Newsweek Station has an immediate opening for an RF Maintenance Technician in Miami, Florida. Responsibilities include but not limited to installation, maintenance, and troubleshooting of satellite, microwave, and television transmitter (VHF) equipment. Candidates should have a minimum 2 years of television RF related experience. FCC license or SBE certification desirable. Send resume to Nancy Bowser, WPLG, 3900 Biscayne Boulevard, Miami, FL 33137.

**Newscast Directors, Technical Directors, Studio Supervisor.** KSAT 12, Post-Newsweek, San Antonio's #1 station seeks highly motivated creative individuals to join our team. If you have the drive, track record and willingness to be the best, we want to hear from you! Minimum 3 - 5 years directing and/or TD and Ampex Century switchers experience a must for Director and TD. Minimum 2 years TV production experience for Studio Supervisor. Metered market experience a plus. We offer competitive salaries, great benefits, stable work environment. Send resume and tape to Rick Andrycha, Program Manager, KSAT-TV, P.O. Box 2478, San Antonio, TX 78298. No phone calls. Any job offer contingent upon results of pre-employment physical including drug screen. EOE/M-F/DV/ADA.

**Operating Engineer.** Set up and operate studio cameras, microwave receivers, satellite downlinks, video tape machines, remote control transmitters, computers. Perform some equipment maintenance. 2 years broadcast experience preferred. Technical school a plus! Resume: Chuck Amy, Chief Engineer, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. No phone calls. Drug free workplace. Equal Opportunity Employer.

**Maintenance Engineer.** KDNL-TV, ABC affiliate in St. Louis, MO is accepting applications for an experienced Maintenance Engineer. Minimum of 5 years experience. 1" and 1/2" Beta repair background is also required. ENG/EFP maintenance experience a plus. An understanding of computer systems and networking is desirable. Send resumes to: Joe Miller, Chief Engineer, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. Fax 314-259-5767. EOE. M/F.

**Maintenance Engineer.** WSBT-TV, South Bend, Indiana. Perform maintenance and operations support at studio, transmitter and remote sites. Degree in electronics or 3 years experience in maintenance of broadcast/production equipment, RF broadcast transmitters or broadcast engineering and computer skills applicable to broadcast. SBE certification preferred. Send resume and references to Human Resources, 300 West Jefferson Boulevard, South Bend, Indiana 46601. EOE.

**Engineer.** Experienced in the installation and maintenance of television equipment. FCC General Class license required. Supervisory skills a plus. Valid drivers license required and must be maintained. Appointments only, no phone calls accepted. EOE. Resumes to Personnel Manager, WICU-TV, P.O. Box 860, Erie, PA 16508 no later than November 27, 1995.

## HELP WANTED NEWS

### SPORTS REPORTER

Indianapolis independent television station wishes to expand existing Sports Department. Seeking an experienced reporter to concentrate on local sports reporting at high school, college and professional level. Some host/PBP/anchor duties involved. From game reporting to features, you must possess creative writing skills and know importance of video/nat sound.

Send non-returnable tape and resume to:

**Vince Welch, Sports Director**  
**WNDY-TV**  
**500 Brickyard Plaza**  
**4555 West 16th Street**  
**Indianapolis, IN 46222**  
**EOE**

Minorities and females encouraged to apply.

### SPORTS PRODUCER

Are you an experienced producer for 30-60 minute magazine-style sports shows concentrating on local high school, college and professional sports? If so, this Indianapolis independent television station wants to add you to our growing Sports Department. Must have beta editing skills, be organized enough to work on two projects at once. Great opportunity for dedicated person.

Send non-returnable tape and resume to:

**Dan Huber, Senior Sports Producer**  
**WNDY-TV**  
**500 Brickyard Plaza**  
**4555 West 16th Street**  
**Indianapolis, IN 46222**  
**EOE**

Minorities and females encouraged to apply.

**Sports Director.** KNTV, the ABC affiliate in San Jose, California, is looking for an experienced Sports Director to cover one of the best sports markets in the country. Must be a solid, personable anchor and strong writer, with live shot experience. We need an aggressive, hard-working sports director with good planning and scheduling skills. Must tell compelling people stories, beyond scores and highlights. Beta SP editing skills necessary, Avid "Newscutter" experience desirable. We need a solid and creative self-starter with lots of energy. Must be a team player who works effectively with others in a newsroom environment under deadline pressures. Minimum five years TV sports anchoring and reporting experience required. No phone calls please. Send tape and resume to: Terry McElhatton, News Director, c/o Teresa Aquino, Personnel Director, KNTV-TV, 645 Park Avenue, San Jose, California 95110. Equal Opportunity Employer.



## WANTED: SUPERVISING PRODUCER REPORTER

Asia's foremost 24-hour regional business news channel--Asia Business News--broadcasts from India to California, North Asia to the South Pacific, and is seen in more than 13 million households around Asia. Major shareholders include Dow Jones and Tele-Communications International Inc.

ABN seeks a **Supervising Producer**. The ideal candidate will be experienced in business reporting, know Asia, and have hands-on experience in motivating and managing news staff.

ABN also seeks a roving **Reporter** with the discipline of speedy turnarounds and the eye of a storyteller. Knowledge of Asia is essential.

These positions are based in Singapore although some regional travel may be required.

If you want to join a progressive satellite television company with a reputation as the fastest growing business information source in Asia, please send a cover letter and resume to:

HUMAN RESOURCE ADMINISTRATOR  
ASIA BUSINESS NEWS (S) PTE LTD  
10 ANSON ROAD  
#06-01 INTERNATIONAL PLAZA  
SINGAPORE 079903



*The essential information source for men and women shaping the future of Asia.*

**Weekend Weathercaster:** KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota. Handle all weekend weather chores, plus some subject-specific reporting during the week. You're a meteorologist and there's an AMS seal in your future. We have a Triton I-7. Send resume and a non-returnable 3/4 or VHS tape to: Tom Claycomb, News Director, KSFY Television, 300 North Dakota Avenue #100, Sioux Falls, SD 57102. EOE. No phone calls.

**Executive Producer:** We've been growing by leaps and bounds, and now the dominant NBC affiliate in Montgomery, Alabama needs experienced, energetic person to oversee our daily newscasts and coordinate and produce special projects and programs. The successful candidate will have a minimum three years newscast production experience, strong writing skills, a reputation for cooperation, and the ability to implement research recommendations. Must be able to handle the pressure of "breaking news." Send statement of News philosophy, resume, references and critique and tape (VHS ok) of recent newscast to: Lucy Riley, News Director, WSFA, 12 East Delano Avenue, Montgomery, Alabama 36105. EOE.

**Assignment Editor.** KNTV, the ABC affiliate in San Jose, California, has an immediate opening for a News Assignment Editor. Applicants must have at least two years experience working on a TV news assignment desk. This position requires excellent organizational, logistical and people skills. Must work effectively with reporters, photographers and producers under newsroom and deadline pressures. We're looking for a creative idea person who's aggressive on news coverage. A working knowledge of San Jose, the San Francisco Bay Area and California issues is desirable. Send resume and cover letter to: Terry McElhatton, News Director, c/o Teresa Aquino, Personnel Director, KNTV-TV, 645 Park Avenue, San Jose, California 95110. EOE.

### AMERICA'S INFORMATION SUPERNEWSCAST WANTS YOU!

**LATER TODAY TELEVISION NEWSGROUP, INC.** is seeking experienced broadcast journalists to work for an exciting, innovative, nationally-syndicated, daily live mid-morning **SUPERNEWSCAST**

Originating from the Disney-MGM Studios at Walt Disney World in Orlando, we are looking for:

|                     |                                   |                                 |
|---------------------|-----------------------------------|---------------------------------|
| Newscast Producers  | Full-time and Freelance Directors | Field Camera Operators          |
| Segment Producers   | Technical Directors               | Video Tape Editors              |
| Field Producers     | Associate Directors               | Technical Production Assistants |
| Sports Producers    | Audio Technicians                 | Writers                         |
| Promotion Producers | Graphic Artists                   | Assignment Editors              |
| Correspondents      | Chyron/Infiniti Operators         | Production Assistants           |
| Associate Producers | Studio Camera Operators           |                                 |

LATER TODAY needs highly motivated, energetic, creative people who are willing to go the extra mile for what will become America's #1 mid-morning **SUPERNEWSCAST**.

Please submit a cover letter, resume and tape no later than November 30, 1995.

**LATER TODAY TELEVISION NEWSGROUP, INC.**  
Disney-MGM Studios  
Bungalow 1  
P.O. Box 10200  
Lake Buena Vista, FL 32830

No phone calls, please. Tapes will not be returned. We are an equal opportunity employer. Freelancers are encouraged to apply.

**Producer.** WBRE-TV 28 Eyewitness News, NBC affiliate in the 49th DMA, is looking for a hot-shot 5pm producer! Our Live At Five show is the hottest newscast in the market and we need someone to keep it that way. You must be aggressive, a great writer, a strong people person, and willing to push the envelope. If you're ready for the challenge and have previous producing experience, please send a tape of your most recent show (1/2", Beta, 3/4") and a resume ASAP to: Micah Johnson, News Director, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE. Absolutely no phone calls accepted!

**Bureau Chief.** Seasoned TV needs Reporter/Manager for Saipan, US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical isle abounds with hard news. No social hour stuff. Outstanding company benefits. Resumes and references 1st time, along with non returnable tape to: Kirk Chaisson, ND, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

**News Photographer/Editor Needed.** 24-hour TV news service in Miami seeking experienced cameraman/editor for full-time position. Fax resume to (305)285-0074.

**Assignment Editor:** Top rated, extremely competitive affiliate in Nashville seeks a person with strong organizational skills who is able to motivate other people. This growth position requires the efficient handling of multiple tasks in the intense environment of a television assignment unit. Send resume with references and letter of interest to Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer.

**Morning News Producer.** We've recently expanded our morning news block and are looking for someone to build on that foundation. We're looking for someone who can bring some new ideas to morning TV while maintaining our top ranking. Two years producing experience required. Contact: Jim Loy, News Director, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

**Morning Anchor:** We haven't found the right compliment to our morning team of Augusta in News and Laura in Weather. We're taking our morning show to the next level and need a 3rd team member who's not only a dynamite anchor but can also go out and report the top story...Live. We need people with at least 5 years in the News business. Good reporting is as important as good anchoring. If you've got the right mix, send resume and tape: Jon Janes, News Director, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Previous applicants need not re-apply. Drug free workplace. Equal Opportunity Employer.

**Noon News Producer:** Producers-if you want to be with the leader on a new, major newscast, we've got the job for you. Dominant #1 ABC affiliate in super 48th DMA, Southwest market, will be starting a Noon newscast soon. We need somebody who knows the difference between producing and stacking a co-anchored newscast. You've got to come to the table with ideas. If you're a self-starter who knows news, please apply. We want somebody with television news producing experience. This is not a beginner's position. Send resume and tape: Dave Sebastian, Executive Producer, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87107. Drug free workplace. Equal Opportunity Employer.

**K\*USA-TV** Denver's NBC affiliate is seeking a West Slope Bureau Reporter/Photographer. This area includes a large part of western Colorado and requires shooting and editing stories. Must be available for traveling long distances for stories and work long days for breaking news stories. Requires 3 to 5 years television reporting experience, with the addition of shooting and editing daily news. To be considered, please send a resume tape to Tim Ryan, Managing Editor, 500 Speer Blvd, Denver, CO 80203. EOE.

