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Broadcasting

The Newswkely of Television

Vol. 125 No. 47 65th Year 1995 A Calners

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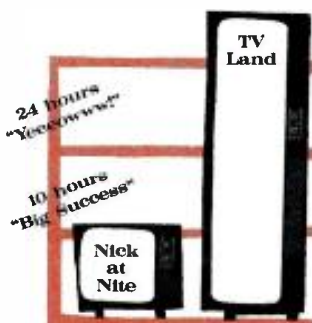
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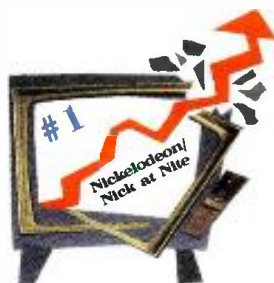
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- 85% of 18-24 year-olds
- 72% of consumers over the age of 50

Details Inside!

Fast Track

Must Reading from
BROADCASTING & CABLE

November 20, 1995

TOP OF THE WEEK

Shutdown costs add up for Westinghouse The federal government shutdown is costing Westinghouse \$1 million per day as it awaits FCC action on its acquisition of CBS. In the meantime, officials last week were resolving a dispute among commissioners over Westinghouse's request for a series of multiple- and cross-ownership waivers. / 6

Sillerman's FM holdings add up Last week's purchase of Liberty Broadcasting gives Robert F.X. Sillerman 40 FM stations. However, 17 of those don't count against the FCC ownership caps, Sillerman says. / 8

Markey wins on V-chip Congressional staff members have agreed to support Representative Ed Markey's V-chip proposal. They also agreed to an expedited judicial review of the controversial measure. / 11

High court accepts indecency case Responding to a challenge to the 1992 Cable Act, the Supreme Court says it will examine rules that allow cable operators to reject indecent material offered on public and leased-access channels. / 14



Time Warner's acquisition of TBS apparently led to the ouster of Michael Fuchs, chairman of TW's HBO and music divisions. / 12

BROADCASTING

Ailing 'Murder' moved ABC is pulling Steve Bochco's *Murder One* from the Thursday lineup, where it paled in the ratings compared with *ER*. The series relaunches on Monday nights beginning Jan. 8. / 22

Sitcoms prove access hits *Home Improvement* and *Seinfeld* debuted in syndication with strong ratings in access, Nielsen and Petry say. However, only one of the new talk shows—*Carnie*—shows signs of life. / 22

Full-service radio gives way to news/talk Traditional full-service radio stations are phasing listeners into a more standard news/talk mix. The trend may be part of an effort to attract a younger audience. / 32

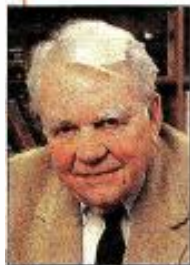


ESPN Radio Network has acquired the three-year, exclusive national radio rights to NBA games, starting with the 1995-96 season. / 32

COVER STORY

Oracle on 57th Street: Part 1

Andy Rooney isn't encouraged by what he's seen lately in broadcast journalism. In a characteristically blunt interview, Rooney says, "I am mystified about how so many things in the world can be constantly going to hell without ever actually reaching that spot. And it seems as though news has been deteriorating for a long while." Cover photo by Steve Winter/Black Star / 17



Andy Rooney: self-described "hypernormal, concentrated average" guy.

CABLE

TCI crows over third-quarter performance

The just-completed third quarter proved much healthier for TCI and other cable MSOs than did the same period last year. TCI's revenue increased 37%, aided by rate hikes and a growth in the number of subscribers. / 36

TECHNOLOGY

'Real-time ad insertion solution' offered

Chicago Cable Interconnect hopes to have an all-digital cable ad insertion system running by this time next year. The system will deliver same-day copy changes and geographic targeting to national and regional advertisers in the Chicago DMA. / 42

Turner signs on satellite Turner Broadcasting has acquired the entire capacity of two Hughes Communications transponders to provide newsgathering capacity for its CNN channels. / 45

Telemedia
Week



Sprint unveils PCS service In the U.S.'s first taste of PCS, Sprint Spectrum has introduced the service to 5 million people in the Washington/ Baltimore area. Other markets will begin to receive the service late next year. / 47

AT&T

AT&T and Continental Cablevision will offer an integrated package of services. / 48

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TV's quirky fourth-quarter

Advertising sales ending on an uptick, but still are off overall

By Steve McClellan and
Donna Petrozzello

After an extremely slow start, there are indications that the pace of fourth-quarter television advertising sales is picking up.

But it won't be enough to prevent a decline from 1994's strong fourth quarter. Television representatives estimate that national TV spot sales will be down 8%-10% for the fourth quarter. Local also will be down, in the 3%-5% range, executives say.

Fourth-quarter national advertising revenue for radio is pacing down from last year, while local revenue remains steady in most markets, industry analysts report.

The lackluster advertising market for the second half of 1995 has caused some television executives to temper their expectations for 1996. But others see encouraging signs for the new year, including a threefold increase in advertisers locking in annual national spot commitments upfront, Olympics and election-year money, and a positive outlook for the economy.

The retail business has been unusually cautious this quarter, but station executives are hoping for a big spurt after Thanksgiving, when the holiday selling season begins.

The West Coast has been particularly hard hit. Estimates are that the Los Angeles television market will be off 20%, or about \$65 million, in the fourth quarter. The San Francisco market is down about 6%, or more than \$20 million, for the quarter.

"In my market, you have what I would call an economic natural disaster," says Kevin O'Brien, vice president and general manager, KTVU-TV San Francisco. "The West Coast is about as soft as I have ever seen it. It pretty much extends from Seattle to San Diego. But January and February are looking pretty good."

With last year's record political spending (\$350 million for spot and local TV), rep executives knew they would have their work cut out for them

this year to match or surpass 1994 fourth-quarter sales. Exacerbating this year's situation was a record network upfront in June, during which advertisers spent some of their spot budgets, and an auto haulers strike in September, which forced the cancellation of ad buys by car manufacturers and dealers.

"October and November were very soft quarters for national spot, but I really think they are negative blips in an overall positive picture," says Kevin Nugent, senior vice president and director of sales for Petry Television. He

They want to see consumers coming in the door before they spend more."

Katz Radio Group President Stu Olds anticipates that national revenue totals for the fourth quarter will be almost 5% less than last year, and he expects revenue to remain flat through first quarter 1996.

Interop Radio Store President Les Goldberg agrees that national revenue levels could be 5% less for the fourth quarter; he says soft pricing in local advertising has contributed to lackluster national returns. "Part of the reason it's soft nationally is because it's soft locally," Goldberg says. "The local business hasn't been strong enough to keep prices up."

Analysts in the top two markets, New York and Los Angeles, say sluggish returns in October for combined national and local revenue marked a poor start for the quarter.

Gordon Mason, president of the Southern California Broadcasters Association, says national ad revenue levels began declining in July "and haven't made a big recovery since." Mason attributes the downturn to "less money flowing from national advertisers," especially department stores, grocery chains and the fast-food industry.

New York Market Radio Broadcasters Association Executive Director Sandy Josephson reports a 2.6% decrease in radio's combined national and local revenue for October. Josephson agrees that spending by retail, department and specialty stores is down, but he says revenue may pick up before the year is over. Josephson says November has been good for radio, but there are "mixed reports" for December.

By contrast, accounting analyst George Rivin of Miller Kaplan Arase & Co. says that spending by last year's political campaigns inflated national revenue for October 1994 and that revenue for October 1995, a non-election year, naturally pales in comparison. Excluding the effect of political spending, Rivin says, national revenue for October 1995 "would have been slightly higher" than last year. ■

TV-radio sales projections up overall in '95 and '96

TV		
	Spot	Local
1995	+5%	+6%-7%
1996	+7%-9%	+7%-9%
Radio		
1995	+7%	+9%
1996	+7%	+7%

Sources: Television Bureau of Advertising and Miller Kaplan Arase & Co.

reports a resurgence in spending by car manufacturers, computer-related products and other categories. He also reports that many more advertisers are making annual commitments now for 1996 national spot, for fear of getting locked out due to demand created by the election year and the Atlanta Olympics.

As for radio, Gary Fries, president/CEO of the Radio Advertising Bureau, calls national spot sales "spotty" and attributes decreases in ad revenue to a slowdown in national retail advertising. By contrast, Fries says, "local revenue is up proportionately where national is down."

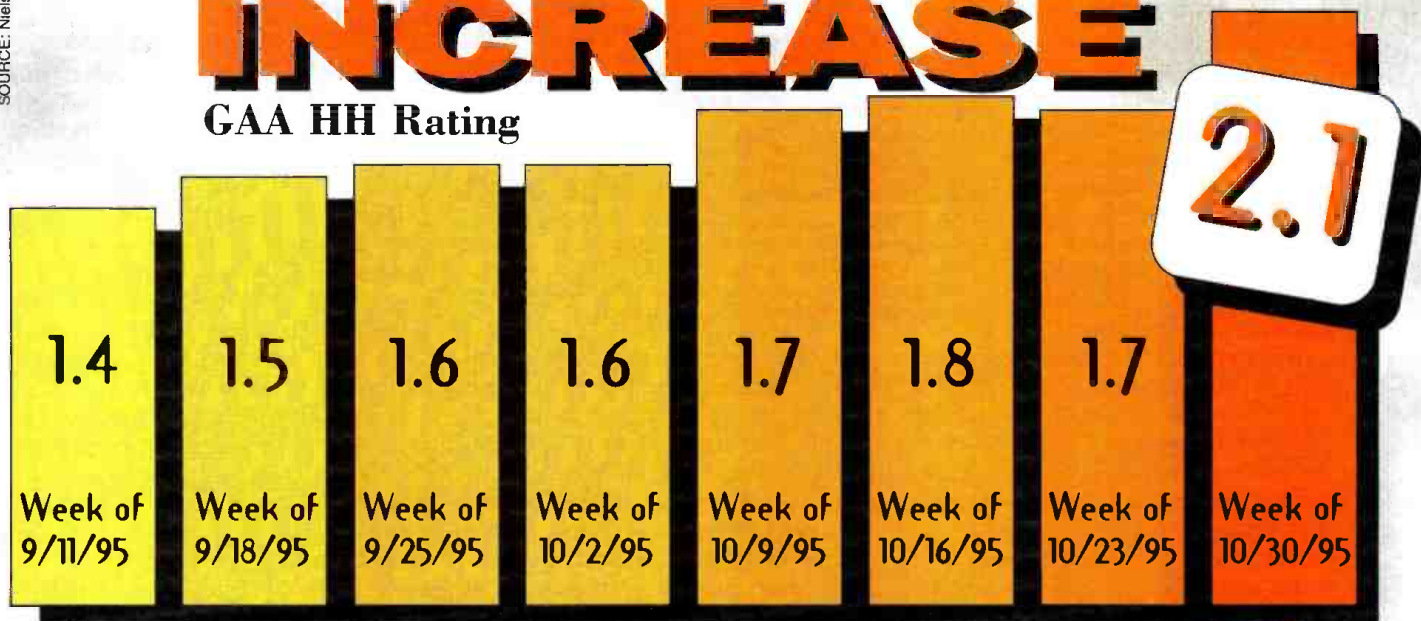
"It appears that national advertising is not developing in some markets as strong as it had last year," he says. "Advertisers and retailers are being more conservative with their spending.

HOW TO PICK UP HOT NUMBERS

50% INCREASE

GAA HH Rating

SOURCE: Nielsen as dated



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Group W/CBS deal awaits FCC's return

Commission poised to approve multibillion-dollar merger when government agencies come back to work

By Chris McConnell

FCC officials are confident they can end Westinghouse's \$1 million-per-day wait for FCC action on its CBS acquisition as soon as Congress reopens the government's doors.

Officials last week were working on a plan to resolve a dispute among commissioners over Westinghouse's request for a series of multiple- and cross-ownership waivers needed to complete its \$5.4 billion purchase of the network.

Westinghouse is anxious for a green light because the deal with CBS calls for network shareholders to receive additional payment to the \$81-per-share sale price each day after Aug. 31 that the merger is not closed—an event that requires the FCC's approval. Industry sources say the "stockholder bonus" adds about \$1 million each day to the cost of the acquisition, which CBS shareholders approved last week.



FCC officials hope to close the book on the Westinghouse/CBS merger, which CBS CEO Laurence Tisch (l) and Westinghouse CEO Michael Jordan (r) opened with an August visit to the FCC (shown here with Commissioner James Quello).