**Tribune D.C. Assignment Manager.** Tribune Broadcasting Washington Bureau looking for energetic, organized assignment manager to run day to day news operation serving 9 Tribune stations nationwide. Candidates must have at least five years experience in television news and must have some working knowledge of Washington. Must be able to develop, coordinate and assign news stories on a daily basis. Must be able to coordinate news coverage for other Tribune stations including breaking news nationally. Must be familiar with satellites and fiber systems. Managerial skills, computer literate, college degree. Send resumes to Cissy Baker, Washington Bureau Chief, Tribune Broadcasting, 1325 G Street, NW, Suite 200, Washington, D.C. 20005.

**News Photographer:** Expanding ABC affiliate in the Florence/Myrtle Beach market, needs experienced, self-starter with hands-on live truck experience. Top pay and benefits for the creative, award-winning team player. Send resume and non-returnable tape to Pete Owens, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

**News Anchor--** For dominant NBC affiliate in 93rd market. Applicants should have at least two years experience and strong writing skills. College degree preferred. Resumes and tapes to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

**News Director.** A unique career opportunity: Dominant News Station for 10 years. 17 Hours of News Per Week. If you are creative, have top journalistic and production skills and a proven track record. If you have a relentless pursuit of excellence and innovation. If you have the skills to lead and be part of a team, send resume, references and description of current duties to: Ron Collins, Vice President and General Manager, KWCH-TV, P.O. Box 12, Wichita, KS 67201. Fax: (316) 832-1043. Women and minorities are encouraged to apply. KWCH-TV is an Equal Opportunity Employer.

**Morning Show Host:** KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota. At least a year's anchor experience, and 2 years more on the street. You know news, but can handle live interview situations of all sorts. Send resume and a non-returnable 3/4" or VHS tape of reporting and anchoring to Todd Epp, Executive Producer, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. EOE. No phone calls.

**KIMO-TV, Channel 13, Anchorage, Alaska. Anchor/Reporter.** ABC affiliate seeks experienced co-anchor for major newscasts and to report stories as needed. Must be a personable, high energy, team player who co-workers and audience alike will want as a friend. Be part of a growing three city operation that is changing its image under dynamic new management. Salary DOE. K. Berger, KIMO-TV, 2700 East Tudor Road, Anchorage, AK 99507. KIMO-TV is EOE.

**News Photographer:** KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota. M-II format. Send resume and a non-returnable tape to Lonnie Nichols, Chief Photographer, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. No BETA. EOE. No phone calls please.

**Position Available.** NBC affiliate in control is currently accepting applications for Weekend Meteorologists. Qualifications include degree in communications and meteorology or related field. Minimum of two years proven anchor experience. Must be able to produce, prepare, and present on air weathercasts in a friendly, easy to understand manner. Receiving applications until November 24. Send resume and non-refundable tape to: KCEN-TV, Personnel Department 24-X, P.O. Box 6103, Temple, TX 76503-6103. Equal Opportunity Employer.

**Weathercaster** - Top market station looking for an engaging, upbeat personality with minimum of 3-5 years experience. We expect the successful candidate to have the following skills: familiarity with modern weather computer equipment, reporting skills, the ability to cover national and local weather stories as news, ability to go live for news and weather on a daily basis, organization. Equal Opportunity Employer. Reply to Box 00605.

**Weekend Anchor/Reporter:** Expanding Midwest ABC affiliate seeks experienced anchor to coordinate weekend news coverage and produce and anchor newscasts. Candidate will serve as reporter/photographer three days a week. Send resume and non-returnable tape to Greg Lund, News Director, KCAU-TV, 625 Douglas, Sioux City, IA 51101. EOE.

**Reporter.** Nashville's top network affiliate is looking for a top notch General Assignment Reporter. If you are a storyteller and a team player, send us a tape. Tape and live reports that win viewers are musts. Minimum three years reporting experience. Send non-returnable tape, resume and letter of interest to Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer.

**Noon News Editor:** Editor/Photographers-We're starting a Noon News and need somebody who's main job will be editing, but who will also do some shooting. We're #1 in the 48th DMA, in one of America's most liveable cities. If you've got 2 years experience editing and shooting Television News, send resume and tape: Dave Mathews, ENG Supervisor, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. Equal Opportunity Employer.

**Producer** needed with strong writing skills for Washington, DC based news organization. Must have significant experience in writing for broadcast, and must be familiar with Basys computer system. Primary duties will include writing and editing for news feeds, with some travel and field work possible. Send resumes to Box 00609 EOE.

## HELP WANTED PROMOTION

**WCIV, Charleston, SC** seeks dynamic Promotion Director to develop, execute and oversee overall marketing strategy. Qualifications for this senior management position include experience developing successful long-range marketing and advertising plans with heavy emphasis on news promotion. Excellent support staff in a new, Avid-equipped facility. Hands-on editing and producing skills required. Minimum five years progressively responsible broadcast experience at an affiliated station in marketing and promotion. Knowledge of all forms of written communications including print. Event promotion knowledge a plus. Send non-returnable tape, resume and salary history to Steve Brock, General Manager, WCIV-TV, PO Box 22165, Charleston, SC 29413-2165. No phone calls please.

**44th market LMA, WHP-TV 21/WLYH-TV 15** Harrisburg/Lancaster/Lebanon/York, PA seeks creative Promotion and Programming Coordinator. A Clear Channel Television station, Department Head level position will be responsible for on-air promotion, news and station image; Creative Services Department; sales promotion and sales presentation support; telethon and local programming production; public relations and community events participation; outdoor, radio and print promotion. Not for the weak of heart. Must have experience as an aggressive promoter. Send tape, resume and salary history to General Manager, 3300 North Sixth Street, Harrisburg, PA 17110.

**Promotion Producer--** Two years experience with ability to edit, write promotion and hands-on producing experience. College degree preferred. Resumes and tapes to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.



## HELP WANTED PRODUCTION

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Extensive travel is required for all positions. If you have experience in any of the above areas and have desire and ambition to work with one of the most successful broadcasting companies in America, we encourage you to apply today. For consideration, please send your resume to: Mike Cavanaugh, QVC, Inc., 1365 Enterprise Drive, West Chester, PA 19380-0844. Fax: (610) 701-1150. Equal Opportunity Employer.

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MAGIC LANTERN/Attn: Charlie Willis  
750 Ralph McGill Blvd., NE Atlanta, GA 30312

**Videographer Wanted** for nationally recognized TV and Video Production company. Three years broadcast news and feature experience a must! Send tape, resume and salary requirements to 6245 North 24th Parkway, Suite 216, Phoenix, AZ 85016.

**Senior Designer:** Top 20 station seeks strong broadcast designer with 3-4 years experience. Responsibilities include design and art direction for news, promotion and special projects. Experience with Quantel Paintbox, Macintosh and 3D animation, plus working knowledge of promotion post-production techniques a must. Reply to Box 00586 EOE.

**Production/Post Production Marketing Representative.** Looking for talented individual to market the services of "SeaGate 11" a top-notch post-production facility associated with WTOL-TV in Toledo, Ohio. Applicant must be a strong producer and have excellent knowledge of top-of-the-line production and editing equipment. Must be able to prepare proposals and accurate cost estimates for a wide range of projects. Will work closely with clients, creative staff and post-production personnel to insure client satisfaction. We offer a great working environment and excellent pay/benefits. Send resume to Personnel Administrator-39, WTOL-TV, 730 North Summit, Toledo, OH 43604. No phone calls, please. WTOL-TV is an Equal Opportunity Employer.

**Art Director:** Major market NBC affiliate seeks strong designer with proven management skills. Responsibilities include supervising a 5 person design staff, as well as hands-on design with emphasis on news and promotion. Position requires minimum of 5 years experience in broadcast design and knowledge of Quantel Paintbox and Macintosh. Set design and print production a plus. Rush resume and VHS reel to: Personnel Department, WFLA-TV, P.O. Box 1410, Tampa, Florida 33601. EOE. M/F. Pre-employment drug testing required.

**Director of Design and Graphics.** WCAU, NBC's owned and operated TV station in Philadelphia is searching for a Director of Design and Graphics: Must be outstanding designer and have complete familiarity with the latest design tools. Seeking a team player who can supervise a staff of designers and work with all station departments. The right candidate will have extensive television station design experience that includes news graphics, set design, promotion graphics and animation, print advertising and reproduction. Send resume and samples of your work to Director Creative Services, WCAU/NBC, City Avenue and Monument Road, Philadelphia, PA 19131. WCAU/NBC is an Equal Opportunity Employer.

**Experienced Graphic Designer.** WLS-TV Channel 7, an ABC O&O and Chicago's #1 television station, has an opening for a top-notch, experienced Graphic Artist. The full-time position offers 40 regularly scheduled hours per week and the opportunity to work in a state-of-the-art television design environment. You will work with the top television designers in the market designing and producing graphics and animations for several daily newscasts, station promos and local programs. You will also get the opportunity to design and produce print ads and various collateral materials for the station. We offer an excellent salary and a generous benefit package. You must have experience designing and producing TV news graphics, as well as considerable ability on the Quantel Paintbox. Compositing and Macintosh design experience would be a definite plus. WLS-TV is an Equal Opportunity Employer. Please send resume and sample reel to: Steve Holodnicki, Art Director, WLS-TV, 190 North State Street, Chicago, IL 60601.

**Graphic Designer:** Internal promotion has created opening for a news graphics designer with 2-3 years experience. Quantel Paintbox experience a must. Knowledge of Pinnacle Still Store system and 3D animation a plus. Reply to Box 00587 EOE.

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Whether we are in the studio breaking yet another retail sales record or continuing to increase our market share by bringing new products to our audience, QVC, Inc. is synonymous with success. In fact, we are now a \$1.4 billion organization making us the worlds largest electronics retailer. With our market share increasing daily, we are canvassing the country, seeking the industry's best and brightest professionals.

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Working at our state of the art facility in West Chester, PA you'll work in a 24-hour-a-day television operation controlling robotic cameras while technical directing a live TV show. Solid TV production experience, knowledge of Grass Valley switchers, graphics and audio operations, plus plenty of ambition and energy will be essential to your success.

### FIELD PRODUCER

We are currently seeking a Field Producer responsible for promotion and programming to lead our superior production staff. You will need a minimum of 5 years' experience, strong leadership skills, creativity, and the ability to take a project from pre-production through post-production under time constraints. Retail experience is a plus. Opportunity for international travel is available for this position.

Working as a member of our team, you will be rewarded with a highly competitive salary and benefits package while enjoying the backing of one of the most successful broadcast companies in America. If you are looking for a workplace that is innovative and unique and you have a willingness to relocate to West Chester, PA, a suburb of Philadelphia, this venue is tailor-made. To apply, please forward your resume, noting salary requirements and position of interest to: **Mike Cavanaugh, QVC, Inc., 1365 Enterprise Drive, West Chester, PA 19380-0844.** Equal Opportunity Employer.

**QVC**

**Production Photographer Needed:** If you live to make beautiful pictures...If you're looking for the right situation to showcase your talent...Look no further! KHOU-TV, the CBS affiliate in Houston, Texas wants you! This is your opportunity to join an award winning Creative Services Department. A variety of projects await you: station promotional spots, commercial clients and programming projects need your creative eye for composition. The successful candidate for this position possesses skills in video shooting, field lighting and editing with at least five years of experience as a photographer in a medium to large market. Send resume and your latest reel (non-returnable) to Steven James, Asst. Production Manager, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. EOE.

**Great Opportunity For A Senior Designer!** WBZ-TV in Boston, the sixth largest market, is seeking an outstanding Senior Designer with 2-3 years experience. Must have strong illustration and design skills and be a self-motivated team player. Experience with Quantel Picturebox and V-series Paintbox required. Knowledge of graphics and animation for post production also required. Mac experience a definite plus. Immediately send reel and resume to: Gretchen Coleman-Thomas, Human Resources Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. EOE.