FCC commissioners are set to approve the deal and the requisite waivers, but last week were undecided about how to justify them. FCC Chairman Reed Hundt was pushing for language in the original bureau recommendation that cites Westinghouse's commitment to increase children's educational television programming at CBS to two—and later three—weekly hours.

CBS stockholders OK merger

At a lively meeting in New York last Thursday (Nov. 16), CBS stockholders overwhelmingly approved the proposed merger with Westinghouse. Shareholders accounting for more than 51 million shares, or 79% of outstanding common stock, voted in favor of the merger. The company said that about 99.5% of the shares voted were for the merger. Votes accounting for at least two-thirds of the outstanding stock had to be cast in favor of the merger for it to be approved.

CBS Chairman Larry Tisch presided at the meeting and was harshly criticized by some shareholders. Evelyn Y. Davis likened the merger to World War II's V-E day, with CBS "finally liberated from the Tisch regime." Another shareholder said Tisch's epitaph would read that he "presided over the destruction" of the once-dominant Tiffany Network. Tisch took the criticisms in stride (although at one point he threatened to have Davis thrown out of the meeting for rambling on beyond her allotted two minutes), saying he made the right decision to sell the company's book and magazine divisions, while admitting that the sale of the records unit to Sony was a "much closer call."

After the vote, Westinghouse Electric Corp. announced that the company would rename the merged broadcasting unit CBS. "The CBS name and the eye—its incomparable logo—will define our identity and future in broadcasting," said Westinghouse Chairman Michael Jordan. —SM

The language drew objections from Commissioner James Quello, who has criticized Westinghouse's "social contract" on children's TV and Hundt's push to establish a quantitative requirement for children's educational broadcasting.

"Three hours should not be part of this approval," a commission official said. Supporting the bid to modify the language were commissioners Andrew Barrett and Rachelle Chong, sources added.

Other commission officials countered that considering the Westinghouse pledge was necessary to avert an evaluation of charges that the company did not meet its obligations under the 1990 Children's Television Act. "The allegations are very serious," said one official. "Westinghouse should not be made a pawn in a two-decade effort to get rid of the Children's TV Act."

But others last week said the two sides were close to a compromise. Sources said a proposed solution would acknowledge Westinghouse's children's programming pledge but leave unstated whether the commission was granting the waivers because of the pledge.

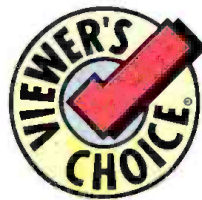
Commission officials also were discussing how long the ownership waivers would last. Westinghouse had asked for 18-month waivers to the ownership limits, but industry sources expect the commission to grant 12-month waivers. In the case of a waiver request for joint ownership of stations in Boston and Providence, R.I., sources predicted a six-month waiver.

FCC officials and other industry sources said the government shutdown—and not the children's TV dispute—posed the greatest hurdle to a speedy approval of the merger. At week's end, FCC commissioners decided to cancel today's (Nov. 20) scheduled open meeting. They also decided not to vote items "on circulation" while the government remained closed.

Commissioners had hoped to place the Westinghouse item on today's meeting agenda after Barrett called for a public meeting to resolve the controversy surrounding Westinghouse's social contract.

The next scheduled public meeting is Dec. 7, unless the commission reschedules today's meeting before then. Commission officials say the FCC also can hold a special public meeting before Dec. 7 if Barrett still wants one. If not, the commissioners could approve the item in a circulation vote. ■

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Sillerman's FM holdings: 40 and counting

By Elizabeth Rathbun

With his purchase last week of Liberty Broadcasting Inc. and his status as the largest shareholder in Multi-Market Radio Inc. (MMR), Robert F.X. Sillerman will own 40 FM stations, 20 more than is allowed under FCC ownership rules.

But Sillerman says 17 of those 40 FMs don't count against the FCC's 20-station FM limit because they are or will be owned by MMR, a company he does not control and in which his interest is "non-attributable" under FCC rules.

Nonetheless, Sillerman-controlled SFX Broadcasting Inc. will own 23 FMs and nine AMs—three over the commission's limit, assuming FCC approval of its Liberty acquisition and other pending deals.

Like other radio groups, Sillerman says, "we're operating under the premise that Congress has passed the law [lifting the radio ownership caps]." If the legislation is not enacted, he says, "[we'll] have to sell three of them."

Sillerman's SFX now owns 16 stations: 12 FMs and four AMs. In deals unrelated to Liberty, it is buying seven more—four FMs and three AMs—and the option for WHSL(FM) Greensboro, N.C. Last week, SFX announced an agreement to buy Liberty's 19 stations (13 FMs and six AMs) for \$223.25 million (see "Changing Hands," page 29). Here's how the deal breaks out:

- SFX will hang on to eight major-

market stations (six FMs and two AMs), thus extending its reach into three more top-20 markets: Washington (ranked 8 by Arbitron); Nassau/Suffolk/Long Island (14), and Annapolis, Md./Baltimore (18).

- It will spin off the 11 other stations (seven FMs and four AMs) to MMR for \$100.1 million. MMR already owns 10 FMs and one AM.

Most of Sillerman's interest in MMR is in the form of non-attributable, nonvoting common and preferred stock, company documents show. However, according to the documents and Sillerman, Sillerman may—under certain conditions and with FCC approval—convert the nonvoting stock to 50% of the voting stock and assume control of the company.

Sillerman has "the most complex corporate structure in the industry," one prominent broker says. "He has lots of different pockets in which to put stations...and it's all perfectly legal."

But "it's cutting edge" to keep so many non-attributable interests, the broker says. Under the FCC's current attribution rules, if someone owns 5% or more of a company's voting stock, the interest is deemed attributable. The FCC



Sillerman: 'We're operating under the premise that Congress has passed the law [lifting the radio ownership caps].'

is reconsidering the attribution rules.

"We're extremely conscious of the letter and the spirit of the FCC rules," Sillerman says. It would be "misrepresentative and unfair" to imply otherwise.

Other radio groups have acquired stations above the FCC ownership limits in anticipation of Congress lifting the caps. Congressional leaders hope to pass the legislation by the end of this year.

Sillerman says he distanced himself from the negotiations between SFX and MMR because of his interests in both. The outside directors of SFX and MMR negotiated the values of the stations, he says.

He says 15-20 companies in which he has no stake were approached first to be a partner with SFX in buying Liberty's stations. It was "fortuitous" that MMR stepped in, Sillerman says. "No one company, SFX included...was interested in owning all of the radio stations."

Sillerman's ownership interests in both companies smoothed the way for the 11-station Liberty/MMR deal, says R. Stephen Hicks, SFX president/CEO. Sillerman's interests made for "common goals [and] access to the other people [at MMR]. I think it was a real plus in this case."

The approximately 10 times cash flow that SFX says it is paying for Liberty's stock appears more reasonable than in other recent deals. One reason for that may be Liberty's wxTR-FM Waldorf, Md./Washington, which is underperforming, Hicks says. Although valued at \$25 million, "it's actually losing money at this point," he says, adding that SFX may sell that station.

The fact that SFX bought Liberty's stock (as opposed to its assets) and that Liberty's stations are of varying power, market size and formats also may have kept the price down, Hicks and Sillerman say.

Besides MMR, Sillerman says, he also has non-attributable interests in Infinity Broadcasting Corp., Clear Channel Communications and Evergreen Media Corp., among other companies. ■

Citicasters/OmniAmerica deal off

A proposed merger valued at \$197 million between radio groups Citicasters Inc. and OmniAmerica Communications was called off last Friday.

In a statement, Citicasters President/CEO John P. Zanotti said: "We have recognized that for various reasons it would be best to pursue separately other opportunities for expansion and growth of our radio groups." OmniAmerica Chairman/CEO Carl Hirsch could not be reached for comment.

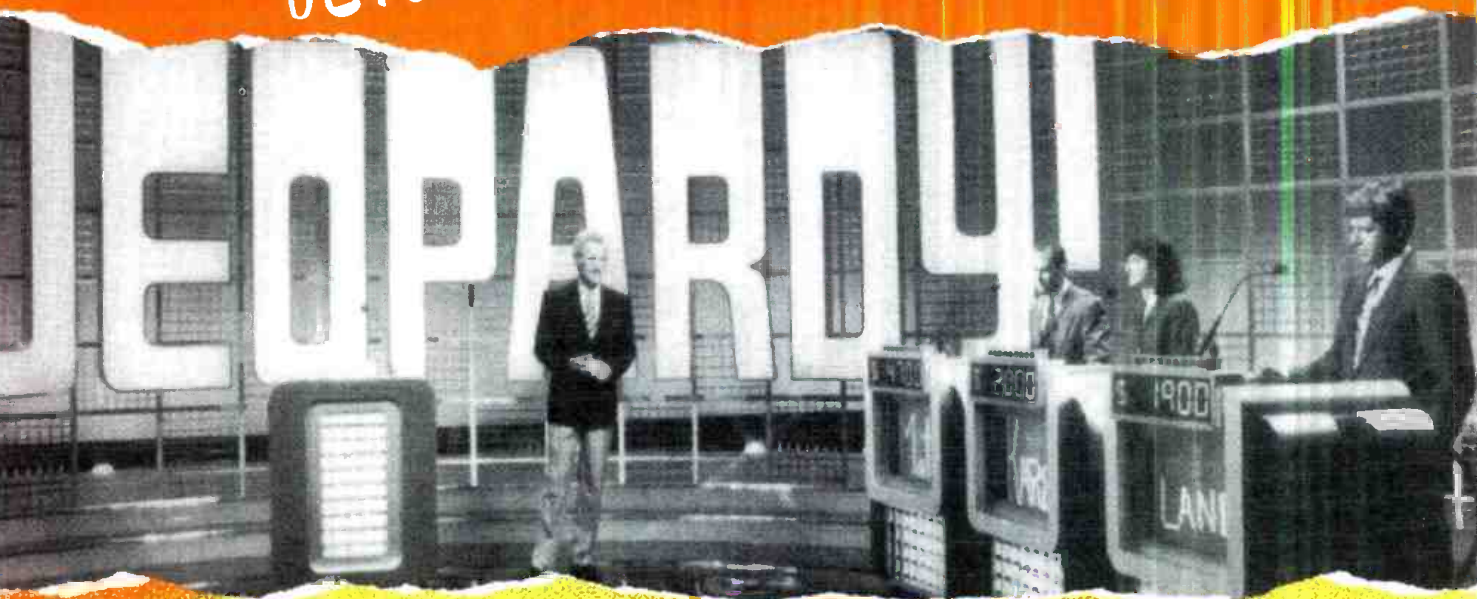
The merger, announced last August, would have created the country's seventh-largest radio group (28 radio and two TV stations). The merged assets of the companies were valued at just under \$900 million, and the Citicasters name was to have been retained.

The deal would have given privately held OmniAmerica 2,750,000 shares of Citicasters stock, at the time valued at \$660 million, and \$25 million in cash. Publicly traded Citicasters would have added OmniAmerica's 12 radio stations to its portfolio of 16 radio and two TV stations. Citicasters also would have assumed \$65 million of OmniAmerica's debt.

Citicasters CFO Gregory Thomas says the company has "no immediate plans to put ourselves up for sale" and that "there is not another deal" pending for Citicasters to merge with another group. Thomas said only that Citicasters "will explore other expansion options."

—DP

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P&G, Sears cut back ads on talk shows

Major advertisers distance themselves from racy content

By Cynthia Littleton

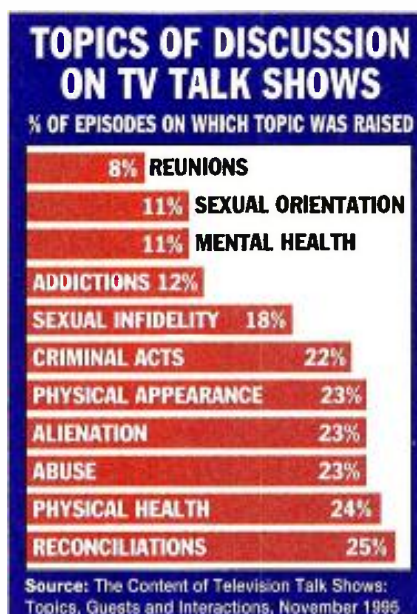
Concerns among advertisers and broadcasters about the sensational tone of some TV talk shows intensified last week as consumer products giant Procter & Gamble confirmed it has pulled millions of advertising dollars out of the genre.

While some TV industry veterans say that advertiser revolts are a fairly cyclical occurrence, many others maintain that word of Procter & Gamble's withdrawal is a warning for all those involved with talk TV.

Procter & Gamble, manufacturer of household staples such as Ivory soap, Crest toothpaste and Pampers disposable diapers, stopped buying time on four talk shows at the start of this season because of increasingly racy content, according to company spokeswoman Elizabeth Moore.

Moore would not name specific shows, but published reports identified them as Paramount Domestic Television's *Montel Williams*, Tribune Entertainment's *Charles Perez* and Multimedia Entertainment's *Sally Jessy Raphael* and *Jerry Springer*.

P&G's move was praised by the two political figures largely responsible for igniting the debate over what some are



calling "trash talk TV." Former education secretary William Bennett, co-director of the conservative advocacy group Empower America, and Senator Joseph Lieberman (D-Conn.) have called on talk show producers to move away from risqué, ratings-grabbing topics.

"The company's leaders have made it clear that P&G does not, and should not, stand for perversion and garbage

on the public's airwaves," Lieberman and Bennett said in a joint statement. "They have made a strong statement that ultimately, our shared values are more important than any rating share."

Moore said P&G representatives met with numerous talk show producers earlier this year and asked them to raise the standards of their programs. According to figures compiled by the non-profit group Competitive Media Reporting, P&G spent more than \$28 million to advertise on talk shows for the first seven months of the year, a nearly 53% increase over the first half of 1994.

Another major national advertiser, Sears, Roebuck & Co., confirmed last week that it pulled out of several talk shows at the start of the year. Others, such as cereal giant Kellogg Co., say they have stepped up their efforts to monitor the subjects of individual shows.

Kellogg spokeswoman Karen MacLeod says the company will not associate its brands with anything that highlights "antisocial behavior." Kellogg recently passed on buying time on episodes of two popular talk shows titled "My Husband Slept with the Baby-Sitter" and "Reunion with Your Best Lover," MacLeod said.

Producers say more national advertisers are requesting advance tapes as criticism of the genre mounts. At the local level, however, station officials say the pressure from outraged viewers usually outweighs the concerns of local advertisers, particularly in smaller markets.

"The local advertisers who target the talk audience know exactly what they're getting," said one general manager in Portland, Ore. "The core audi-

Joint venture sets sights on Latin America

Televisa and PanAmSat are teaming with Rupert Murdoch's News Corp., Globo Organization and Tele-Communications Inc. to take on Hughes Communications in the Latin American DBS business, industry sources say.

Although the companies did not comment on reports of the deal, News Corp. has scheduled a news conference for today (Nov. 20) to announce "a new venture in Latin America." A PanAmSat spokeswoman added that the company has held ongoing discussions with News Corp. and Globo but had no announcement to make last week.

PanAmSat and Televisa earlier had announced plans for a direct-to-home service called Galavision. The two companies have been looking to launch their service from the PAS-3 replacement satellite. News Corp. and Globo previously had announced plans to launch a Latin American DBS service and had leased capacity

on an Intelsat satellite to do so.

The combined groups now could deliver service from both satellites, onlookers say. "A combination of the two would seem to make the most sense," says DBS industry consultant Michael Alpert.

The companies will face off against Hughes's Galaxy Latin America (GLA) venture, which has tapped Venezuela's Cisneros Group, Brazil's Televisao Abril and Mexico's MVS Multivision as partners.

A GLA executive welcomed the new competitor: "We feel that competition makes you stronger," says Rick Moe, marketing, distribution and sales vice president. Moe also voiced little concern about TCI's involvement. "We think TCI probably brings the least to the equation," he says, citing DIRECTV's performance in the U.S. against Primestar, the direct-to-home competitor backed by TCI and other cable companies. —MA,CM

ence for these shows couldn't give a whit about all this controversy. They know it's escapist entertainment."

Nonetheless, some station managers have taken a public stand against tawdry talk show topics, prompting Twentieth Television's *Gordon Elliott* to kill two episodes scheduled to air this month.

"At a time when advertisers have questions over content, we've decided to scrutinize what we're doing and see if we may not have been a little overzealous for the sweeps period," said *Gordon Elliott* Executive Producer Terry Murphy.

Industry sources say Warner Bros. Domestic Television Distribution's



P&G is pulling its advertising from talk shows such as 'Montel Williams.'

Jenny Jones has pulled eight episodes scheduled to air during the next few weeks, although WBDT officials

declined to comment.

Media buyers say the uproar over talk shows has created a negative image of the genre for many advertisers, even though the top-rated talker, King World's *Oprah Winfrey*, makes a point of avoiding exploitive topics.

Still, the proliferation of talk shows during the past few years has narrowed the options available to advertisers that want to reach daytime TV viewers. But observers say the range of "advertiser-friendly" talk shows in the works for next fall is evidence that the industry began responding to those concerns long before Bennett and others took up the issue. ■

Markey wins on V-chip

Conference picks House version; industry has year to devise ratings system

By Christopher Stern

Five years after Representative Ed Markey (D-Mass.) first proposed the V-chip, congressional staffers last week adopted his proposal to require every TV set sold in the U.S. to come equipped to block programing based on an encoded content rating.

Staffers meeting to reconcile differences between the House and Senate versions of the telecommunications bill also agreed to an expedited judicial review of the controversial measure, say Hill sources.

The legislation gives the television industry one year to come up with its own content ratings system and the rules for encoding and transmitting those ratings to television sets equipped with the so-called V-chip. If the industry fails to create the rules within the allotted time, the legislation requires the FCC to create an advisory committee to do the job.

Unlike the abandoned Senate version of the V-chip legislation, Markey's proposal does not require the industry to implement the ratings system it devises, but V-chip proponents are banking on public pressure to force the industry to adopt the technology once the ground rules for the ratings system are in place. Unlike the Senate language, the Markey V-chip does not allow the V-chip to block programing based on its time slot.

Markey was able to win support for his V-chip from conservative Republicans such as Dan Burton (R-Ind.) by

dropping language that would have made the ratings system mandatory. V-chip supporters are expected to claim during the inevitable legal challenge that implementation of the ratings system is voluntary and therefore does not violate the industry's First Amendment right to free speech.

Congressional observers noted that the conference appears to be making solid progress. On Friday, conferees including Senate Commerce Committee Chairman Larry Pressler (R-S.D.), Senator Ernest Hollings (D-S.C.), House Commerce Committee Chair-

man Thomas Bliley (R-Va.) and John Dingell (D-Mich.), met to hammer out a schedule designed to produce a final bill by Christmas.

In addition to the V-chip language, congressional staffers agreed to adopt a Senate proposal requiring broadcasters to keep, in the station's public file, a summary of all letters pertaining to television violence.

Sources say Hollings also continues to push for his proposal to impose a safe harbor for violent programing.

The safe harbor for violence is modeled on the safe harbor for indecent programing, which was upheld by the U.S. Court of Appeals in Washington last July. Hollings says the harbor is necessary because it will be several years before new TV sets with V-chips have replaced a significant portion of current sets. ■

NBC leads sweeps, but ABC has yet to Beatles

With 15 days played out in the November sweeps, NBC holds a 1.3-rating-point lead over second-place ABC. However, with ABC's three-night, six-hour *The Beatles Anthology* set to kick off last night (Nov. 19), the final results are still very much up in the air.

Through last Thursday night, NBC was averaging a 12.3 rating/20 share in Nielsen national household numbers for the sweeps, compared with ABC's 11.0/18, CBS's 10.1/16 and Fox's 7.9/12. Among adults 18-49 NBC was even more comfortably ahead, with an 8.0 rating, followed by ABC's 6.4, Fox's 5.7 and CBS's 4.7. Thus far NBC is the only network to show gains over November 1994 in households and with viewers 18-49.

Both CBS and Fox have aired sweeps miniseries, with CBS's *Streets of Laredo* averaging a 13.9/21 and Fox's *The Invaders* pulling in a 7.6/11. Both aired on Sunday, Nov. 12, and Tuesday, Nov. 14, with CBS's airings at 9-11 p.m. and the Fox saga at 8-10. In hopes of blunting ABC's *Beatles* special, NBC debuted the four-hour *Dead by Sunset* miniseries on Sunday, Nov. 19, with its conclusion set for tonight, Nov. 20.

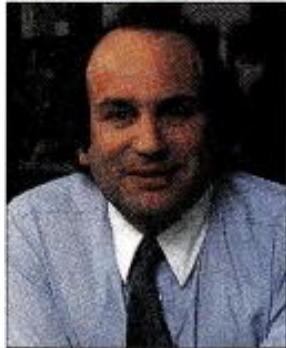
NBC's success in November has been due to the continued dominance of *ER*. On Nov. 9 the medical drama pulled in a 27.8/45, the highest numbers for an NBC drama since 1980 (*Little House on the Prairie*). —SC

Time Warner ousts Fuchs

Head of HBO and music out as Levin reorganizes for merger with Turner

By Steve Coe

In a move that rocked the entertainment industry last Thursday, Michael Fuchs, chairman of Time Warner's HBO and its music division, was fired by Time Warner Chairman Gerald Levin in a corporate restructuring. The unceremonious dumping came after months of effort by Fuchs to position himself as the successor to Levin, say sources.



After nearly two decades with company, Fuchs is pushed out in restructuring.

Under the new corporate structure, the management team of Bob Daly and Terry Semel (Warner Bros. chairman and co-CEOs) now also will oversee Warner Music. "I want to send a clear message to our shareholders and our employees that, going forward, we will be managing our businesses in a manner designed to maximize shareholder value," Levin said in making the announcement. "Today we take a major step toward that goal." Although Daly and Semel work in tandem on the various entertainment division businesses, each has

day-to-day responsibilities for different areas, and Semel is expected to fill a similar role with the music division.

The moves come as Time Warner is planning its merger with Turner Broadcasting System, whose acquisition as much as anything led to Fuchs's ouster. The seeds of his downfall, however, may have been planted even before the Turner deal.

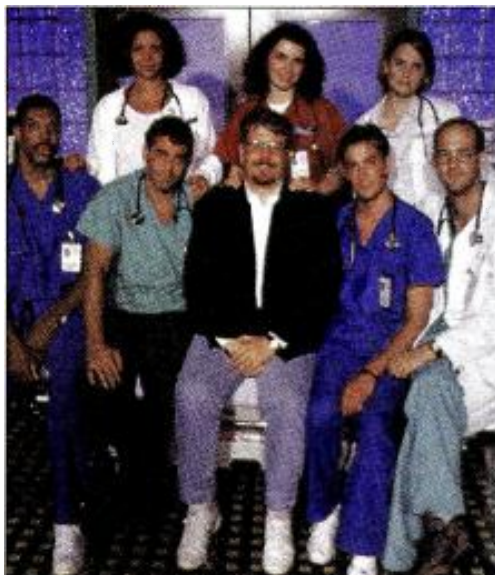
According to sources, Fuchs had been trying to position himself as the successor to Levin months before the deal with Turner was announced. One event that triggered his efforts was the line-of-succession list that Levin put together earlier in the year. One source says Daly was at the top of the short list, while Fuchs was not included.

The Turner deal threatened to siphon some of Fuchs's power, since HBO is expected to fall under the Turner domain and add yet another competitor in the form of Ted Turner, who will be named Time Warner vice chairman.

"When the Turner deal came along, it highlighted [to Levin] that there were a number of fiefdoms within Time Warner," said a source. "HBO and Warner Music were sort of out there by themselves. When Levin decided to move HBO to Turner, that left music by itself. Michael became a man without a portfolio." Fuchs won't be leaving the company empty-handed, however, since the executive reportedly has more than three years left on his contract and the company's settlement is expected to be at least \$20 million.

With the restructuring, there are now three divisions within Time Warner: entertainment, headed by Daly and Semel; news and information, overseen by Don Logan, Time Inc. president, and Norm Pearlstine, Time Warner editor-in-chief; and telecommunications, headed by Joe Collins, Time Warner Cable chairman. When the Turner acquisition is completed, that company will operate as a separate division with Ted Turner having oversight. Thus far the only Time Warner operation slated to move to Turner is HBO. To date, none of the Turner operations has been announced as moving to Time Warner. ■

'ER' producer sews up new deal



By Steve Coe

The runaway success of NBC's *ER* has paid off for its executive producer. John Wells last week signed an exclusive multiseries deal with the network and Warner Bros. Television that extends through 1999.