**Producer/Director.** #1 station in market is looking for an experienced commercial Producer/Director. Must have minimum 3 years experience in a state of the art environment. Ability to direct live news and computer literacy a plus. Send non-returnable tapes, resume and references to Production Manager, WRGB-TV, 1400 Balltown Road, Schenectady, NY 12309. EOE.

### HELP WANTED RESEARCH

**Research Manager - WMAR-TV** is seeking an experienced team player to write sales presentations, analyze ratings data, support research, maintain TvScan system and work with a dynamic group of winners. Television station experience preferred. Send resume to: Human Resources, Attn: Job #32, WMAR-TV, 6400 York Road, Baltimore, MD 21212. No phone calls please. WMAR-TV is an Equal Opportunity Employer. Women and minorities encouraged to apply.

**Research Director.** WXIN-TV FOX 59 has an opening for a Research Director in the Sales Department. Candidate will possess strong initiative, be creative and work well independently. A minimum of two years research experience preferred; familiarity with Harvard Graphics, Corel Draw, Lotus 123, Windows, NSI 386, Scarborough, Tuscan, CMR Data and Word for Windows; and a college degree preferred. Responsibilities will include, among others, the ability to maintain the avail system, generate one-sheets from overnight ratings and rating books, generate Scarborough and NSI Data reports and sales presentations, estimate numbers and rationale for new programs and develop and expand the Research Department. For consideration, send resume and cover letter indicating desired position and where learned of the job by November 29 to: Personnel Manager, WXIN-TV FOX 59, 1440 North Meridian Street, Indianapolis, IN 46202. No phone calls. EOE. Job offer contingent upon results of substance abuse testing.

### HELP WANTED ADMINISTRATION

**Commercial Operations Manager** needed for growing group owned FOX affiliate in Southeast. Strong communicative, administrative, managerial and organizational skills required. Columbine experience preferred. Minimum 3 years experience as a traffic manager or strong assistant. Send resume to Box 00610 EOE.

### SITUATIONS WANTED PRODUCTION

**Stand-up comedienne/actress**, with national television host credits seeks agent representation and/or established production company to produce talk show programming ideas. Possess strong research/interviewing skills. Establishes bond with audiences. Tape available. (212) 780-4807.

### SITUATIONS WANTED PROMOTION

**Golden Girl.** PROMAX Gold, BDA Gold, NBC Golden Peacock. Tarnishing. Writer/Director needs new place to shine. (206) 957-0641.

### SITUATIONS WANTED HOSTS

**Unique Interviewer** reveals contradictions in politicians thinking and also their true character in emotionally intense but polite interview. Send for explosive demo 202-833-3634.

### CREATIVE SERVICES

**Sr. Creative Director** Award-winning promotion team of ABC affiliate in 24th largest market is looking for strong writer/producer. If you are a top-notch, take control, on-air producer looking to move into management, this may be the job for you. 3-5 yrs experience in marketing and promotion required. Interested applicants send resume/tape to Paul Montgomery, Director of Audience Development, WRTV, P.O. Box 607, Indpls, IN 46206. EOE.

To place your classified ad in *Broadcasting & Cable*,  
call Antoinette Fasulo (212) 337-7073



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## CABLE

## HELP WANTED PRODUCTION



USA NETWORKS, home of the Sci-Fi Channel and America's #1 entertainment cable channel, has opportunities for two sharp and organized individuals to work in our Post-Production Department in Jersey City.

## ART DIRECTOR

We are looking for a hands-on Art Director with Hal/Paintbox and MAC experience. Working with our in-house and freelance producers, you will create graphics for USA and Sci-Fi Channel programs, promos, movie marathons and sports. We require at least 7 years of television graphics experience, strong design, illustration and management skills.

## GRAPHIC ARTIST

We also seek an accomplished Graphic Artist that will work on the in-house Quantel Hal and MAC to create graphics for both the USA and Sci-Fi Channel. We require experience with Adobe Photoshop, Illustrator and Quark software, 3 to 5 years television graphics experience, the ability to take direction from in-house producers and meet rigorous production deadlines.

Both positions offer a competitive salary & a comprehensive benefits package including 401(k), pension & profit sharing plan. Send resume and reel, including salary history to:

Post-Production Department AD (for the Art Director position) or  
Post-Production Department GA (for the Graphic Artist position)

## USA NETWORKS

525 Washington Boulevard, Fourth Floor  
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We are an equal opportunity employer

## HELP WANTED TECHNICAL

**ENGINEERS  
WANTED**

Cox Communications is looking for Engineers for its CableRep Advertising Division. Multiple openings and locations are available. Individuals should have management experience and the ability to interact with all levels of management. A mixture of the following engineering skills is desired: video engineering and maintenance; local area (Windows NT or Novell Netware), wide-area and TCP/IP networking; DOS, Windows and PC maintenance. Successful candidates will have a blend of the above skills and a proven record of success. Resumes should be directed to CableRep Engineering, 1400 Lake Hearn Drive, Atlanta, GA 30319. Cox Communications is an Equal Opportunity Employer.

## ALLIED FIELDS

## HELP WANTED INSTRUCTION

**Communications/Broadcasting.** The University of Southern Indiana invites applications for a tenure track position as Assistant Professor of Broadcast Communications beginning Fall 1996. Individual will teach a diverse nine-hour load in broadcasting, including such courses as TV Production, TV Directing, Video Field Production, and Broadcast Journalism and will manage the University TV Center. Ph.D. preferred; ABD considered. Industry experience a plus. The University is committed to excellence in teaching, scholarship and professional activity, and service to the University and the community. The University of Southern Indiana is a state supported public institution with an enrollment of more than 7,600 located in the southwestern corner of the state. Application deadline is December 12, 1995, but applications will be accepted until position is filled. Submit letter of application, curriculum vita, and the names and addresses of three professional references to: Dr. Dal Herring, Chair, Communications Department, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712. AA/EEO.

## Classifieds

### HELP WANTED ADMINISTRATION

**Chair, Journalism and Communication Department.** Point Park College is seeking a new Chair of the Department of Communications and Journalism to administer and develop a diversified and well-established program comprised of seven full-time faculty, 200 undergraduate and 40 master's students. The department is founded solidly on real-world experience and enjoys a high job placement rate for graduates. The chair is expected to teach one to two courses per term. The faculty position is tenure track, open for all ranks. Salary commensurate with experience. Candidates should have the following qualifications: 1) Earned doctorate preferred, with advanced study in the field of communications including print journalism, public relations, advertising, broadcast media, or related discipline; 2) Teaching, administrative and management experience in higher education and experience in the communications professions. A private, independent institution, Point Park College is located in downtown Pittsburgh with strong ties to regional and national media. Point Park's current FTE is approximately 1600. A new cooperative agreement with the Carnegie Library system will create significant new college capability in instruction, research, exchange and other advanced applications. The ideal candidate will possess leadership capabilities to advance the Carnegie Library partnership, integrating advanced information technology with the journalism and communications professions. An Equal Opportunity, Affirmative Action Employer, Point Park encourages applications from women and ethnic minorities. Application, including letter of intent, resume and three letters of reference, must be received by January 31, 1996 at the following address: Human Resources Office, Box #634, Point Park College, 201 Wood Street, Pittsburgh, PA 15222. EOE/AA.

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News talent agency seeks news talent of all types. Send tape and resume to:

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

**TV Reporters, Anchors and Producers!!!** You deserve the best chance to achieve your career goals. Call Tony Windsor at **NEWSDirections** (423) 843-0547 or leave toll-free voice mail at (800) 639-7347.

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**Instructional Audiotape w/Manual - "New Media Basics: Understanding Mass Communications in the Information Age"** covers technology, information, networks, and marketing. Send \$29.95 to Media Dynamics, Inc., 3442 Lauderdale Drive, Suite 109, Richmond, VA 23233. (804) 360-2739.

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

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## Classifieds

### FOR SALE STATIONS

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For Sale - AM/FM small Southern California retirement/recreational market. Reply to Box 00579.

For Sale 50KW AM and Class C FM stations, in Southwestern top 50 city market. Serious buyers only please. Call Dave 808-845-1111.

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Suburban Radio Station (near NYC) in heavily populated area. Underdeveloped property. Asking \$500,000 cash. Hickman Associates 908-850-5188.

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### PUBLIC NOTICE

**National Public Radio Board of Directors Public Notice.** The Board of Directors of National Public Radio will meet in open session on Thursday, November 30, 1995, beginning at 9:00 a.m. in the Board Room of NPR Headquarters, 635 Massachusetts Avenue, N.W., Washington, D.C. The Board of Directors and its Committees will meet Wednesday, November 29, 1995 beginning at 9:00 a.m. Contact Ethyl Tiller 202-414-2051.

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FAX: 212-206-8327

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (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. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

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- |                      |                               |
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## Changing Hands

continued from page 67

### Construction permit for **WJIV(FM)** **Brooksville, Miss.**

**Price:** \$7,500

**Buyer:** Radio Columbus Inc., Columbus, Miss. (J.W. Furr Sr., president/60% owner); also owns WJWF(AM)-WMBC(FM) Columbus and WFOR(AM)-WHER(FM) Hattiesburg, Miss.

**Seller:** Colcast Broadcasting Inc., Columbus, Miss. (Anthony Colom, president); no other broadcast interests

**Facilities:** 98.9 mhz, 25,000 kw, ant. 650 ft.

**Format:** Contemporary Christian

### **RADIO: AM**

#### **WISO(AM) Ponce, P.R.**

**Price:** \$500,000

**Buyer:** Wilfredo G. Blanco Pi, Hato Rey, P.R.; also owns WNTI(AM) Morovis and is 50% owner of WAPA(AM) San Juan, P.R.

**Seller:** South Puerto Rico Broadcasting Corp., Ponce (Liro M. Pirallo-Rivera, president/4.9% owner). Pirallo-Rivera also is 15.6% owner of Abacoa Radio Corp., which owns WMIA-AM Arecibo, P.R., and 1.6% owner of WAEL Inc., which owns WAEL-AM Mayaguez and WAEL-FM Maricao, P.R.

**Facilities:** 1260 khz, 1 kw

**Format:** Talk, news, oldies

#### **WHBS(AM) Eatonville-Orlando, Fla.**

**Price:** \$378,500

**Buyer:** Radio Luz, Orlando, Fla. (Jimmy Jimenez, president); no other broadcast interests

**Seller:** Rumbaut Management, Inc., Coral Gables, Fla. (receiver for S.E. Broadcasting Inc.)

**Facilities:** 1270 khz, 5 kw

**Format:** Dark

#### **KHTH(AM) Dillon, KSKE(AM) Vail, KDMN(AM) Buena Vista, all Colo.**

**Price:** \$350,453 (\$228,202 for KHTH, \$122,250 for KSKE, \$1 for KDMN)

**Buyer:** Rocky Mountain Radio Network Inc., Dillon (Al and wife Fern Martischang, 50% owners; Ronald E. and wife Molly Crider, 50% owners); also is 75% owner of company buying KRKY(AM) Granby and KRKM(FM) Kremmling, Colo. (see combo item, above)

**Seller:** KHTH: Alameda Enterprises Inc., Dillon (Al and Fern Martischang, owners/50% owners of buyer Rocky Mountain Radio Net-

work), no other broadcast interests; KSKE and KDMN: Global American Inc., Dillon (Ronald Crider, president/50% owner with wife of buyer Rocky Mountain Radio Network), no other broadcast interests

**Facilities:** KHTH: 1130 khz, 5 kw; KSKE: 610 khz, 5 kw day, 217 w night; KDMN: 1450 khz, 1 kw

**Formats:** KHTH: talk; KSKE: country, hot adult contemporary; KDMN: dark

#### **WCAZ(AM) Carthage, Ill.**

**Price:** \$350,000

**Buyer:** Ralla Broadcasting Co. Inc., Carthage (Robin R. Dunham, president/50% owner; Ann B. Dunham, VP/50% owner); no other broadcast interests

**Seller:** Bryan Broadcasting Inc., Carthage (Dan C. Bryan, president); no other broadcast interests

**Facilities:** 990 khz, 1 kw day, 9 w night

**Format:** Farm, C&W

#### **KRLV(AM) Las Vegas**

**Price:** \$315,000

**Buyer:** Far West Radio Inc., Tulsa, Okla. (Fred Weinberg, CEO/50% owner; David Rubio, CFO/50% owner). Weinberg also owns KTRT(AM) Claremore, and is buying KBIX(AM) and KMUS(AM) Muskogee, all Okla.