In addition to a multimillion-dollar payout to the producer, NBC has given Wells at least five series commitments, including a 13-episode commitment on a series for which he will not be required to produce a pilot. The network will pay Wells a fee if that project does not proceed to 13 episodes. If either of the first two

Wells (center) will remain executive producer of 'ER' (now in its second season) through its fourth season.

projects goes beyond 22 episodes, a third 13-episode commitment will be automatic. The deal also includes three six-episode commitments on which Wells will serve as a supervising producer. If the network passes on any of those three, Wells can take them to other networks.

The new deal also insures that Wells will remain executive producer of *ER* through its fourth season (this is its second). The contract also keeps Wells at Warner Bros. for another four years, extending a relationship that began in 1986.

ER is the top-rated series on television both in households and among adults 18-49. The show is averaging a 24 rating/39 share in Nielsen national numbers. ■

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High court takes cable indecency case

Will consider rules allowing operators to turn down material for access channels

By Chris McConnell

The Supreme Court will examine rules that allow cable operators to reject indecent material offered on public and leased-access channels.

The court last week said it will hear a challenge to the 1992 Cable Act provisions. The rules allow cable operators to reject indecent programming offered for carriage on public, educational or government (PEG) channels and also allow the operators to require PEG access programmers to certify that their programming contains no indecent material. In the case of leased-access channels, the rules allow operators to reject indecent programming or place it on a blocked channel that subscribers would have to request in writing to receive.

"It's clearly a violation of the First Amendment," says Alliance for Community Media Executive Director Barry Forbes, whose group is challeng-

ing the law.

The U.S. Court of Appeals in Washington earlier this year disagreed. In a June decision, the 11-member court upheld the rules, overturning an earlier decision by a three-judge panel to strike them down. The full appeals court said that giving cable operators the discretion to block indecent programming does not constitute a state action.

The Alliance for Community Media will argue that it does, says Forbes. He says the group plans to make its case early in 1996 and hopes to see a decision in July.

Cable executives welcome the court's decision to hear the challenge to the law, which has not gone into effect because of legal challenges. Time Warner New York City Cable Group President Dick Aurelio cites a long-standing legal battle over the law stemming from Manhattan Cable's Channel 35. "Hopefully the Supreme Court will resolve all these legal

fight," Aurelio says.

"I think it's good that they're going to do it," says Alex Quinn, executive director of Manhattan Neighborhood Network, which administers about 1,000 public access programs. Quinn says scanning all the programs for indecent material would be difficult and hopes that the court will choose a solution that does not make the operator responsible for rejecting indecent programming. He cites the use of set-top devices to lock out undesired programming: "That just gives the subscriber the most control."

FCC Chairman Reed Hundt says the court's decision may offer answers to other questions about "ways to protect children from indecency." He cites the potential impact on pending legislation that would require television sets sold in the U.S. to carry technology capable of blocking violent and sexually explicit programming. "I think it's very helpful," Hundt says. ■

Quello defends broadcasters' kids efforts

Commissioner calls for repeal of 1990 Children's TV Act

By Harry A. Jessell

Countering charges that broadcasters are shirking their duty to children, FCC Commissioner James Quello yesterday released a list of 73 children's TV shows "that definitely are educational and informational."

Speaking at a Media Institute luncheon in Washington, Quello said his list provides a "more balanced, positive view" of broadcasters' educational TV efforts than do the "selective" lists used by "some reporters" and kids TV advocates to ridicule broadcasters' children's TV efforts. Those lists have shows of only "questionable" educational value, he said. Quello's list contains network and syndicated shows, from the *ABC Afterschool Specials* to *Zoo Life*.

How much educational programming TV stations are airing is central to the FCC proceeding aimed at tightening broadcasters' obligations under the 1990 Children's TV Act. With the

backing of the broadcasting industry, Quello and Commissioner Andrew Barrett have opposed efforts by Chairman Reed Hundt to mandate kids TV quotas.

Quello unveiled his list despite his criticism of government officials for evaluating programming. "FCC commissioners casting judgments on what constitutes acceptable children's television programming for government approval constitutes a First Amendment intrusion in itself."

Quello endorsed a Nov. 13 BROADCASTING & CABLE editorial calling for repeal of the children's TV law. Although repeal would be a "good idea," he said, it would be difficult to



Quello with his list of educational kids shows.

do, given the social and emotional appeal of pro-children's issues.

Quello also said that repeal is unnecessary as long as the FCC does not adopt programming quotas. According to a survey by the National Association of Broadcasters, he said, TV stations have increased the amount of children's educational programming since passage of the act to about four hours a week: "The significant increases

were achieved without objectionable First Amendment encroachments of government-mandated, quantitative program encroachments or social contracts."

Responding to the speech, children's TV advocate Jeff Chester charged that Quello is simply working for broadcasters: "We don't intend to let Jim Quello undermine the Children's TV Act—no matter how much he wants to please his NAB bosses." ■

About 95 FCC employees stayed at work last week as the rest of the commission shut down.

Most of those exempted from the furloughs were involved in either international spectrum negotiations taking place in Geneva, or safety-related functions such as frequency monitoring. The commission said the majority of those remaining at work were staff of the FCC's regional monitoring sites. The FCC also left Washington staff members in the International, Mass Media, Common Carrier and Wireless Telecommunications bureaus to handle emergencies. Commissioners, meanwhile, were allowed to work through the shutdown, although they were barred from incurring expenses.

A government shutdown did not bar FCC Chairman Reed Hundt from keeping up his children's TV campaign.

Hundt last week cited a letter from Yale University's Department of Psychology calling for the creation of an independent, non-government board to advise industry, parents and government agencies on definitions of educational and entertainment programming. "Such an organization could...provide the public and relevant governmental commissions with clear evidence of industry groups that are meeting their public interest and educational responsibilities," said the letter from Yale professor Jerome Singer and research scientist Dorothy Singer. "This is a great idea," Hundt said. "Why haven't we done this before?"

The FCC still is ironing out snags in the PCS "C-block" auction rules.

The commission plans to seek reconsideration of a ruling by the U.S. Court of Appeals

for the Sixth Circuit instructing the FCC to reconsider its PCS-cellular crossownership rules. The ruling allows companies seeking a waiver of the rule to participate in the spectrum auction. Despite the court's ruling, the commission still plans to hold the auction as scheduled on Dec. 11.

The FCC's Mass Media Bureau fined a series of radio station owners for shifting control of their licenses without commission approval.

Delta Radio Inc. and Eddie Bond received fines of \$7,500 and \$15,000, respectively. The commission charged Bond with three unauthorized transfers of WKZB(FM) Drew, Miss., and Delta with one unauthorized transfer of the station. The commission also fined Covenant Media Services \$1,000 for assuming control of KZXT(AM) Beaumont, Tex.,

without obtaining FCC approval. Covenant, Bond and Delta each have 30 days to contest the notices of apparent liability.

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) reiterated his promise to conduct a "top-to-bottom review of the FCC"

once Congress finishes with the telecommunications bill. Asked if he had any specific problems with FCC Chairman Reed Hundt, Fields said, "we have concerns and disagreements." He has been particularly critical of Hundt's stands on cable rates and children's television. Fields said the review will begin within six months of passage of the telecommunications bill.



Edited By Chris Stern

FCC closure puts MMDS auction on hold

Agency has to shut down after raising \$3 million, will resume when government returns

By Chris McConnell

The FCC took in about \$3 million in wireless cable auction revenue before it shut down last week.

The first round of MMDS auctions attracted 1,113 bids totaling \$2.9 million in net revenue and covering 482 of the 493 "basic trading areas" (BTAs) available for bidding. The FCC then suspended bidding after one round as the government closed. The commission said it likely would take at least three days to fire up the auction again once the government reopened.

"The federal government is turning off the spigot in order to balance the budget," wireless cable lawyer Nick Allard says of the auction delay. But

Allard and others in the wireless cable industry see little harm resulting from a break in the bidding.

"I think it's a little bit helpful," says William Kingery, CEO of Wireless Broadcasting Systems of America. Kingery cites rules barring talks among the bidders while the auction is on. He says the freeze will give him a chance to focus on his own company.

Allard speculates that an extended stall might increase the risk of collusion among bidders, but others are not as concerned. "It's not like we're a bunch of school kids with secrets," says wireless cable lawyer Paul Sinderbrand.

Sinderbrand and others draw few conclusions from the first-round

results. Bidding on the BTAs will continue until the commission receives no new bids on any of the markets. "It's like the first 30 seconds in a 10-round fight," says Andrew Kreig, vice president of the Wireless Cable Association.

Kingery, however, was surprised at some of the larger opening bids. TV Communications Network Inc., for instance, submitted a \$113,914 bid on the New York City BTA, while PCTV Gold Inc. bid \$108,378 on the Detroit BTA. "I can't imagine what that's supposed to convey," he says.

Kreig also is puzzled, since the bidders are competing for spectrum that is largely encumbered by existing operators. "The bidders are bidding for the leftovers," says Allard. ■

Public broadcasting must be allowed to seek new funding

A commentary by William Bryce Combs, general manager of noncommercial wmvb(tv) and wmvb(tv) Milwaukee

In his Sept. 25 commentary in *BROADCASTING & CABLE*, Hugh Carter Donahue points to recent congressional actions to eliminate, or at least reduce, federal support of public broadcasting as the sounding of the death knell for public broadcasting. While it is true that public broadcasting is in trouble, Congress's actions are only a small part of the problem. The financial troubles of public broadcasting have long been festering, and Congress has only laid bare issues that must be attended to, and soon, whether federal support for public broadcasting continues or not.

The current financial state of public broadcasting is dismal. Many stations are being compelled to use assets for current operations. Few, if any, of us have program investment funds. We are unsure of our financial capability to provide mandated quality programs, let alone provide them in any quantity. Voluntary contributions, including pledge drives, merchandise auctions, and restricted and vague corporate underwriting have all hit their funding peaks. In fact, we are beginning to see shrinkage in the results of fund-raising efforts. And this is all happening when the sheer size of television's collective audience and the subsequent demand for quality television programming are at an all-time high. Continuing the current federal funding would only allow for this public service to suffocate slowly. (I am convinced that government support will disappear completely by 2000.) The bottom line: If public broadcasting is to continue, there must be more money for programs.

The reasons for our difficulties are many. Number one is the limitation placed on how public broadcasters can market their stations. Unlike a not-for-profit hospital, museum or university, a public station cannot charge for admission but must rely primarily on voluntary contributions. The second reason is the revolution in the communications business, followed closely by the related competition for programming and viewers. Public television was once the "fourth network." Today it has become one of 40 channels; tomorrow it will be one of 400. While it is true that we continue to be the only continuous, quality source of children's TV, artistic performance, penetrating documentaries and serious public policy discussion programs, this too is likely to change.

So why not just let the would-be look-alike channels take over and retire public television? Well, for one thing, public television has earned the public trust and has been permitted an independence that no other medium is likely ever to have. In southeastern Wisconsin, for example, a recent poll rated Milwaukee Public Television as the second-highest contributor to the area's quality of life—far higher than any other TV station, newspaper, government or business.

Another reason to maintain this resource is that public broadcasting takes risks, both with programs and with emerging

technology. Who would ever have thought that 11 hours of Civil War history would capture the rapt attention of the nation; or that a national one-hour newscast would achieve accolades as the best in TV journalism; or that TV could entertain and teach people to read at the same time?

And when it comes to innovative use of technology, the country would be the better for letting public TV lead the way onto the so-called information superhighway. Why? Because public television developed the first television satellite delivery system; the first stereo programming; and made closed captioning and descriptive video possible. And if I may brag a bit, in Milwaukee, with our valued partnership with Zenith Corp., we pioneered the first full-power digital TV broadcast in the world. Public television must have the opportunity to develop new financial resources to continue this leadership role and make the transition to advanced TV broadcasting. Certainly, public radio can make similar arguments.

The bottom line is this: Public television can support itself if government will just get out of the way. Some well-intentioned critics, like Mr. Donahue, will say this is impossible. They believe we will become more-of-the-same commercial TV and will betray our mission and our audiences. Rejecting that notion, I believe we have the ability to do it ourselves by marketing public broadcasting in appropriate but dynamic ways. This means *we must seek new income while remaining true to our public trust.*

Now is the time to create a viable plan. I believe that public broadcasting could continue as a valuable educational resource in this country long into the next century if it were permitted to:

- Create private funding sources without altering the fundamental nature of public broadcasting and its programming. (Among options to consider: establishment of a trust fund from the sale or lease of unused radio and TV spectrum; allowing VHF/UHF channel swaps; and permitting broadcast time exchanges between public and commercial stations.)

- Air commercial messages that do not interrupt programming and that are not associated with children's programs.

- Allow overlapping stations to use one of their stations, partially or wholly, for commercial purposes, so long as the revenue from commercial operations would be dedicated to providing public telecommunications services of a public TV and radio stations in the same market.

Public broadcast stations must have the resources to serve their audiences. If not, these precious national treasures will surely die and be replaced by fully competing, profit-driven commercial stations whose role is not to inform, educate and enlighten. ■

Public television can support itself if government will just get out of the way. We have the ability to do it ourselves by marketing public broadcasting in appropriate but dynamic ways.

Oracle on 57th Street



Andy Rooney has been in television almost from the beginning, and if he hasn't seen it all, he's seen most of it. What he's seen lately, particularly in the area of broadcast journalism, hasn't been encouraging. In this interview, the veteran 60 Minutes commentator discusses the state of that art and almost everything else on the current media horizon, from O.J. to Tisch, with BROADCASTING & CABLE Editor Don West. It's vintage Rooney, and a great read.

PART I OF II

My first recollection of you was your *Essay on Doors*.

That's a good memory. I wish more people remembered me for the best work I ever did in my life, which was the hour documentaries.

Were those all with Harry Reasoner?

Yes. After I left Harry at ABC and returned to CBS, I did some of my own.

You know, I started with *60 Minutes* as a producer. When I came back I did a lot of hours of my own, with my own voice on them, because I lost Harry and didn't have anybody else to do them. It was by default that I got to be what's known as a performer, a word I don't like.

Whatever happened to those hours? Are they available?

They're around. Probably the best thing I ever did was a little gem called *In Praise of New York City*. You know, very few good writers have come into television. One, they don't know how to do it and they're afraid. But, two, there is no question that television has always been considered a minor art, particularly by serious writers, so they haven't done it.

In Praise of New York City was the best job I ever did of getting pictures together with words. I had a very good film editor, an artist really, and we worked together on it and he did a magnificent job. When the word hits the picture just right, it's a thrill to me. It doesn't happen very often, and it's an art that's almost gone. I think of myself as having invent-

ed the television essay, and it's not being done anymore. It's too bad.

Might you do them again?

I don't know for whom. It has the same kind of audience that BROADCASTING & CABLE has or *The Atlantic Monthly* or *Harper's* or even *The New Yorker*, which is maybe millions, but it's small by television audiences. They aren't sexy, they aren't dirty and they aren't violent, so there is a lot of the audience out there that isn't interested in them.

This new world of television is supposed to have room for all that choice and diversity.

Well, probably. I'm sure I could do them, but I would have to leave *60 Minutes*, which is always a possibility.

Week by week.

I was laughing about it just last week. On Tuesday Don Hewitt fired me, and on Wednesday he called me and I quit, and Thursday he wanted to know what I was doing this week and I took him a piece and he liked it, and that was the end of that incident.

What was the incident?

He wanted my pieces shorter, and I said that the length of my pieces was not a problem with *60 Minutes* and that there was a big problem when the tease for a show was longer than one of its segments. I think that hurt him because he loves his teases.

There was no flap over the O.J. reward?

Oh, no, no, no. It's amazing; Don will take anything. I mean, he's not a nervous person. He lets me go. He often makes relatively minor adjustments in what I've done, changes the order of something or recommends I drop something, but he almost always improves the piece. I hate him for that.

Have you become something other than an artist?

Well, I would never call myself an artist, but yes, I have, I suppose, to a certain extent, and it's what I dislike. I have never liked the idea of being in any way a performer. I comb my hair before I do my piece, and I try to have a clean shirt on. And as soon as you make any concession in that direction, you are, at least to some extent, a performer.

I remember the first time I realized I was in trouble. I was shooting an hour documentary called *Work in America*. And I was talking about how you get a job in Washington and how they get around the employment regulations. Say you want to give your old college roommate a job. Well, first you have to rewrite the specifications so that they fit your old college roommate.

So we were filming this piece and I leaned back in my chair this way and said: "Say you want to give your old college roommate a job." I leaned back because it struck me to do. So I finished the piece and the cameraman said: "Andy, that was just great, it looked so natural, but I lost the top of your head. Just take it once more, would you, please? Do it just naturally, the way you did it." And I thought, "Oh, my God, there I am. If I do that, I'm an actor." I fight that on every occasion.

Did you do it?

No, I didn't. I didn't that time, but I have on occasion made concessions I'd be embarrassed to tell you about.

When did you go from behind the camera to before the camera?

Well, I went, briefly, to a very good public television show called *The Great American Dream Machine*. I wrote some pieces for a guy whose name I can't think of, and then I got doing a few pieces myself on *The Great American Dream Machine*, essay-type things. And then I went to ABC with Harry Reasoner for about a year and finally came back to CBS without Harry. So I was left without a star to do my things and, by default, ended up on-air myself, something that I had never planned on or even wanted to do. I mean everybody, my peers in the business, knew who I was and that was really as much of an audience as I was interested in. You get on-camera and the money's better, but there aren't many other things about it that are better than being anonymous.

You have been reasonably critical of the evolution of network news and of CBS.

Unreasonably critical, I admit it.

How do you feel about it now?

It's deteriorating, there's no question about it. I am mystified about how so many things in the world can be constantly going to hell without ever actually reaching that spot. And it seems as though news has been deteriorating for a long while. And you worry about suffering from the old-fogey syndrome—that things aren't as good as they used to be. But it certainly seems true of television news, and the reason is that the money changers got into the temple and it's been disastrous. It's just too bad.

You don't get many major ideas in your life. And one thing I fail to understand is why somebody like Larry Tisch, with all the money in the world—and he gives some of it away—doesn't say: "I am going to take my money and make the best news division there ever was." Build a memorial. Paley built himself one, and so did Frank Stanton. Why doesn't that appeal to Larry Tisch, instead of making more money? He's already got enough money. He gives money to a hospital. Why doesn't he make the best news division there ever was with some of his money?

Did you ever ask Larry that?

I never asked Larry directly, no, and I don't think he would know what I am talking about. He doesn't seem to understand.

I was doing a piece down in Atlanta on the Super Bowl and I brought my own camera down, and I see Bob Tisch coming out of Woolworth's down there on the street in Atlanta. I know Bob because I'm a Giants fan and I've been to his box at Giants Stadium. So I said: "Hey, Bob, I want to take your picture. I'm trying to do a piece about the atmosphere of the Super Bowl." And he said: "Fine." So I got this picture of Bob Tisch, one of the richest men in America, coming out of Woolworth's. So I wrote the script and I said: "I saw Bob Tisch, one of the richest men in America, coming out of Woolworth's. I don't know what he was buying there. Woolworth's, maybe."

So two or three nights later, I met Larry at a party they were having at the library. I didn't want him to think I was being nasty to his brother; it was perfectly good-humored and Bob wouldn't care. So I said: "I got your brother coming out of Woolworth's and the line over it is, 'I don't know what he was buying. Woolworth's, maybe.'" And Larry

looks at me and he says, "No, Andy, the condition it's in, nobody would buy Woolworth's." Can you believe it?

Do you have any sense of when this deterioration began? When did the money changers come in? Was it during Paley's time or after him?

Well, there's no question that Paley, in power and spirit and intellect, declined in his latter years and had less power over the industry than he did at its beginning. Frank Stanton was, tragically, a Paley mistake. Paley should have turned the network over to Stanton, who was still enough younger, vibrant. It was a shame.

Don Hewitt told the National Press Club several weeks ago that the failure to name Stanton was the turning point for CBS, and I think that's essentially true.

But that doesn't account for the other networks, except that CBS was the leader at the time. Certainly ABC has managed to maintain its standards better than the other two—and not only standards, but quality.

Was it part of the decline and fall of the television networks in general when they went from 95% audience share to 55%?

But MacNeil-Lehrer didn't decline because they had a smaller audience.

No, but they didn't have the commercial test to go against. There's certainly been an evolution of television network news with CNN emerging as the book of record for journalism and a lot of news going on the air outside the normal pattern, such as *48 Hours* and *Dateline*. But there are more hours of network news than there ever were before.

Well, if you include *Face to Face with Connie Chung* as a news broadcast, which I didn't and don't.

Where do you draw the line?

I'm talking about what I call hard news. I'm not talking about *60 Minutes* and all the other broadcasts that get in under the CBS News or network news umbrella.

What do you think of that area of journalism?

Some of them have been quite good. I certainly think ours is one of the brighter spots. Each of the network news operations has come up with a pretty good imitation of *60 Minutes*, but they're good, and I don't think it hurts any one of them. It is not *20/20* or *PrimeTime Live* or *Dateline* or whatever those other broadcasts are that hurt *60 Minutes*, because it's like opening a third restaurant in one block where there are already two good restaurants. It doesn't hurt any of them; it just gets to be the street with some good restaurants on it. And that's true with these magazine broadcasts. People get to like all of them, and I think they've been quite good.

We tend to look at broadcasting as a business. How do you look at it?

I have no regard whatsoever for the business part of it, and I

realize that's not fair—I can't demand the money I do and still say I'm not interested at all in the business part of it, because they pay me well. I can't take any pleasure from or cop out by saying that I would work for vastly less if it were not such a big money maker.

But I am not interested in the business of it. To a remarkable degree, I don't care about the ratings. If three people say, "Hey, I liked your piece last night," it's very pleasant. I like that. But beyond that, I don't care.

I ran into an NBC producer on the plane this morning and asked what questions she would put to you. She asked: "Why is his opinion so important? Why should so many people listen to what he has to say?"

You know, I am very normal and average. Actually, I am a hypernormal, concentrated average. I'm not an intellectual, and I come very close to sensing a lot of things that Americans think or feel. And the ideas I have that they would not agree with me on are sort of rare. And they come out, too, sometimes in things I do, but they don't seem to be offended by them.

I was thinking about my appreciation of people stopping me and saying, "Hey, I liked that." I was with Diane Sawyer awhile back and we were walking along, it was at some big party, and we were going together to a table or something. And people kept stopping her and saying how great she looked. Finally, when we were alone, I said to her: "Isn't it a pain in the tail having people tell you how beautiful you are all day long?" And she stopped and said: "Well, I have quite a high tolerance for that." I liked that. So I have quite a high tolerance for people telling me they liked the piece I did last night.

If you were Westinghouse, what would you do with CBS?

I'd drop my plan to buy it.

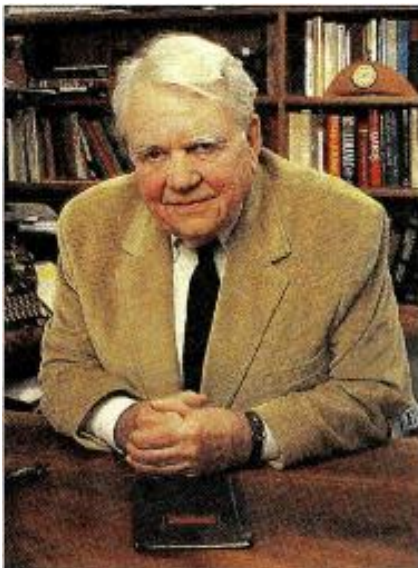
On what grounds?

That it's not a viable commodity for Westinghouse to operate. It's too hard, it's slumped too far and it's a bad deal, and if I'm Westinghouse all I can do is make it worse, so I'm not going to get into this; I'm going to get out of this deal.

Were you part of that offer to buy CBS News from Tisch?

Well, they had talked to me about it. I don't think it ever got too far. It could come up again. You know, I was thinking the other night, every company that takes on a property like this ends up selling off its most valuable assets, as Tisch did with CBS when he sold the records division. And I can imagine somebody like Rupert Murdoch buying *60 Minutes*. I mean it's possible, isn't it? If the price was right and they got 25 years of library, it would be a very valuable commodity and I can imagine *60 Minutes* being sold. I don't think we could get together and do it.

I'm curious about your million-dollar reward in the O.J. mat-



Television news isn't as good as it used to be because "the money-changers got into the temple and it's been disastrous."

ter. What did that reflect?

It reflected America's doubt about the virtue of the decision. America didn't believe it was correct, and neither did I. That's all it was; I was emphasizing the fact that the jury didn't come up with what they should have.