**Seller:** Max Radio Inc., Virginia Beach, Va. (Larry Saunders, president); owns KKLZ-FM Las Vegas; WMQX(FM) Winston Salem and WJMH(FM) Reidsville, N.C., and WWDE(FM) Hampton and WNVZ(FM) Norfolk, Va.

**Facilities:** 1340 khz, 1 kw

**Format:** News

#### **WBXJ(AM) Racine, Wis.**

**Price:** \$275,000

**Buyer:** WBXJ Inc., Waukegan, Ill. (Robert and Janet Jeffers, president and VP/52% joint owners). Robert Jeffers owns 35% of WKGA(AM) Zion, Ill.

**Seller:** UNC Media of Milwaukee Inc., West Allis, Wis. (Edward Dugger III, CEO). Dugger is a director of US Radio Inc.

**Facilities:** 1460 khz, 500 w day, 65 w night

**Format:** Urban contemporary

#### **WJTP(AM) Newland, N.C.**

**Price:** \$175,000

**Buyer:** Rondinaro Enterprises Inc., Banner Elk, N.C. (Tamera and Stephen L. Rondinaro, president and VP/owners); no other broadcast interests

**Seller:** J.T. Parker Broadcasting Corp., Newland, N.C. (J.T. Parker Jr., president). J.T. Parker Jr. owns

WLRV(AM) Lebanon, Va., and WGOC(AM) Blountville, Tenn.

**Facilities:** 1130 khz, 1 kw

**Format:** Country

#### **KENE(AM) Toppenish, Wash.**

**Price:** \$180,000

**Buyer:** La Michoacan Broadcast Co., Yakima, Wash. (Ramon Duarte, president); no other broadcast interests

**Seller:** Good News and Music Broadcasting Co., Toppenish (Rick Knapp, president); no other broadcast interests

**Facilities:** 1490 khz, 1 kw

**Format:** Country

#### **WOIR(AM) Homestead, Fla.**

**Price:** \$140,000

**Buyer:** Corpo-Mex Inc., Florida City, Fla. (Soila R. Gallegos, president, 30.2% owner)

**Seller:** Continental Broadcasting Corp., Homestead (Fernando Alvarez, president); no other broadcast interests

**Facilities:** 1430 khz, 5 kw day, 500 w night

**Format:** Dark

#### **WJJC(AM) Commerce, Ga.**

**Price:** \$110,000

**Buyer:** Banks-Jackson Broadcasting Co. Inc., Commerce (Gerald Jordan, president/33.3% owner); no other broadcast interests

**Seller:** WJJC Broadcasting Co. Inc., Commerce, Calif. (Oscar Wisley, president); no other broadcast interests

**Facilities:** 1270 khz, 5 kw

**Format:** Country, religion, news

#### **WLNT(AM) Winchester, Ky.**

**Price:** \$110,000

**Buyer:** Lyon Broadcast Group Inc., Ashland, Ky. (Michael Todd Dempsey, president/owner); no other broadcast interests

**Seller:** WHRS Inc., Winchester (Tim Smith, president/33.3% owner; Kelly Combs, VP/33.3% owner; Eloise Combs, secretary/treasurer/33.3% owner); no other broadcast interests

**Facilities:** 1380 khz, 5 kw day, 40 w night

**Format:** News/talk

#### **WAZF(AM) Yazoo City, Miss.**

**Price:** \$20,000

**Buyer:** Michael Augustis, LaMarque, Tex.

**Seller:** Sides, Robinson, Edwards Inc., Alabaster, Ala. (John H. Sides, president); no other broadcast interests

**Facilities:** 1230 khz, 1 kw

**Format:** News/talk, sports

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# For the Record

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

## OWNERSHIP CHANGES

### Granted

**Abingdon, Va.** (BAL-950601ED)—Involuntary assignment of license for WABN-AM-FM 1230 khz-92.7 mhz from Legend Radio Group Inc. to Legend Radio Group Inc. (debtor-in-possession). *Oct. 17*

### Dismissed

**Freeport, Ill.** (BTCH-950725GO)—Friends Communications Inc. for WFPS-FM 92.1: voluntary transfer of control from Eugene Bryan and Robert Elliot to Charles Brooks and Michael Brooks. *Oct. 19*

**Tyler, Tex.** (BALH-940621GI)—KTYL Radio Inc. for KTYL-FM 93.1 mhz: voluntary assignment of license from KTYL Radio Inc., debtor in possession, to East Texas Radio Inc. *Oct. 20*

## NEW STATIONS

### Canceled/returned/dismissed

**Killen, Ala.** (BPED-950619MA)—North Alabama Education Foundation for educational FM at 90.5 mhz, ERP 9 kw, ant. 90 m. *Oct. 20*

**Richton, Miss.** (BPED-920831MB)—Richton School District for educational FM at 91.7 mhz, ERP 6 kw, ant. 29 m. *Oct. 18*

**Fayetteville, Tenn.** (BPED-950703MC)—North Alabama Education Foundation for educational FM at 88.3 mhz, ERP 2.5 kw, ant. 64 m. *Oct. 19*

**Tiptonville, Tenn.** (BPH-920717MA)—WENK of Union City Inc. for FM at 101.3 mhz, ERP 25 kw, ant. 100 m. *Nov. 1*

**Fredericksburg, Va.** (BPED-950601MG)—Good News Education Broadcast Corp. for FM at 91.3 mhz, ERP 8 kw. *Oct. 19*

### Granted

**Worthington, Minn.** (BPET-890719KE)—West Central Minnesota Education TV Co. for educational TV at ch. 20, ant. 332 m., TL 2.5 km S of Chandler on Hwy. 92. *Oct. 23*

**Saucier, Miss.** (BPED-920630MC)—American Family Association for non-commercial educational FM at 91.7 mhz, ERP 100 kw, ant. 299 m. *Oct. 18*

**Bryan, Ohio** (BPED-950213MD)—Public Broadcasting Foundation of NW Ohio for educational FM at 90.9 mhz, ERP .75 kw, ant. 118 m., TL to .5 mi. S of Rte. 34, 2 mi. W of Bryan.

**Sisseton, S.D.** (BPH-941121MK)—Eclectic Enterprises Inc. for FM at 99.5 mhz, ERP 50 kw, ant. 150 m. *Oct. 17*

### Filed/accepted for filing

**Duncan, Ariz.** (BPH-951024MA)—Kelly McMurray (1648 E. 3350 S., Salt Lake, UT 84106) for FM at 100.7 mhz, ERP 6 kw, ant. -34 m., Kelly's Knoll, 2.4 km NW of Duncan. *Oct. 24*

**Livingston, Calif.** (951005MB)—Educational Media Foundation Inc. for educational FM at 89.1 mhz, ERP .25 kw, ant. 45 m. *Oct. 31*

**North Miami Beach, Fla.** (951016MA)—Sylum Educational Foundation for FM at 88.7 mhz, ERP .1 kw, ant. 30 m. *Oct. 30*

**El Dorado, Kan.** (951017MC)—Butler County Community College for FM at 88.1 mhz, ERP .617 kw, ant. 28 m. *Nov. 2*

**Iron Mountain, Mich.** (BPH-9510)—Zephyr Broadcasting Inc. (Timothy D. Martz, president/owner, 5595 Liberty Rd., Chagrin Falls, OH 44022) for FM at 106.7 mhz, ERP 1.75 kw, ant. 189.2 ft., NE quarter of NW quarter of Section 32, Township 40 N, Range 30 W, Millie Hill Communications Site. Zephyr owns WZNL(FM) Norway and WENL(FM) Gladstone, Mich. Martz owns WBPW(FM) and WQHR(FM) Presque Isle and WVZD(FM) Dennysville, Maine; WKNW(AM)-WYSS(FM) Sault Ste. Marie and WIHC(FM) Newberry, Mich.; WYUL(FM) Chateaugay, N.Y.; WFNL(FM) Sturgeon Bay, Wis., and WXXM(FM) Canaan, Vt.

**Hattiesburg, Miss.** (BPED-951020ME)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for FM at 89.3 mhz, ERP 1 kw, ant. 67 m., 933 Richburg Hill Rd. Association owns WAFR(FM) Tupelo; WQST-AM-FM Forest and WDFX(FM) Cleveland, all Miss.; and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan. *Oct. 20*

**Nashua, N.H.** (951017MA)—New Hampshire Public Radio Inc. for FM at 89.3 mhz, ERP 5 kw, ant. 21 m. *Oct. 30*

**Sunnyside, Wash.** (951010MA)—American Family Association for educational FM at 88.1 mhz, ERP .25 kw, ant. -58 m. *Oct. 31*

## FACILITIES CHANGES

### Dismissed

**Ford City, Calif.** (BMPH-940705IB)—Ford City Broadcasting for KZPE(FM) 102.1 mhz: increase ant. to 100 m. *Oct. 18*

**University Heights, Ohio** (BPED-950616IC)—John Carroll University for WUJC(FM) 99.7 mhz: change ERP to 1.15 kw, ant. to 101 m. *Oct. 17*

**Ephrata, Pa.** (BMPED-950616IA)—Temple University of Commonwealth System for WRTL(FM) 90.7 mhz: change directional ant. pattern. *Oct. 18*

**Jasper, Tex.** (BPH-900801IB)—KTXJ Radio Inc. for KWYX(FM) 102.7 mhz: class C2 operation. *Oct. 19*

**St. Albans, Vt.** (BPH-920902IG)—Kimel Broadcast Group Inc. for WLFE(FM) 102.3 mhz:

change ERP to 1 kw. *Oct. 19*

**Yakima, Wash.** (BMPH-890929IC)—Butterfield Broadcasting Corp. for KXDD(FM) 104.1 mhz: change from directional to non-directional ant. system. *Oct. 18*

### Granted

**Jackson, Ala.** (951017AE)—Capital Assets Inc. for WHOD(AM) 1230 khz: increase power to 10 kw day, add night service at 300 w, change TL day site to 5.9 km NNW of Gainestown, change ant. system and frequency to 1190 khz. *Oct. 30*

**Anchorage** (BPED-950130MC)—Alaska Public Telecommunications Inc. for KSKA(FM) 91.1 mhz: change ERP to 100 kw, ant. to 188 m., class to C1. *Oct. 20*

**Crescent City, Calif.** (BPH-950731IA)—Pelican Bay Broadcasting Corp. for KCRE-FM 94.3 mhz: change ant. to -93 m. *Oct. 19*

**Los Angeles** (BPH-950410IE)—KFI Inc. for KOST(FM) 103.5 mhz: change auxiliary ant. system. *Oct. 20*

**Sonora, Calif.** (BPED-950117IP)—Sonora Union High School District for KTUO(FM) 102.1 mhz: change frequency to 102.1 and channel to 102.1. *Oct. 18*

**New Haven, Conn.** (BPCT-950712KK)—WTNH Broadcasting Inc. for WTNH(tv) ch. 8: change ERP to 175 kw visual, ant. to 263 m. *Oct. 11*