Well, were you implicitly or explicitly saying that he was guilty?

Yeah, sure. What's wrong with explicit? Sure, I don't think there's any doubt he was guilty.

Did you get any response to that offer?

Oh, we got thousands of responses. And money. I got one check for \$10,000 and lots of letters with \$10, \$25 in cash. I'll send it back.

Was there anything negative?

Oh, yeah. About 20% to 25% negative.

Did you go back to Edward R. Murrow?

I knew Murrow. I did go back to Murrow at CBS, yes, and I knew Murrow briefly in London when I was with the *Stars and Stripes*.

Is he the one who will be remembered forever, or will the Cronkite legend catch up with him?

Well, they were different in a way. Murrow was more of an originator. And I think Murrow had a lot of help from Fred Friendly in establishing his legend in the business. There's no doubt about Murrow's stature: He was a great broadcaster and a good force in this country. And I don't think there's any competition between Murrow and Cronkite. They did different things and they were both great.

Did CBS News change when Friendly left?

Well, it was a marker, wasn't it? I suppose that if you had to date the time from which money moved in on news judgment, that was the genesis of it. When they refused to take the soap operas off the air to go full time for what seems like a minor incident in world history now [live coverage of the Feb. 10, 1966, session of a Senate committee hearing on Vietnam], I suppose that was certainly a turning point. I think it was Stanton's mistake and it was Paley's mistake. Mostly because Fred felt so strongly about doing it, they should have gone along with it whether he was right or not.

Well, that was when they made news report to the broadcast group president, who at that time was Jack Schneider. Before that, Friendly reported directly to Frank Stanton.

What date would you say, what year?

Friendly resigned in February 1966.

That was bad. And for so long there was such a ravine between the news division and the entertainment division. For most of my time at CBS I had more good friends at NBC News and at ABC News than I had in the entertainment division at CBS, and I think that would be true of most people. So our allegiance was to news, not to the company, although I think we all felt a great allegiance to CBS. I still suffer from it, but there are a lot of people who are loyal to CBS still, and we are loyal to something that no longer exists. Loyalty is a virtue independent of what you

are loyal to, I think.

Do you know why 60 Minutes is the success it is?

Well, maybe this is too simple for you. It's a good show, it's a hell of a broadcast. That's why it's successful. And it has had other things help it—its position in the lineup and a lot of things like that—but it's been a very good broadcast, that's why it's successful. People like it. And it's encouraging to me.

There are so many discouraging things in life, particularly about quality; you know, it always seems as though inferiority is replacing quality with any company. The product they make next year is always worse than it was last year. This seems to be a trend in business. So it's encouraging to me to see a broadcast as good as *60 Minutes* with the ratings as high as it has. It speaks well of the American public, and it speaks well of the broadcast itself. I like that a lot.

Where do your pieces come from?

Well, you know, this is what I do for a living. There's a widespread opinion in America, and I guess it comes from the comic strips, that ideas strike one in the middle of the night or on the spur of some moment and a light goes on in a bubble over your head. But that's not the way ideas come. My ideas come because I sit down at my typewriter and damn well decide to have an idea; that's how I get an idea.

The world is just filled with so many things. And the thing about a writer, and I'm essentially a writer, is that he's always watching. When I am alert and thinking of myself as a writer, my perception of the things around me is sharp as a razor's edge. I'm looking and thinking about everything. And then at night when I have a drink or go to a party or something and I'm not thinking about what I do for a living, anything might get by me without my noticing it. So it's a question of whether you're on duty or not.

What are you working on now?

I'm a compulsive writer. I'm happiest when I'm sitting down at my typewriter. I can lose the rest of the world when I'm writing, and I like that. And I have a couple of books. I was in on the beginning of television; I can't believe it. I don't feel that old to myself, but I started writing at CBS in 1949. I started writing for Arthur Godfrey and was paid by CBS to do a show called *Talent Scouts*. That was radio. During my time there, the show went from radio to television, and then I ended up writing *Talent Scouts* and *Arthur Godfrey and His Friends* and *The Morning Show*, so I watched this whole thing develop.

Did you know Stanton and Paley?

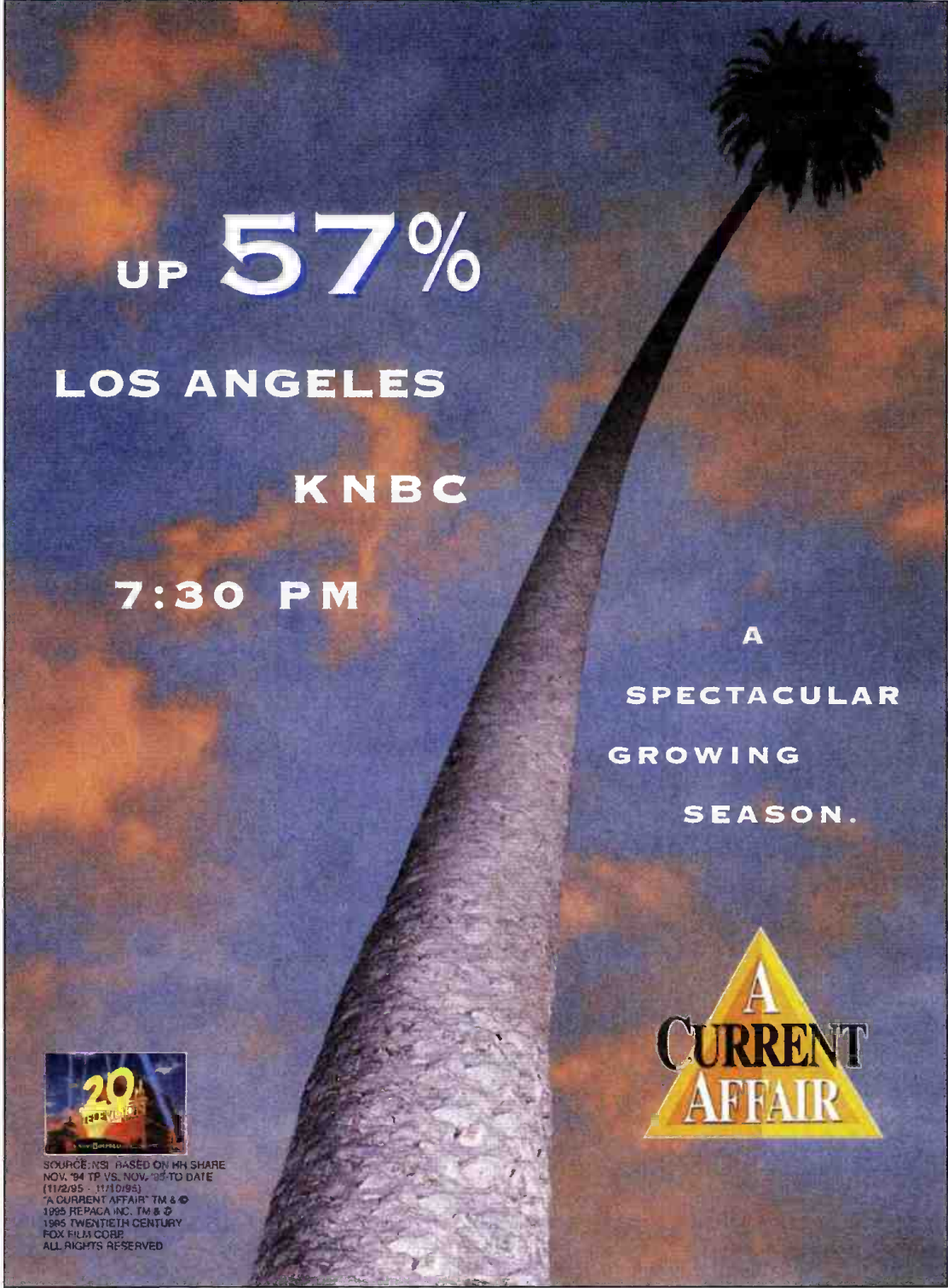
Sure. I was there when they sent out the form for us to sign during the blacklisting days. We got this formal-looking sheet of paper, and we were to declare whether or not we were communists or whether we had ever worked for anyone who was a communist. And I typed on it, sent it back, and I said I would have to have a sworn statement that neither William Paley nor Frank Stanton are communists or ever have been before I could honestly answer that question. And I refused to sign it until they gave me a statement. I never got it, and I never signed it. I presume they aren't, but I didn't want to perjure myself.

Part II of this interview will appear in the November 27 issue.

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Petry reviews performance of syndicated freshmen / 22

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'Murder' lost: ABC to move drama

Shift marks failure to dent NBC's powerhouse night; 'Marshal' shot down

By Steve Coe

ABC is considering an all-series lineup for Monday nights beginning in January in the wake of its decision to pull *Murder One* from the Thursday lineup and schedule it on Monday nights at 10 beginning Jan. 8.

The Steven Bochco-produced show had its final Thursday telecast last week, and ABC will air movies and specials on Thursday nights beginning Nov. 30. To make room for the show's move to Monday, the network canceled *The Marshal*, which will have its final broadcast Dec. 25.

The prime time duel of the season came to an end last week when ABC announced that it was pulling *Murder One* from Thursday night. The series was being clobbered in its head-to-head matchup with NBC's *ER* at 10-11, and on Nov. 9 the ABC series was quadrupled in Nielsen national ratings when it averaged a 7.0 rating and 11 share versus *ER*'s 28.4/47.

Murder One has aired eight times thus far, averaging a 9.8 rating/16 share in its first seven airings in Nielsen national numbers. As part of the show's relaunch, producers plan to air a special hour episode before Jan. 8 that will review the first eight episodes and will include additional information.

ABC's move of the critically acclaimed but low-rated hour marks the failure of the network's attempt to take on NBC's powerhouse Thursday night. Three weeks ago ABC canceled *Charlie Grace* and *The Monroes*, which aired in the 8 and 9 p.m. time periods leading into *Murder One*.

ABC will launch the *ABC Thursday Night Movie* beginning Nov. 30. To fill the three hours, ABC will mix specials with the two-hour movies.

Following completion of the football season and ABC's *Monday Night Football*, the network traditionally has aired an hour drama or two comedies in the 8-9 time slot leading into the long-running *ABC Monday Night Movie*. Because *Murder One* is clearly not an 8 p.m. series, however, ABC will be forced to use it as the lead-out to the



ABC will restart 'Murder One' in January.

movie, which will air from 8-10, far from an ideal program flow. The network is considering dumping the Monday movie lineup, going to series from 8-11, and keeping the Thursday movie night as counterprogramming to series on the other networks.

ABC executives were unavailable to comment on the network's Monday

night plans for January, and an announcement about long-range strategy on the night will not be made until the end of the year.

ABC's specific plans for Thursday night until the end of the year: On Nov. 30 the network will air an hour special about the supernatural, followed by a *Commish* two-hour made-for. On Dec. 7 part one of another *Commish* movie will air from 8-9, followed by a two-hour movie, *Spencer: Pale Kings*, from 9-11. On Dec. 14 the network airs part two of the *Commish* movie, followed by the two-hour *Frank Sinatra: 80 Years My Way* special. The following week a one-hour *World of Discovery* special is slotted at 8, followed by the theatrical "Memphis Belle." On Dec. 28 the made-for *How the West Was Fun* airs from 8-10, with an undetermined program to air from 10-11.

Sitcoms surge, talkers stumble

Petry analysis gives clues to key-demo performance

By Steve McClellan

Two new off-network sitcoms, *Home Improvement* and *Seinfeld*, debuted with strong access time period ratings in the October Nielsen local market books. Those strong performances came in large part at the expense of veteran access game shows *Wheel of Fortune* and *Jeopardy!*

That's according to a Petry Television analysis of the October books, which cover 47% of the country and provide the first glimpse of how shows are performing in the key demographics for the new season.

The Petry analysis (on which all the ratings and share data in this story are based) also concludes that only one of the new batch of talk shows this sea-

son—*Carnie*—is showing signs of life. But even its vital signs are far from robust. *Home Improvement* shot to the top of the ratings heap for access sitcoms, with an average 7.7 household rating and a 14 share, a 38% rating increase, on average, over its lead-in program, and a 24% average gain versus its time period a year ago. Second-year sitcom *The Simpsons* was second in household rating in access, with a 7.2/12, followed closely by *Seinfeld*, which averaged a 7.0/12.

In the key adult demos, all three sitcoms were exceptionally strong in access. *Improvement* showed strength across the board and was tops in its genre among men 25-54 (5.7). *The Simpsons* was first with men 18-34 (7.5). *Seinfeld* was the second-highest

performer with women 18-34 (7.0), while *Roseanne* was first in that demo (7.4) and fifth in household rating among sitcoms in access. *Fresh Prince*, in its second year, was the fourth-ranked sitcom in the daypart, with a 5.4/10.

The Simpsons was tops with teens, with a 10.9 rating, while *Home Improvement* and *Fresh Prince* tied for second with an average 8.5.

Meanwhile, both *Wheel* and *Jeopardy!* showed double-digit declines in household ratings and across the key demos in access. Although still the top-rated series in syndication, *Wheel* was down 12% in household rating from October 1994, to a 12.6/23, with a 20% drop among women 18-34 and 25-54.

Jeopardy!, the second-highest-rated series in syndication, showed a 10% drop in household rating for October, to a 13.2/23, with an 18% drop among women 18-34 and a 14% drop among women 25-54.

According to Dick Kurlander, vice president, director of programing, Petry Television, ratings erosion for first-run access shows probably will escalate with the demise of the prime time access rule next year.

When the rule sunsets, stations in the



'Home Improvement' tops new off-net offerings.

top 50 markets will be able to program off-network sitcoms in access, providing tougher competition for game shows, magazines and other first-run fare.

In the daytime talk category, *Carnie* was ranked 10th in households with a 2.2/9, the best performer of the new talk crop. The program was down an average 31% in household rating compared with its year-ago time periods, and down 5% in its time periods among women 18-34, its target audience. However, its performance in that demo was more than half a rating point better

than the average delivery of its lead-in program. Its rating with women 18-34 and 25-54 rounded to a 2.

Tempestt was the number-two-rated new talk show, and 13th overall in household rating, with a 1.8/6. The show's most positive sign was a half-rating-point gain among women 18-34 over year-ago time periods. The show also was up slightly with women 25-54.

Rounding out the bottom six of 19 talk shows in daytime were the rest of the new entries. Their household ratings were all below an average 1.5: *George & Alana* (1.4/6); *Mark Walberg* (1.3/6); *Danny* (1.3/5); *Charles Perez* (1.3/5); *Gabrielle* (1.2/5); *Richard Bey* (1.2/5).

Kurlander labels most of the new talk shows' ratings "disasters." Unless there is significant ratings improvement for them in the next couple of books, he says, *Carnie* is perhaps "the only new show that has a prayer of being renewed."

In daytime, *Regis & Kathie Lee* remain the king and queen of talk. The

Pearson buys ACI

Pearson Television, a subsidiary of British media conglomerate Pearson PLC, has agreed to buy Los Angeles-based TV production/distribution company ACI for more than \$40 million.

ACI, formed in 1989 by a group of prominent movie and TV producers, has a library of more than 150 made-for-TV movies and miniseries, including such titles as *The Preppie Murder*, *Lethal Lolita: The Amy Fisher Story* and *In the Deep Woods*. ACI has 20 new projects slated to air this season, notably the CBS movie *The West Side Waltz* starring Shirley MacLaine, Kathy Bates and Liza Minnelli.

ACI, which generated \$31 million in sales for the year ended Sept. 30, also has interests in first-run syndication with the action hour *High Tide* and a daytime strip in the works for next fall.

Pearson Television's other holdings include Thames Television, Financial Times Television and Grundy Worldwide. Pearson also led a consortium that recently was granted a 10-year license to operate the UK's Channel 5 broadcast network. The acquisition of ACI gives Pearson its first outpost in Hollywood.

As part of the acquisition deal, ACI's eight founding partners have extended their exclusive agreements to supply ACI with TV movies and miniseries for international distribution. ACI's producer/shareholders include Steve Tisch ("Forrest Gump"), Jon Avnet (*The Burning Bed*, "Fried Green Tomatoes") and Frank Konigsberg, whose Konigsberg Co. has done numerous TV projects with best-selling author Stephen King. —CL

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National Geographic/Hallmark team up

Signaling its entry into dramatic TV, National Geographic Television has joined with Hallmark Entertainment to produce a series of dramatic movie specials for network TV. The specials, to air under the banner *Odyssey: National Geographic Night at the Movies*, will be presented on a single-sponsor basis.

According to Hank Palmieri, head of drama, National Geographic Television, three projects are in development: *Inca Gold: The Lords of Sipan* chronicles the true adventures of a man tracking down the looters of a rich archaeological find; *The Last Step: The First American Ascent of K2* about 27-year-old Rick Ridgeway and his team's attempt to climb to the second-highest point on earth, and *Lovers on the Nile*, which follows the true story of a husband and wife and their mysterious discovery on the Nile.

Robert Halmi Sr., chairman, Hallmark Entertainment, says the movies will be shot at exotic locations around the world with major acting talent attached to

the projects. "Everybody's talking about the lack of quality family fare on television these days," says Halmi. "These dramas will be the definition of quality family fare."

He also says that the dramatic specials will be true to the legacy of National Geographic: "Odyssey's task is to inform, to excite, to entertain. It will honor the National Geographic's 100-year-plus tradition but will also break new ground."

National Geographic Television is the broadcasting arm of the 107-year-old National Geographic Society and one of the largest producers of documentaries in the world. National Geographic Television produces *National Geographic Specials* for NBC as well as the long-running *Explorer* series for TBS.

Hallmark Entertainment is the largest producer of movies and miniseries in the world. In 1995 the company will have produced 58 projects that aired in the United States.

—SC

show averaged a 5.0/21 household rating, up 2%. The show was down half a rating point with women 18-34, but was up slightly with women 25-54.

Rounding out the top five in daytime talk: *Sally Jessy Raphael*, with a 3.7/17 household rating and a 5% gain in women 25-54 (to a 2.3); *Maury Povich*, with a 3.5/16 household average, down 12% in rating; *Jenny Jones*, with a 3.2/13, down 20% in household rating but up 8% with women 18-34 (to a 4.0); *Jerry Springer*, with a 3.1/13, down 3% in household rating but up 14% with women 18-34 (to a 2.5).

Donahue, once the daytime talk leader, placed ninth in the daypart, down 31% in household rating, to a 2.5/11. Demos were down across the board.

In early fringe, *Oprah* was once again tops by a wide margin, averaging a 7.8/22, roughly flat from a year ago and delivering, on average, about one-third more audience than its lead-in. "She's distinguished herself by taking the high road" in terms of program content, says Kurlander. "The audience has responded by sticking with her."

Montel rated second in early fringe, but down 10% from a year ago, with a 4.5/12 household. *Sally Jessy Raphael* was third in the daypart, with a 4.3/12. Rounding out the top five: *Jerry Springer* (4.2/14), down 14% in rating from a year ago, and *Ricki Lake* (4.2/10), down 18% from her year-ago household rating. However, *Ricki* continued to build with young women—it was tops with women 18-34 among

talk shows in early fringe and up 5% in that demo, with a 5.8. *Oprah* was second in the demo (5.4) and *Jenny Jones* was third, with a 36% gain, to a 4.9. *Jenny* was sixth-ranked in households among early fringe talkers, with a 4.1/13, up 5% in rating from a year ago.

In late fringe, two talk shows designed for the daypart performed poorly—*Stephanie Miller*, with a 1.6/7 household, and *Lauren Hutton*, with a 0.9/5. Neither cracked a 1 rating in the key adult demos.

In the magazine/reality category, the new early fringe entry, *Day & Date*, placed sixth in the daypart, with an average 2.3/7, with double-digit drops in households and key demos from year-ago time periods. The October results were marked by poor performances on the CBS stations in New York and Los Angeles, results that will be diluted in the full November sweeps, says Kurlander. "It's a slow-growth kind of program," he says, not unlike the second-season *Extra*, which is showing improvement in access.

Extra posted a 15% gain in households in access from a year earlier, to a 6.0/9, with a 20% gain among women 25-54, to a 4.2. "It's not a great story, but it's getting better," says Kurlander. The household boost put *Extra* fourth among access magazines, just ahead of *Hard Copy*, which showed a 27% drop in the time period, to a 5.4/9, with double-digit declines among most of the key demos.

The newly made-over *A Current Affair* was sixth in access among mag-

azines, with a 5.0/9, down 11% in rating from year-ago time periods. The top three access magazine performers were *Entertainment Tonight* (7.5/14 household, down 6%); *Inside Edition* (6.7/13, down 12%) and *American Journal* (flat at 6.1/13). *Edition* and *Journal* showed strong gains in the key women demos, while *ET* showed moderate growth among young women.

Among new reality shows, *America's Most Wanted: Final Justice* turned in not-so-hot performances in access and early fringe, with double-digit drops in households and across the key demos. In access, the show averaged a 3.8/7, down 21%.

New reality entry *LAPD* averaged a 2.8/4 in access, down 22% in rating. *Court TV*, the strip, averaged a 2.0/7 in daytime, down 18% in household rating. Among women 18-34 the show did a 0.6 rating in daytime, down 40% from year-ago time periods.

In early fringe, *America's Funniest Home Videos* averaged a 2.7/5, showing an 8% rating gain but a 17% share drop. The show posted solid gains with women, up 36% with women 18-34 and 25-54, in both cases averaging a 2.

The new off-first-run *Baywatch* strip fared better in late night than in early fringe. In late night it averaged a 3.1/8, down 21% in household rating, with a slight gain in younger women. In early fringe the show averaged a 2.0/5, down 49% in household rating and with double-digit drops in key demos compared with year-ago time periods.

Toy story

Vail, Colo.-based Eclipse Television and Sports Marketing has cleared its hour special *Hi-Tech Toys: Winter Edition* in 81% of the country.

The special, offered for an even 6 1/2 minutes local/national barter split, showcases the latest in electronics, sports and home entertainment gadgets. The third annual special is available Nov. 17-Dec. 31. Eclipse also has cleared its *The Year in Sports* special in 86% of the country, including ABC O&Os in New York and Los Angeles. The hour retrospective of professional and collegiate sports also is sold for straight barter and is available Dec. 23-Jan. 14.

Key clears for 'Bullard'

Pat Bullard, a new talker in the works for next fall from Multimedia, has been cleared in several key markets. A deal with the Scripps Howard station group gives the show a berth

in nearly 9% of the country, including Detroit, Tampa, Phoenix, Baltimore and Kansas City, Mo. The group deal does not cover Scripps Howard stations in Cincinnati and Cleveland, where the show will air on Multimedia-owned stations. Also signing on for *Bullard* earlier this month were WCCO-TV Minneapolis, KUSI-TV San Diego and KIVI-TV Boise.

Entertainment...Starcom Entertainment

With the new James Bond movie *Goldeneye* headed for theaters last week, Starcom Entertainment is jumping on the Bondwagon with the syndicated special *The Total James Bond*, already cleared in 67% of the country. The two-hour special, sold on a barter basis—15 minutes local/13 minutes national—explores the enduring appeal of the legendary 007 and features interviews with past and present Bonds Roger Moore,

Timothy Dalton and Pierce Brosnan. *The Total James Bond*, picked up by NBC O&Os in New York, Los Angeles and Miami, is available Nov. 18-Dec. 17. Other specials in the works at Los Angeles-based Starcom for next year include *The Nixon Profile*, *Selena: One Year Later*, *The Complete Batman and Robin* and *Mickey Mantle: An American Icon*.

Clearance Marvel

Genesis Entertainment's *Marvel Action Universe* weekend block has been cleared in 178 markets covering 91% of the country. The 90-minute animation package consists of two shows based on classic Marvel Comics titles *Iron Man* and *The Fantastic Four* and the newly created *Biker Mice from Mars*, which also airs as a weekday strip. The block has averaged a 1.3 national Nielsen household rating since its debut in September.

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Shame on you, CBS!

One year later and no response...

FICTION: THE CBS VERSION

On Oct. 23, 1994, CBS broadcast "The Ugly Face of Freedom" segment on "60 Minutes," and viewers in 17.5 million households heard Morley Safer suggest that an entire nation is "genetically anti-Semitic," composed of "uneducated peasants, deeply superstitious." They heard Safer allege that this nation is on a "binge of ethnic nationalism" that is forcing Jews to flee for their lives. To manufacture evidence for this hideous slander of the 53-million-strong Ukrainian nation, CBS producers artfully spliced bits of spurious "proof" with mistranslated phrases, misrepresented a group of Ukrainian boy scouts to be some type of sinister political formation, showed excerpts from a church ceremony falsely given racist overtones, and edited a prominent rabbi's words wholly out of context.