**Bradenton, Fla.** (BPH-950720ID)—Jacor Broadcasting of Tampa Bay Inc. for WOUV(FM) 103.5 mhz: change ERP to 99 kw, ant. to 414 m., TL, frequency, class to C. *Sept. 1*

**Silver Lake, Kan.** (BMPH-950525IE)—Richard P. Bott II for FM at 92.5 mhz: change ERP, ant., transmitter location. *Oct. 19*

**Baker, La.** (BPH-950717IE)—Bebe-F Broadcasting Corp. for WBBU(FM) 107.3 mhz: change ERP to 4.6 kw. *Oct. 19*

**Hammond, La.** (BPH-950717ID)—Airweb Inc. for WHMD(FM) 107.1 mhz: change ERP to 6 kw. *Oct. 19*

**Aitkin, Minn.** (BPH-950320MB)—Ronan Broadcasting Corp. for KEZZ(FM) 94.3 mhz: change ERP to 14.2 kw, ant. to 133 m., TL to .2 km E of Hwy. 169, .4 km W of Willow Creek, 4.5 km S of Lake Waukenabo, class to C3. *Oct. 16*

**Pickens, Miss.** (BMPH-950727IC)—J. Scott Communications Inc. for WLTD(FM) 105.9 mhz: change ant. to 227 m. *Oct. 12*

**Farmington, Mo.** (BPH-950623IE)—KREI Inc. for KTJJ(FM) 98.5 mhz: install auxiliary system, ERP 37 kw, ant. 241 m. *Oct. 20*

**Missoula, Mont.** (BPH-950830IB)—Western Broadcasting Co. for KYSS-FM 94.9 mhz: change transmitter site to ERP 66 kw, ant. to 726 m. *Oct. 18*

**Reno** (BPH-941230AC)—Rolando Collantes for KXEQ(AM) 1340 khz: change ant. system. *Oct. 2*

**Trenton, N.J.** (BPED-950614IG)—Mercer County Community College for WWFM(FM) 89.1 mhz: increase tower height to 92 m. *Oct. 16*

**Hobbs, N.M.** (BMPH-950511ID)—Cottonwood Communications Corp. for KOKN(FM) 102.9 mhz: change ant. to 118 m., TL to .9 km E of S.R. 132, 5.4 km N of Bender Blvd., downgrade to C1. Oct. 13

**New York** (BP-941118AA)—ICBC Corp. for WLJB(AM) 1190 khz: increase power to 30 kw night, change ant. system, extend nighttime operation. Oct. 18

**Plattsburgh, N.Y.** (BPH-950803IF)—Plattsburgh Broadcasting Corp. for WGFB(FM) 99.9 mhz: install new auxiliary ant. system. Oct. 19

**Edmond, Okla.** (BPED-950201MG)—University of Central Oklahoma for KCSC(FM) 90.1 mhz: change ant. to 256.2 m. Oct. 19

**Darlington, S.C.** (BPH-950224ID)—Atlantic Broadcasting Co. Inc. for WDAR-FM 105.5 mhz: operate with nondirectional ant., ERP 17 kw, ant. 122 m. Oct. 20

**Harker Heights, Tex.** (BPH-950619IB)—Sonance Killen License Subsid. Inc. for KLTx(FM) 105.5 mhz: change ERP to 7.8 kw, TL to 3 km NE of Nolanville on Hwy. FM 439, directional ant., class from C2 to C3. Oct. 18

**San Diego, Tex.** (BPH-950620IA)—Armando Marroquin Jr. for KUKA(FM) 105.9 mhz: change ant. to 126 m., ERP to 10 kw, TL to 4.7 km W of Ben Bolt, upgrade from Class A to C3. Oct. 5

**Logan, Utah** (BPH-950808ID)—Reed Bullen for KVFM(FM) 94.5 mhz: change channel to 233C. Oct. 5

**Grandview, Wash.** (BPH-950627IF)—Prosser Grandview Broadcasters Inc. for KARY-FM 100.9 mhz: change ERP to 3.62 kw, ant. to 262 m., TL to 2.3 km SE of Central Prosser, class to C3. Oct. 19

**Omak, Wash.** (BPH-950718ID)—North Cascades Broadcasting Inc. for KOMW-FM 92.7 mhz: change ERP to 3.5 kw, ant. to 316 m., TL to 5.6 km SE of Okanogan, class to C2 and ant. supporting-structure height. Oct. 5

**Elizabeth, W.Va.** (BPH-950601IE)—Media-com Inc. for WRZZ(FM) 106.1 mhz: change community of license from Ravenswood to Elizabeth, transmitter site, ERP 3 kw, ant. 143 m. Oct. 20

**Hinton, W.Va.** (BPH-950809IA)—Bluestone Broadcasters Inc. for WMTD-FM 102.3 mhz: change ERP to .368 kw, ant. to 388 m., TL. Oct. 5

## Accepted for filing

**Birmingham, Ala.** (BPH-950920IC)—Dick Broadcasting Co. Inc. of Alabama for WMXQ(FM) 94.5 mhz: change ant. to 400 m, TL. Oct. 6

**Tuscaloosa, Ala.** (BPCT-951013KG)—WDBB-TV Inc. for WDBB(tv) ch. 17: change ERP to 5,000 kw visual, ant. to 610 m.; TL to 6.3 km ESE of intersection of Crabbe and Wint Dunn rds., ant. Oct. 24

**Gonzales, Calif.** (BPH-950926IC)—Central Coast Communications Inc. for KKLF(FM) 104.5 mhz: change ant. to 3.3 kw, ERP to 138 m., TL. Oct. 27

**Grass Valley, Calif.** (951024AA)—Navada County Broadcaster Inc. for KNCO(AM) 830 khz: increase power to 10 kw, change ant. system. Nov. 1

**Idyllwild, Calif.** (BMPH-950922IC)—Kay Sadlier-Gill for KATY-FM 101.3 mhz: change ERP to 1.9 kw, ant. to 182 m. Oct. 19

**Lancaster, Calif.** (950927MA)—Living Way Ministries for KTLW(FM) 88.9 mhz: change ERP top 508 kw, ant. to 82.5, TL to 2064 15th St. W, Rosamond. Oct. 24

**Aspen, Colo.** (BMPH-950822ID)—Aspen FM for KPVW(FM) 107.1 mhz: change ERP to 20.6 kw, ant. to 100 m., TL, upgrade from A to C3. Oct. 6

**Denver** (BMPH-950914IE)—Henry Broadcasting Co. for KVOD(FM) 99.5 mhz: change ant. to 495 m., TL. Oct. 6

**Hamden, Conn.** (950913MF)—Quinnipiac College for WQAQ(FM) 83.3 mhz: change to commercial frequency at 98.1 mhz. Oct. 30

**Ledyard, Conn.** (BPH-950911IB)—Red Wolf Broadcasting Corp. for WBMW(FM) 106.5 mhz: change ant. to 140 m., ERP to 3.1 kw. Oct. 11

**Cedar Key, Fla.** (BMPH-950914IA)—Ronald J. Linder for WCQQ(FM) 102.7 mhz: change TL to 8 km NE of Cedar Key on S side of S.R. 24. Oct. 6

**Jacksonville, Fla.** (951020AB)—Prism Radio Partners LP for WOKV(AM) 690 khz: increase power to 50 kw night, change ant. system. Nov. 1

**Urbana, Ill.** (BPH-950906IA)—Tak Communications Inc. DIP for WKIO(FM) 103.9 mhz: change ERP to 11.3 kw, ant. to 148 m., TL. Oct. 6

**South Bend, Ind.** (BPCT-951024KG)—Michiana Telecasting Corp. for WNDU-TV ch. 16: build new auxiliary facility. Nov. 1

**Upland, Ind.** (BMPED-950913IA)—Taylor University Inc. for WTUR(FM) 89.7 mhz: change ant. supporting-structure height. Oct. 6

**Cedar Rapids, Iowa** (BPCT-951018KE)—KOCR Inc. for KFXA(tv) ch. 28: change ERP to 5,000 kw visual, ant. to 483 m., TL to 6441 21st Ave. Dr., Big Grove Township, modify directional pattern. Oct. 27

**Wichita, Kan.** (BMPCT-950927KF)—Wichita Communications for KWCV(FM) ch. 33: change ERP to 30.87 kw visual, ant. to 60 m., TL to .5 km S of coordinates for Wichita. Oct. 6

**New Orleans** (BPCT-941228KH)—George S. Flinn Jr. for WCCL(tv) ch. 49: change ERP to 2,500 kw visual, TL to 3201 Berman Hwy. Oct. 17

**Framingham, Mass.** (951020AA)—Fairbanks Communications Inc. for WKOX(AM) 1200 khz: increase power to 50 kw, change daytime TL to River St., Newton, and change ant. system. Nov. 1

**Gloucester, Mass.** (BPH-950921IA)—Southfield Communications Ltd. Partnership for WBOQ(FM) 104.9 mhz: change ERP to 3.2 kw, use directional ant. Oct. 6

**Worcester, Mass.** (BMPET-951016KE)—Educational Public TV Corp. for WYDN(tv) ch. 48: change ERP to 1,197 kw visual, ant. to 204 m., ant. Oct. 24

**Quitman, Miss.** (BP-951023AD)—Quitman Broadcasting Co. for WBFN(AM) 1500 khz: change ant. system, correct coordinates. Nov. 1

**Trenton, Mo.** (BPH-950920IF)—Luehrs Broadcasting Co. Inc. for KTTN-FM 92.3 mhz: change ERP to 18.5 kw. Oct. 19

**Harkers Island, N.C.** (BMPH-950914IF)—Hope Communications Inc. for WAED(FM) 100.3 mhz: change ant. to 170 m., TL. Oct. 6

**Rocky Mount, N.C.** (BPH-951002IB)—Radio Station Weed Inc. for WRSV(FM) 92.1 mhz: change ERP to 2 kw, ant. to 174 m., TL to 9 km W of Pinetops, SW corner of junction of 1003 and 1124. Oct. 31

**Akron, Ohio** (950926ID)—Board of Education, Akron City School for WAPS(FM) 89.1 mhz: change directional ant. pattern to non-directional. Oct. 27

**Chillicothe, Ohio** (BPCT-951024KF)—Fant Broadcasting Co. of Ohio Inc. for WWHO(tv) ch. 53: change ant. to 362 m., TL to .4 km N of U.S. 22, .8 km NE of Williamsport. Nov. 1

**Ironton, Ohio** (BPH-950911IC)—Simon Broadcasting Co. for WMLV(FM) 107.1 mhz: change ant. to 87 m., TL. Oct. 11

**Nyssa, Ore.** (950927IA)—Mason Broadcasting Inc. for KGZH(FM) 98.7 mhz: change ERP to 100 kw, ant. to 295 m., transmitter site. Oct. 12

**Sioux Falls, S.D.** (950810IA)—Minnesota Public Radio Inc. for KRSD(FM) 88.1 mhz: relocate outside community. Sept. 28

**Lebanon, Tenn.** (951023AC)—Wilson County Broadcast Services Inc. for WODQ(AM) 1600 khz: decrease power to 249 w night, change ant. system, change TL to 4479 Ashland City Hwy., Nashville, change city of license to Nashville. Nov. 1

**Minor Hill, Tenn.** (BPH-950921IB)—Broadcast One Inc. for WEUP-FM 92.1 mhz: change ERP to 2.6 kw. Oct. 11

**Murfreesboro, Tenn.** (BPH-950901ID)—South Central Communications Corp. for WRMX(FM) 96.3 mhz: change ant. to 392 m., ERP to 52 kw, TL to 517 Brick Church Lane, Whites Creek. Oct. 27

**Commerce, Tex.** (BPH-950710IE)—Russell-Fields Inc. for KEMM(FM) 92.1 mhz: change ERP to 25 kw, frequency to 93.3 mhz. Sept. 29

**Giddings, Tex.** (950927AB)—Radio Lee County for KOKE(AM) 1600 khz: change ERP to 500w/5 kw, ant. system, TL to U.S. 290 and State Hwy. 212 E of Manor, city of license to Pflugerville. Oct. 12

**Refugio, Tex.** (BPH-950908IB)—Sound Leading Inc. for KZTX(FM) 106.3 mhz: change ERP to 25 kw, frequency to 106.1 mhz. Sept. 28

**Wichita Falls, Tex.** (BMP-951017AF)—Collin County Radio LC for KAAM(AM) 620 khz: augment day and night station patterns. Oct. 30

**Coeburn, Va.** (BMPH-950922IB)—Preston Communications Group Inc. for WZOK(FM) 99.7 mhz: change ERP to .54 kw, TL to N. High Knob, High Knob Mt., 2.6 km S of Norton. Oct. 19

**Culpeper, Va.** (BMPED-950926IF)—Positive Alternative Radio Inc. for WPVB(FM) 89.9 mhz: change ERP to 25 kw, class to B, modify directional pattern. Oct. 27



## Shocking discovery

EDITOR: I read with dismay the letter in your Oct. 23 issue from Vincent L. Hoffart Sr. of Spokane, Wash., titled "Fix follow," in which he was commenting on a July 31 letter from Sol Schildhouse.

I don't know how I missed Sol's letter, but I was shocked when I read Vincent's, telling of his experiences in "fixed" cases before the FCC.

Has my head been in the sand for a long time, or is there a new wave of corrupt civil servants (?) out there—police accused of planting evidence; attorneys altering transcript testimony; judges knowingly accepting false testimony, etc.? Were Watergate and now Whitewater *not* merely aberrations? Can't we trust anyone anymore?

I'm old enough to remember the admonition that "the policeman is your

friend." He certainly used to be. A few years back, a black evangelist on our station decried the statement that we should "support our local policeman" by saying, "Some of us won't support our local policeman, because he doesn't support us." I was outraged by that statement then, and said so. But are we now finding out that he was right?

Maybe we need more "morality" programs on radio and TV, instead of the current batch of sitcoms and outrageous sex talk and nudity shows that "break the envelope."

Does anybody care?—Mike Maddex, president/general manager, WEEC(FM) Springfield, Ohio

## Jumped the gun

EDITOR: The Oct. 30 BROADCASTING & CABLE article "Backlash against TV talk shows" incorrectly states that Gannett owns such shows.

Due to sloppy staff work, Senator Joseph Lieberman's (D-Conn.) office last week misrepresented the ownership issue. He cited certain talk shows that are part of Multimedia Entertainment. Gannett does *not* own Multimedia. Our announced agreement in July 1995 to purchase the company must receive FCC and Multimedia shareholder approvals, neither of which has taken place. The need to obtain such approvals was noted in our release at the time and in several press reports, including the *Wall Street Journal*, *New York Times*, and even BROADCASTING & CABLE. So the situation was clearly on record.

The inaccuracy in Senator Lieberman's materials was the first mistake. The second mistake was that media like BROADCASTING & CABLE failed to fact-check and perpetuated the error.—John J. Curley, chairman/CEO/president, Gannett Co., Arlington, Va.

### THIS WEEK

**Nov. 15**—Federal Communications Bar Association luncheon featuring Rep. Jack Fields. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Nov. 15**—"NewsDay '95," conference presented by the Georgia Association of Broadcasters. Brown & Williamson Conference Center, Macon, Ga. Contact: (770) 395-7200.

**Nov. 15**—"Prognostications in Telecommunications for 1996," seminar presented by the Center for Advanced Electronic Imaging. UTD Conference Center, Richardson, Tex. Contact: Patti Bailey, (214) 458-9449.

**Nov. 15-17**—Inter BEE '95, 31st international broadcast equipment exhibition, presented by the Japanese Electronics Show Association. Nippon Convention Center, Tokyo. Contact: 81 (3) 3284-0165 (fax).

**Nov. 16**—Women in Cable & Telecommunications course: "Cable 101: Past, Present and Future Challenges." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.

**Nov. 16**—The 1995 Cable Follies, presented by the New York chapters of Women in Cable & Telecommunications and the Cable Television Administration and Marketing Society. Hudson Theatre, New York City. Contact: Tom Meli, (201) 279-6696.

**Nov. 16**—"Racing on the Video Highway," panel discussion presented by the New York chapter of the Society of Satellite Professionals International. HBO Bldg., New York City. Contact: Margy Wepman, (212) 512-5960.

**Nov. 16-17**—Telco Video Platform Summit, sponsored by the Interactive Television Association and Video Information Provider Consulting. ANA Westin, Washington. Contact: Catherine Peshkin, (202) 408-0008.

**Nov. 16-19**—8th annual National Association of College Broadcasters national conference. Rhode Island Convention Center, Providence, R.I. Contact: Kristine Hendrickson, (401) 863-2225.

### NOVEMBER

**Nov. 20**—First Worldwide Television Summit Conference sponsored by The International Council of the National Academy of Television

## Datebook

Arts and Sciences and Variety. New York Hilton, New York City. Contact: (212) 759-0303.

**Nov. 21**—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Nov. 26-Dec. 1**—"Craft In Depth: Reporting & the Reliability of Facts," presented by the Poynter Institute for Media Studies, St. Petersburg, Fla. Contact: Bobbi Alsina, (813) 821-9494.

**Nov. 27-28**—Cable Television and Marketing Society Inc.'s 1995 New Revenue Roundtable. Hyatt Regency Alicante, Anaheim. Contact: Corrine Beller, (703) 549-4200.

**Nov. 27-30**—German Screenings, presented by Telepool, Bavaria Film, ZDF Enterprises and NDR-WDR International. Cologne. Contact: Beate Westerfeld, (221) 220-4971.

**Nov. 28**—BDA International European Conference. Wembley Conference Center, London. Contact: Lynne Grasz, (212) 251-8712.

**Nov. 28-29**—"The Teleshopping Explosion," 2nd annual Asian conference presented by NIMA International and Reed Midem Organisation. Grand Hyatt, Hong Kong. Contact: (212) 689-4220.

**Nov. 28-29**—"Capture Your Share of the Rapidly Expanding Wireless Marketplace," conference presented by the Strategic Research Institute. Warwick Hotel, New York City. Contact: (800) 599-4950.

**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 the Reed Midem Organisation. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (212) 689-4220.

### JANUARY 1996

**Jan. 21-22**—23rd annual Association of Independent Television Stations Inc. (INTV) conven-

tion. Mirage Hotel, Las Vegas. Contact: Angela Giroux, (202) 887-1970.

**Jan. 22-25**—32nd annual National Association of Television Programming Executives (NATPE) program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

### APRIL 1996

**April 12-15**—Broadcast Education Association 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

**April 15-16**—Television Bureau of Advertising sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

**April 15-18**—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

### 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.

### OCTOBER 1996

**Oct. 9-12**—World Media Expo, comprising the National Association of Broadcasters Radio Show (contact: [800] 342-2460); Radio Television News Directors Association international conference (contact: Rick Osmański, [202] 467-5200); Society of Broadcast Engineers annual conference (contact: John Poray, [317] 253-1640), and Society of Motion Picture and Television Engineers 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

Major Meeting dates in red

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## Allbritton makes family tradition his own

**R**obert Allbritton has taken his father Joe's "side venture"—broadcasting—for his own. The heir to the banking- and insurance-based Allbritton fortune took a stab at mutual funds analysis, but gave it up after three months. "I couldn't stand it," he says.

But it wasn't easy for the only child to break the news to his father, chairman of Riggs National Bank. "Dad really runs Riggs Bank," Allbritton says. "That is his passion."

But this is the way Robert Allbritton sees it: He has a "natural interest in broadcasting, the same way [his father]'s got an interest in banking."

Last November, Allbritton, now 26, took over as executive vice president/chief operating officer of Allbritton Communications Co. He has an eye for acquisition and a nose for new technology that he says will help him make his own mark on the company, which his father founded and still owns. He's already overseen the company's first broadcast-station purchase in 12 years.

But Allbritton didn't take it for granted that he would take over. His first two years with the Washington-based company were as a journeyman. He spent three months at each of Allbritton's stations (five then, six now), working every job from switchboard operator to anchor. As a result, he's on a first-name basis with most of the company's 850 employees. "We're a private family company, and that's the atmosphere we're trying to have around here," Allbritton says. He stays in close touch with the TV stations, sometimes dropping in unexpectedly via an airplane that he pilots himself.

Allbritton believes that strengthening stations' emphasis on local news will insure their place as the content providers for whatever future technology eventually dominates the home.

He concentrates on local news because "we are a distributor, with one exception," Allbritton says. "That is the local news that we produce." And as most markets have just one daily newspaper, Allbritton foresees the day when there are only one or two electronic news outlets.

NewsChannel 8, a local cable news service in Washington, is "an attempt to slowly get into the content business," Allbritton says. The channel also provides Washington information to America Online. And Allbritton is participating in a test of Bell



*"I need to be acutely aware of [my age] because it's going to catch a lot of people off guard. But I don't want to be obsessed by it."*

### Robert Lewis Allbritton

**Executive VP/chief operating officer, Allbritton Communications Co., Washington; b. Feb. 16, 1969, Houston; BA, Wesleyan College, Middletown, Conn., 1992; analyst, Riggs Investment Management Co., Washington, 1992; joined Allbritton Communications, December 1992; current position since November 1994.**

Atlantic's Stargazer interactive TV system. While such technologies are "a good ways down the road...the thing we can do is [start] thinking that way."

In the quest for content, Allbritton would consider buying local cable, radio and newspapers. But don't look for him to restart the now-defunct *Washington Star*, which his father bought in 1974 along with the broadcast stations. Other cities may be more amenable than Washington to a second newspaper, however, he says.

Allbritton's short-term strategy for the company is to maintain its growth—5.6% yearly between 1990 and 1994, according to Veronis, Suhler & Associates Inc.—and keep buying television stations that make geographic sense.

Last month, in its first broadcast buy in 12 years, Allbritton bought WHTM-TV Harrisburg/Lancaster/Lebanon/York, Pa., for \$113 million. Economies and exchanges are planned with Allbritton's WJLA-TV Washington, about two hours down the road. Closer would be better, Allbritton says, so he's looking to buy stations near to each other in smaller markets and state capitals. And he looks forward to TV duopolies if Congress allows them.

The WHTM-TV buy relieved the company's general managers, says Jerry Heilman, president/GM, WSET-TV Lynchburg/Roanoke, Va. It shows that Allbritton "is a collector and not a seller" of TV stations.

Allbritton's youth does give one pause, says Heilman, who is 53. "My boss is half my age. I've never gone through that before." But Allbritton "realizes that he knows a lot about the business but lacks the day-to-day experience," Heilman says. And in the Allbritton tradition, he "gives his GMs the autonomy they need to do the job properly," Heilman adds.

Allbritton is aware that his age may be a factor in making deals. "I need to be acutely aware of it because it's going to catch a lot of people off guard," he says. "But I don't want to be obsessed by it." Ultimately, he says, people look for results.

Allbritton credits his father with instilling in him a love for business. Joe Allbritton often would invite his son to sit in on business meetings, then patiently answer all the boy's questions. But Robert Allbritton wasn't expected to join the company business, he says. He was taught that anything he wanted to do was OK, "so long as you work hard at it and you strive to be the best."—EAR



## BROADCAST TV

**Chris Rogers**, creative services director, WSLN-TV Roanoke, Va., joins WLIG(TV) Riverhead, N.Y., as production manager.

**Scott Lilly**, retail sales manager, WBDC(FM) Huntingburg, Ind., named local sales manager.

**Sally Sears**, journalist, WAGA-TV Atlanta, joins WSB-TV there as producer/reporter.

**Nancy Cassutt**, managing news editor, WCCO-TV Minneapolis, named assistant news director.

**Don Hammond**, anchor/reporter, WKEF(TV) Dayton, Ohio, joins KENS-TV San Antonio, Tex., in same capacity.

**James Hollinger**, assistant director, engineering, KDVR(TV) Denver, named chief engineer.

Appointments at Katz National Television, New York: **Michael Raounas**, VP/NSM, Sabers sales team, named GM; **Craig Broitman**, VP/NSM, Lancers team, named GSM.

**Larry Lewis**, free-lance producer, joins WTVW(TV) Evansville, Ind., as promotion producer.

**John Ziegler**, director, marketing, KLRT(TV) Little Rock, and KASN(TV) Pine Bluff, both Arkansas, joins WBRC-TV Birmingham, Ala., as marketing director.

**Linda Ottinger-Dinkle**, NSM, WSET-TV Lynchburg, Va., named director, sales.

**Cristina Mendonsa**, anchor/reporter, KUSA-TV Denver, and **Amy Carlisle**, anchor, KMPH(TV) Visalia/Fresno, Calif., join KXTV(TV) Sacramento as news anchors.

**Laura Gelles**, producer, joins *Leeza*, Hollywood, as supervising producer.

**Cecily Tynan**, weather and news anchor, KTNV(TV) Las Vegas, joins WPVI-TV Philadelphia as weekend weather anchor.

**John Shine**, GM, KIMT-TV Mason City, Iowa, named VP/GM.

**James Shaw**, engineer, KTXA(TV) Fort Worth/Dallas, joins KPLR-TV St. Louis as master control engineer.

**Paula Carlson**, executive director, Children's Museum, Fargo, N.D., joins WSBT-TV South Bend, Ind., as community affairs director.

**Steve Sabato**, news director, WLKY(TV)

Louisville, Ky., joins WWJ-TV Detroit in same capacity.

**Edie Magnus**, correspondent, *Eye to Eye*, New York, joins *CBS Evening News with Dan Rather* there as reporter/writer.

**Con Psarras**, managing editor, KUTV(TV) Salt Lake City, named news director.

## PROGRAMING



**Pinkney**

**Rose Pinkney**, VP, television division, Uptown Entertainment (an MCA/Universal-based company), joins Paramount Television Group, Hollywood, as VP, comedy development, network

television division.

Appointments at Hallmark Entertainment, New York: **Janet Jacobson**, general counsel, Scala Productions, New York, joins as VP, legal and business affairs; **Alan Lewis**, director, legal and business affairs, named senior director.

**Simon Cox**, finance director, The Zenith Group, joins Warner Bros. International Television Distribution, London, as director, finance, Europe.

**Lisa Steinfeld**, manager, finance and accounting, Canal Fox, Los Angeles, named director, operations.

**Pamela Hudson**, manager, advertising and promotion, *Entertainment Tonight*, Twentieth Television, Los Angeles, named director.

**Jim Yeager**, head, publicity, Warner Bros. Television Network, Burbank, Calif., joins Universal Studios Hollywood and the MCA Recreation Services Group (MCAR), Universal City, Calif., as senior VP, publicity and public relations.

## RADIO

**Ed Rivera**, GSM, KDTV(TV) San Francisco, joins CBS Americas, New York, in same capacity.

**Henry Catto**, partner, Catto & Catto insurance brokerage firm, San Antonio, Tex., elected to National Public Radio board of directors.

Appointments at WHWH(AM) Princeton



**Gerberding**

Nassau Broadcasting Partners radio stations; **Peter Tonks**, VP, finance, named executive VP/CFO.



**Pineda**

and WPST(FM) Trenton, both New Jersey: **Joan Gerberding**, VP/GM, named executive VP/COO; **G. Daniel Henrickson**, VP, sales, named senior VP/GM and chief marketing officer, Nassau Broadcasting Partners radio stations; **Peter Tonks**, VP, finance, named executive VP/CFO.

**Ramon Pineda**, director, advertising sales, GEMS International Television, Miami, joins Caballero Spanish Media (a company of The Interep Radio Store), New York, as president.

**Suzanne Le Mignot**, reporter/anchor, WBBM(AM) Chicago, joins WTMJ(AM) Milwaukee in same capacity.

**Roy Deutschman**, VP/GM, WXYV(FM) and WCAO(AM) Baltimore, joins WGRX(FM) Westminster/Baltimore as GM.

**Randy Becker**, NSM, KMPS(AM)/KZOK-FM Seattle, joins KMTT-AM-FM Tacoma/Seattle in same capacity.

## CABLE



**Hunter**

**Tom Hunter**, senior VP, international operations, MTV Networks, Miami, named president, MTV Latino.

**Shelley Fusto**, assistant director, marketing, Sport-South, Atlanta, named director.

**Jama Bowen**, VP/manager, public relations, NationsBank, Nashville, joins CMT: Country Music Television there as manager, publicity.

**Scott Leon**, senior executive producer, CNN Entertainment News, New York, named VP.

Appointments at International Family

Entertainment, Virginia Beach, Va.: **Michael Grandelli**, executive producer/creative director, WVEC-TV Hampton, Va., joins as director, on-air promotion; **Gabriella Cochran**, director, programing and audience research, named director, on-air marketing; **Barbara Bekkedahl**, account executive, Comedy Central, New York, joins as sales manager, New York; **Felicia Brulato**, account executive, named sales manager, New York; **Emilio Alvarez-Recio**, national manager, spot sales, Univision Network, joins as director, advertising sales, The Family Channel de las Americas, New York.



Hricik

**Kathleen Hricik**, senior VP, Orion Pictures International, joins Nickelodeon International, New York, as senior VP, program enterprises.

Appointments at fX Networks Inc., Los Angeles: **Ellen Gutierrez**, account

executive, KTTV(TV) Los Angeles, joins as director, advertising sales, Western region; **Pamela Weisberg**, assistant general counsel, ESPN Inc., Bristol, Conn., joins as senior VP, legal and business affairs.



Costello

**Paul Costello**, executive VP, Edelman Public Relations, Washington, joins HBO, New York, as VP, corporate affairs.

**Guy Petty**, manager, pay television, MGM/UA Telecommunications Group,

Santa Monica, Calif., named director, worldwide pay television.

**Robert DeBitetto**, senior VP, motion picture group, Walt Disney Co., joins Turner Pictures Group, Los Angeles, as senior VP.

## ADVERTISING/MARKETING

**Deborah Dick-Rath**, group product manager, Bates USA, New York, named senior VP/management representative.

**Gerald Himmel**, director, sales, Central division, Cable Network Inc. (Rainbow Ad Sales subsidiary), Chicago, named senior VP, Rainbow Sports Sales, New York; **Brian McCullough**, assistant sales

manager, local sales, Rainbow Sports Sales, New York, named NSM.

Appointments at Turner Broadcasting Sales Inc., New York: **Liz Janneman-Russo**, senior VP, sports, Atlanta and New York, named senior VP, entertainment, New York; **Karen Grinthal**, senior VP, entertainment, named senior VP, marketing communications.

**Peter Senseney**, sales manager, New York Yankees sales team, Blair Television, New York, named division VP, Blue Division Sales Group.

**Ann Kohl**, VP/group supervisor, and **Keith Schrieber**, group supervisor, TN Media Inc.'s National Broadcast Unit, New York, named VPs/associate directors.

Appointments at Madison Green Entertainment Sales Inc., New York: **Chris Rortar**, senior VP, domestic syndication, Bohbot Entertainment Inc., New York, joins as senior VP, domestic distribution; **Vic Zimmerman**, VP, Southwestern distribution and sales, Bohbot Communications Inc., Los Angeles, joins as VP, Western region.

**Linda Nichols**, director, conferences, PROMAX International, Los Angeles, named VP.

**Chuck Greener**, director, communications, Republican National Committee, joins Porter/Novelli, Washington, as executive VP/GM.

## SATELLITE/WIRELESS

**Carson Agnew**, named VP, Hughes's newly formed business development unit. He continues to manage HCI's interest in American Mobile Satellite Corp.

**Patrick Vien**, deputy programing director, Northbridge/TRIO, Bethesda, Md., named programing director/GM, Northbridge Programming Inc.

**Terry Snazel**, VP, technology, Astral Broadcast Group, joins ExpressVu, Mississauga, Ontario, in same capacity.

**Paul Spike**, assignment manager, Conus Communications, Minneapolis/St. Paul, named regional manager, Conus Cooperative Upper Midwest region.

Appointments at Primestar Partners, Bala Cynwyd, Pa.: **Thomas Riker**, director, administration and customer service, Prime Cable, Las Vegas, joins as director, distributor services; **Lynne Bartos**, manager, market research, HBO Inc., New York, joins in same capacity.

## TECHNOLOGY

**Hugh Coppen**, partner, Quality Works Inc., joins Allied Digital Technologies Corp., Knoxville, Tenn., as VP, manufacturing.

**John Watson**, president/COO, Display Technologies Inc., Elgin, Ill., joins CTS Corp., Elkhart, Ind., as VP/GM, interconnect products.

**David Nicholas**, VP/GM, Texscan/MSI, joins Pioneer New Media Technologies Inc., Long Beach, Calif., as senior VP, sales.

## DEATHS

**Odin von Blasingame**, 80, retired marketing manager, WOOK-FM Washington, died of cancer Oct. 30 in Arlington, Va. Von Blasingame joined WOOK-FM in 1950 and retired from there in 1985. He is survived by four children and two sisters.

**Robert G. Bolyard**, 56, national sales manager, WHSV-TV Harrisonburg, Va., died Oct. 29 in Charlottesville, Va. Bolyard began his career as a newscaster/announcer at WBTV(TV) Charlotte, N.C., and WVVW(AM) St. Marys, W.Va. He moved to WCTI(TV) New Bern, Conn., as an account executive and was later promoted to VP/GM. Bolyard is survived by his wife, Jackie; two children, and three sisters.

**Rich Ziltz**, 56, VP/director, sales, Midwestern region, Westwood One Entertainment, New York, died in his sleep on Oct. 19. Before joining Westwood One Radio, Ziltz was a sales manager for Mutual Broadcasting. He is survived by his wife, Donna, and three children.

**Joseph Albert Shaffer**, 62, station manager, WHNS(TV) Asheville, N.C., died Nov. 2 at his home in Greenville, S.C. He had been at WHNS(TV) for 11 years. Shaffer is survived by his wife, Stephanie; three children; three sisters; a brother, and a granddaughter.

**Phil "Philbert" Painter**, 61, production manager, WADB(FM) Point Pleasant, N.J., died Nov. 8. During his career, Painter worked at various stations, including WPAT(AM) Paterson, WHWH(AM) Princeton and New Jersey Public Television, all New Jersey; and WCBS-FM New York and KYW(AM) Philadelphia.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com



**NBC's *ER* scored its highest numbers last Thursday**, when it averaged a 28.4 Nielsen rating/47 share in national numbers. The show quadrupled the numbers of ABC's *Murder One* (7.0/11). For the night, NBC averaged a 22.6/36, easily outdistancing second-place ABC's 8.1/13. Through eight days of the November sweeps, NBC holds a comfortable lead, with a 13.2/21 average, followed by ABC's 10.8/17, CBS's 9.5/15 and Fox's 7.9/12. Among viewers 18-49, NBC also leads, with an 8.7 rating, followed by ABC's 6.3, Fox's 5.8 and CBS's 4.3.

**Infinity Broadcasting last week paid the U.S. Treasury \$1 million** as part of its September indecency settlement with The FCC. The company will pay another \$715,000 by the end of first quarter 1996.

**Primestar is appealing last month's FCC decision to keep the DBS channels** it reclaimed in April. Primestar had planned to use the channels to launch a high-power DBS service. The company's appeal, filed at the U.S. Court of Appeals in Washington, also asks for an expedited ruling by March 1. Advanced Communications Corp., which held the DBS channels reclaimed by the commission, also has appealed the ruling.

**The U.S. Small Business Administration wants the FCC to hold a hearing on Disney's application to acquire the broadcast licenses of CapCities/ABC.** In a letter to FCC Chairman Reed Hundt, the USSBA cited the Small Cable Business Association's petition to deny the license transfers. "The merger has significant potential to reduce program diversity and inhibit the capacity of small cable operators to offer the most appropriate mix of local broadcast stations and cable programming," the USSBA said.

**C-TEC Corp.**, a midsize cable operator serving more than 420,000 subscribers in the U.S. and Mexico, is working with Merrill Lynch & Co. to explore **a possible sale of all or some of its systems** and other communications businesses. The company says other options could include seeking joint ventures; restructuring the company's current

## CBS spikes tobacco story

In what amounts to TV network news's version of "The Big Chill," *60 Minutes* chose to kill an interview with a former cigarette company executive that was to have aired last night after CBS's lawyers advised *60 Minutes* that it risked legal reprisals from the tobacco company.

The lawyers' reason: The tobacco executive had signed an agreement with his former employer Brown & Williamson Tobacco Corp. not to disclose internal company information. In place of the interview, CBS was to air a piece on how tobacco companies try to prevent information from getting to the public.

The network's decision reportedly was leaked by a CBS insider to the *New York Times*. CBS declined to comment on the matter, other than to say that it "routinely contacts outside counsel on matters of this magnitude." However, *60 Minutes* correspondent Mike Wallace was quoted by the *Times* as saying that the Capital Cities/ABC settlement of a \$15 billion lawsuit filed by Philip Morris Co. against ABC News earlier this year had affected the way CBS's lawyers viewed the *60 Minutes* interview. —JM

cable holdings, or acquiring additional systems. Princeton, N.J.-based C-TEC serves about 365,000 subs in two clusters—one in New York, New Jersey and Pennsylvania and another in Michigan. The company also has a minority interest in Mercom, a cable operator serving 40,000 subscribers in Michigan.

**Top cable MSO Tele-Communications Inc. is looking to raise \$100 million in a preferred stock issue**, according to a filing with the Securities and Exchange Commission. TCI, which has been on a cable system buying spree, says it is raising equity capital to finance pending acquisitions.

**FCC Chief Economist Michael Katz is leaving** the commission "to explore opportunities in the telecommunications industry." Katz will leave Jan. 1.

**CNN Financial**, a business news channel slated to launch on Jan. 1, **likely will lose \$3 million in its first year**, Tom Johnson, CNN president, told Wall Street reporters earlier this week. CNN FN, to launch with approximately 3 million satellite and 1 million cable subscribers, hopes to have 4.5 million subs by the end of 1996. Johnson says the channel plans to reach break-even by 1999.

**Ameritech has won cable franchises for Fraser and Northville Township, both Michigan.** The telephone company also received

authorization from the city council of Berea, Ohio, to begin construction of a two-way video communications network in advance of a final franchise agreement. Ameritech has seven cable TV agreements and is in discussions with more than 30 communities in the Chicago, Detroit, Milwaukee, Cleveland and Columbus, Ohio, metropolitan areas.

**Ellis Communications and Cosmos Broadcasting Co. will form a joint venture** to produce the 10 p.m. news on WUPW(TV) Toledo, Ohio, and WACH(TV) Columbia S.C. The five-year agreement, which takes effect in January, will use personnel from both stations. Ellis Communications owns 12 TV stations, three satellite TV stations, two radio stations and sports production company Raycom. Cosmos Broadcasting, a subsidiary of Liberty Corp., operates eight TV stations, primarily in the Midwest.

**A show about nothing is tops in prime access in Sacramento and San Francisco.** Columbia TriStar Television Distribution's *Seinfeld* was number one in its 7:30 p.m. time period last month for Fox affiliates KTVU-TV San Francisco and KTXL-TV Sacramento, according to Nielsen's metered market overnights. *Seinfeld* averaged an 11.1 rating/18 share in Sacramento and an 8/14 in San Francisco. Overall, the show drew an average 6.6/12 in Nielsen's 33 metered markets last month.

WASHINGTON

## Shutdown fallout

Industry sources are hoping that a government shutdown (which could happen as early as tomorrow [Nov. 14] without stopgap spending legislation) will not slow Westinghouse's application at the FCC to acquire CBS licenses. Commission sources say the staff proposal on the application has reached commissioner offices and can still make the Nov. 20 meeting agenda if the five commissioners agree to waive an FCC policy on placing late items on the agenda. Industry onlookers say a lengthy government shutdown might dampen prospects for such an agreement, but also voice doubt that any shutdown would last more than a day.

## Wrong page?

FCC Chairman Reed Hundt has criticized NBC's listing of *Saved by the Bell* and *NBA Inside Stuff* as educational programming. Broadcasters counter that Vice President Al Gore appeared on *NBA Inside Stuff* this fall and that President Clinton has taped an anti-smoking spot to air with *Saved by the Bell*. "Reed Hundt is clearly out of step with his president and vice president," one broadcaster says.

NEW YORK

## Larry at the bat

While CBS Chairman Larry Tisch has curtailed much of his day-to-day activity at the network, sources there say he was very much involved in the CBS negotiations with Major League Baseball—and ultimately forced CBS out of the running, much to the dismay of senior network executives. Peter Lund, president of the CBS Broadcast Group, and Dave Kenin, president of CBS Sports, had "steam coming out of their ears" after failing to convince Tisch to bid

## Selling Grace

While most eyes have been trained on the progress of off-network sales for the hit NBC sitcoms *Frasier* and *Mad About You*, Carsey-Werner Distribution has been sealing deals for its fall 1997 entry, *Grace Under Fire*. Brett Butler's hit sitcom, now in its third season on ABC, has been cleared in 22 markets representing about 25% of the nation's TV households. Nearly half of those stations are Fox affiliates, and another five are with the Big Three, including CBS's KREM-TV Spokane, Wash. Although industry sources say *Grace Under Fire* sold for less than C-W's asking price in New York and Chicago, C-W executives say license fees for the show are tracking nearly 30% higher than C-W's *Roseanne*. That sitcom took in fees totaling about \$1.6 million per episode back in 1991. C-W will retain one minute of barter time in *Roseanne* for the first two years after the show starts its second off-network cycle in fall 1998. —CL

aggressively for the package, reports a network source. "Tisch had a formula that called for baseball to make a sizable profit for the network, and he just didn't want to hear arguments about getting the sports division back into the high-profile franchise business" at the expense of profits, says one source. NBC agreed to pay \$475 million over five years. CBS's best offer was less than \$400 million, sources say.

HOLLYWOOD

## Saturday night move

There is speculation that Fox will make a scheduling move on Saturday night by returning to an all-reality evening. Fox is said to be considering expanding *Cops* and *America's Most Wanted* to an hour each to fill the 8-10 p.m. block. The network tried to move away from the reality form this season by opening the night with two comedies at 8-9 in hopes of attracting a broader audience and more advertisers.

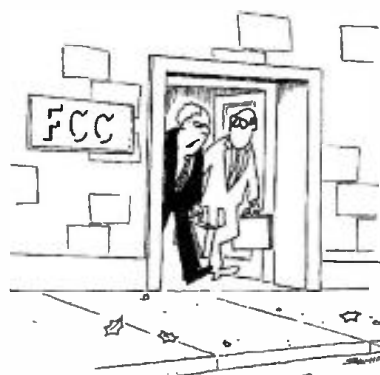
## Whetted appetite

Fox's fX cable network, recently the beneficiary of Fox's deal for Major League Baseball, is eagerly awaiting the day it can bid for collegiate and pro football, basketball and hockey. "The problem is the rights aren't available,"

says fX Chairman/CEO Anne Sweeney. "We've got them all on our 'I want it list'; they simply are not available to national cable at this point."

## West goes

Comic Billy West left *The Howard Stern Show* last week reportedly over "contractual differences." Afternoon jock Mark Parenteau of Stern affiliate WBCN(FM) Boston told his audience that West and Stern "just couldn't get the money stuff worked out." WBCN broadcasts Stern's show 7-11 weeknights. Before joining Stern, West was the voice of Stimpny on Nickelodeon's *Ren & Stimpy*.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"I think it stands for 'Frequently Conflicting Commissioners!'."

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## Where's the beef?

PBS now carries more than a dozen educational series for children, including *Barney & Friends*, *Bill Nye the Science Guy*, *Storytime*, *Ghostwriter*, *Lamb Chop's Play-Along*, *The Magic School Bus*, *Mr. Rogers*, *The Puzzle Place*, *Reading Rainbow*, *Sesame Street*, *Shining Time Station*, *Where in the World Is Carmen Sandiego?* and *Wishbone*. That's programming available every day, five days a week, with some shows airing more than once each day. If that looks like a lot of children's educational programming, it is, and the list doesn't include specials.

According to PBS, 99% of all U.S. homes with a TV can receive public television. That makes this wealth of children's programming available on TV channels specifically reserved by the government for educational programming.

Those arguing that commercial broadcasters should have to provide children's educational programming because it is not now out there are being disingenuous. It is out there. In fact, according to PBS, *Barney* is the top show among tykes, and *Sesame Street* and *Magic School Bus* are among the top five shows for kids ages 2-5. So not only is it out there, but kids are watching it.

For a reason not readily fathomable to this page, regulators and politicians turn a blind eye to this plenty. Redundantly, they want the same shows to be on commercial TV, when clearly there's no need for both. Are broadcasters thus absolved of children's programming responsibilities? No. But the commercial sector might do well to concentrate on supplying the icing atop an already substantial cake.

Come to think of it, considering all the children's fare available in all TV media, perhaps the time has come to repeal the Children's Television Act of 1990 rather than ask the FCC to make it worse. This may be the moment to declare victory and get out.

## Believers

The government may not know what to do with the second channel, HDTV and the digital future, but the nation's broadcasters do. An observer at last week's annual advanced television update of the Association for Maximum Service Television (MSTV) could not fail to be impressed by the enthusiasm for and eagerness to get on with television's next generation.

Not only are they ready, they're optimistic: "The speed with which HDTV will catch on won't surprise anyone in this room," said one panelist. Nor are they unaware of the potential problems: "Our switchboard will go to meltdown if we turn on digital and fail to deliver," said another. One representative said his network was ready to invest \$1 billion in deployment of high definition, not counting what would be spent by the owned stations.

This page has on occasion criticized broadcasters for being slow to recognize the imperatives of digital TV and support its development. MSTV doesn't speak for all broadcasters, but it does speak for a multitude among them and for many of the most savvy. On the strength of what we saw last week, it's time to turn our editorial attention to the government's failure to get it together, not the industry's.

**Thanks for the memories**—Last week's fifth annual *BROADCASTING & CABLE* Hall of Fame induction ceremony was a memorable evening (see pages 20, 24, 28). The reunion of new inductees Sid Caesar and Imogene Coca, TV's first couple of comedy (on screen, at least—Lucy and Desi notwithstanding), was one of numerous highlights, all made possible through the generosity of more than 500 attendees who contributed not only to the evening's luminosity but to the International Radio & Television Foundation and Broadcast Pioneers, which were the dinner's beneficiaries.

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