FACT: THE NEW YORK TIMES ON JEWISH LIFE IN UKRAINE

In her informative feature on Jan. 6, 1995, titled "Out of Ukraine's Torment, A Jewish Flowering," The New York Times correspondent Jane Perlez writes: "By any measure, there has been a lively revival of Judaism since Ukraine declared independence from the Soviet Union in 1991." Perlez interviewed Rabbi Yaakov D. Bleich, chief rabbi of Ukraine — the very same rabbi whose words CBS took out of context. Perlez and Rabbi Bleich cite numerous indicators attesting to the vigorous growth of Jewish life and institutions in Ukraine — a renaissance unparalleled in the former Soviet Union. Home to 550,000 Jews, Ukraine now boasts the largest Jewish school in Eastern Europe; since independence, the number of synagogues has grown from 12 to 50, and the sale of Passover foods has increased fivefold. The Times reports that the Ukrainian government "has gone out of its way to emphasize reconciliation with Jews."

FACT: STATEMENTS ABOUT THE JEWISH RENAISSANCE IN UKRAINE

• Ukrainian President Leonid Kuchma, in an address to Jewish-American leaders in New York, Nov. 20, 1994: "Having put an end to state anti-Semitism, having condemned the 'intellectual' anti-Semitism that flourishes in some countries, we are doing everything possible, despite our economic difficulties, to ensure the rebirth of the social,

religious and cultural life of the Jewish people in Ukraine."

• Josef Zissels, president, Association of Jewish Organizations and Communities in Ukraine, in a statement on Nov. 22, 1994: "Since independence, 150 Jewish societies have been established, 70 religious societies, 75 functioning Jewish schools, 13 full-time state-supported Jewish schools, and 60 Sunday schools. The only center of Jewish education in the entire former Soviet Union is in Ukraine, and the only law in Eastern Europe protecting the rights of all minorities."

• Rabbi Yaakov D. Bleich, chief rabbi of Ukraine, in a letter to CBS Oct. 31, 1994: "The present government of Ukraine... has an excellent record in human rights, respecting the rights of national minorities in deeds and actions, and not only on paper. It has been noted that Ukraine has the best record on human rights of all former Soviet republics."

• Rabbi David H. Lincoln, Park Avenue Synagogue, New York, in a letter to CBS, Oct. 25, 1994: "It really is time for us to enjoy the resurgence of Jewish life in Ukraine after the horrors of the German occupation and communism, and to appreciate the heroic efforts of the Ukrainian people and government to assist the Jewish community in all its endeavors."

CONCLUSION: THE PUBLIC DESERVES THE TRUTH

Despite detailed evidence of the broadcast's numerous errors and misrepresentations — as presented to CBS in meticulous detail by scholars and analysts — CBS continues, with prideful arrogance, to stand by its story. Despite Rabbi Bleich's face-to-face meeting with CBS officials, at which he repeated his earlier written assertion that "my words were quoted out of the context that they were said," CBS, with smug abandon, continues to stand by its story. Despite the self-evident hate-mongering inherent in implying that a people is "genetically anti-Semitic," CBS shamelessly stands by its story.

Americans of Ukrainian ancestry, Christian and Jewish, point with pride to the bloodless Ukrainian revolution by referendum in 1991 that toppled the Soviet Union, brought freedom to Ukraine, and brought freedom of religion to Ukrainian Christians and Jews alike. Independence has brought dramatic improvement in Jewish life in Ukraine — not its deterioration.

By denying these facts, CBS misled the public. CBS sacrificed the truth for sensationalism and thus abdicated its paramount responsibility to broadcasting in the public interest.

For further information, or to support this campaign for truth, contact:
Ukrainian Heritage Defense Committee, c/o Ukrainian National Association,
30 Montgomery St., Jersey City, NJ 07302.

NBC gets first look at Paramount, P&G projects

Expands on current deal between advertiser and studio

By Steve Coe

In an expansion of the partnership between the Paramount Television Group and Procter & Gamble, NBC has signed on for first-look

rights at projects created by the partnership.

Last March, Paramount and Procter & Gamble announced an alliance under which P&G was guaranteed product placement spots in Paramount

series created by the partnership. P&G also would participate in any network, syndication or international distribution revenue in exchange for assuming 50% of the development and production costs for shows produced under the alliance.

With the NBC element added to the mix, the alliance now covers production, advertising support and, theoretically, distribution. Although NBC will have first-look rights, if the network declines any of the shows, Paramount can take them to the other networks.

NBC's participation also extends

A Call for American Volunteers

... to support the emerging democracies
in Europe and Asia

A message from
President Vaclav Havel,
AVID Chairman:

"The democratic transition requires new knowledge and skills, and one of the best ways for us to develop those skills and acquire that knowledge is to dramatically increase the number and range of contacts between our citizens and Americans from all walks of life... The National Forum Foundation and the AVID program have made valuable contributions to that process."

Americans with managerial experience in print and broadcast journalism, public administration, economic development, and non-governmental organizations are needed to volunteer to work with their counterparts in the emerging democracies. Travel and basic living expenses are provided to selected volunteers by the American Volunteers for International Development (AVID) program, sponsored by the National Forum Foundation.

Expertise in the following areas is especially needed:

- Advertising & Marketing
- Financial Management
- Media Associations
- Political Communications
- Legislative Process
- Editorial Management
- TV & Radio Production
- Local Government
- Business Development
- NGO Management

AVID Volunteers may serve in: Albania, Bulgaria, Cambodia, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Poland, Romania, Russia, Slovakia, and Ukraine.

Local language skills are desired but not always required. Two years professional experience necessary. Volunteers must commit to a minimum of three months service in the host country.

Make a difference. Volunteer today.

For an AVID application, send a self-addressed business-size envelope to:

National Forum Foundation, AVID Application 7
511 C Street, N.E., Washington, D.C. 20002

The National Forum Foundation, a not-for-profit organization, promotes political and economic freedom. Major supporters of NFF democratization programs include The Lynde and Harry Bradley Foundation, The German Marshall Fund of the United States, The Grace Foundation, F. M. Kirby Foundation, Inc., National Endowment for Democracy, The Pew Charitable Trusts, U.S. Agency for International Development, and the United States Information Agency.

"NBC enjoys a terrific relationship with Paramount through many successful series, covering both prime time and daytime."

**NBC West Coast President
Don Ohlmeyer**

its relationship with Paramount. The network now airs Paramount's *Cheers* and *Jag*, among others, in prime time, as well as *Leeza* in daytime. "NBC enjoys a terrific relationship with Paramount through many successful series, covering both prime time and daytime," says Don Ohlmeyer, president, NBC West Coast. "This new agreement is an appropriate extension of our mutual businesses and further reinforces our ability to develop programs with top-level producers and stars."

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 5. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	13.0/229/99
2. Jeopardy!	10.3/221/99
3. Home Improvement	10.1/218/97
4. Oprah Winfrey Show	8.8/236/99
5. ESPN NFL Regular Season	7.8/3/71
6. Nat'l Geog on Assignment	7.4/185/96
7. Entertainment Tonight	7.3/171/94
7. Paramount Plus	7.3/192/94
7. Seinfeld	7.3/218/98
10. Star Trek: Deep Space Nine	7.2/227/98
11. Simpsons	6.7/186/96
12. Home Improvement-wknd	6.4/206/93
12. Wheel of Fortune-wknd	6.4/173/76
14. Inside Edition	6.2/167/93
15. Journeys of Hercules	5.8/220/97

"We entered our relationship with Paramount intending to add a network alliance," says Robert Wehling, senior vice president, Procter & Gam-

ble. "Adding NBC to this deal will help insure [that] P&G brands have advertising access to high-quality programing. We're pleased to be

working with Paramount and NBC, [which] know how to draw the mass audiences we need to advertise our brands effectively." ■

Viewers may be warming to new 'Affair'

Ratings, still down from last year, are trending up for repositioned syndicated magazine

By Cynthia Littleton

In light of the uproar over the content of some TV talk shows, the timing of Twentieth Television's decision to "take out the trash" on *A Current Affair* couldn't have been better.

The show that helped invent the tabloid TV genre a decade ago is now

manance to executive producers Bob Young and John Tomlin, the team that launched *A Current Affair* in 1986, and this season's new host, former *Dateline*

NBC correspondent Jon Scott. Young and Tomlin went on to create rival strips *Inside Edition* and *American Journal* for King World before return-



'A Current Affair' host Jon Scott

positioning itself as a news magazine, offering investigative reports on mainstream topics and more upbeat coverage of Hollywood and celebrities. Dramatic re-enactments are a thing of *A Current Affair*'s past, as is checkbook journalism, for the most part.

"The changes were a long time in coming," says Peter Faiman, president of Twentieth Television Productions, noting that the ratings had declined steadily in recent years. "Now it has the credibility of its years and a production team dedicated to quality," he says.

A Current Affair's recent performance indicates that the new approach is starting to catch on. Although the show is down 20% over its average 4.8 national Nielsen household rating for last season, the national numbers have climbed 27% since its ninth season debuted in September.

A Current Affair also has posted double-digit ratings growth in key metered markets this season, particularly on stations where it serves as a lead-in or lead-out for news.

Faiman credits the improved perfor-

It just got a lot easier
to pick up Japanese. 

TV JAPAN is getting quite a reception. Because TV JAPAN is the only nationwide source for Japanese and Americans who have a yen for live news and entertainment direct from Japan. Plus, TV JAPAN offers select programming in English. This all translates into an exclusive opportunity to reach a growing market of over one million affluent households. Recently expanded with 5 additional hours of NHK International TV Broadcasting, TV JAPAN is available via PRIMESTAR® digital DBS and multichannel distributors. For more information, please call our corporate office at 1-800-K1-TVJPN.



The Big Picture, Direct From Japan.

ing to *A Current Affair* last summer.

The revamp of *A Current Affair* into a news magazine may help the show survive in an era when optimum time periods are hard to come by.

A Current Affair will lose a key prime access clearance on the NBC O&O in

Los Angeles next fall with the debut of the New World Entertainment/NBC-produced entertainment magazine *Access: Hollywood*. It also will lose early-fringe and access clearances in Boston and Miami in January when the two Sunbeam Television-owned sta-

tions replace it with a Sunbeam Productions magazine, *Deco Drive*.

"The [syndication] marketplace at the moment is so competitive," says Faiman. "But as long as *A Current Affair* is placed adjacent to news, we'll be as competitive as any program on TV." ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Nov. 6-12

Week 8	abc	CBS	NBC	FOX	UPN
	15.3/23	12.2/19	12.3/19	9.8/14	4.4/6
MONDAY	8:00 70. The Marshal 7.0/11	15. The Nanny 13.1/20	39. Fresh Prince 10.8/16	48. Melrose Place 9.9/15	83. Star Trek: Voyager 5.8/8
8:30		30. Can't Hurry Love 11.9/17	42. In the House 10.4/15		
9:00	5. NFL Monday Night Football—Philadelphia Eagles vs. Dallas Cowboys 18.7/30	21. Murphy Brown 12.8/18	16. NBC Monday Night at the Movies—She Fought Alone 13.1/20	52. Beverly Hills, 90210 9.6/14	93. Nowhere Man 3.0/4
9:30		40. High Society 10.6/15			
10:00		25. Chicago Hope 12.5/20			
10:30					
TUESDAY	14.0/22	11.4/18	10.9/17	7.2/11	1.9/2
8:00	27. Roseanne 12.1/19	58. John Grisham's The Client 8.6/13	26. Wings 12.3/19	68. Fox Tuesday Night Movie—Bram Stoker's Dracula 7.2/11	100. Deadly Games 2.2/3
8:30	37. Hudson Street 11.1/17		33. NewsRadio 11.5/18		
9:00	7. Home Imprvmt 16.0/24	21. CBS Tuesday Movie—Nothing Lasts Forever, Part 2 12.8/20	14. Frasier 14.0/21		102. Live Shot 1.6/2
9:30	10. Coach 14.8/23		64. Pursuit/Hap'nness 8.1/12		
10:00	10. NYPD Blue 14.8/25		48. Dateline NBC 9.9/16		
10:30					
WEDNESDAY	11.9/19	6.5/11	10.0/16	10.3/16	3.0/5
8:00	32. Ellen 11.7/19	73. Bless This House 6.7/11	79. seaQuest 2032 6.0/10	19. Beverly Hills, 90210 12.9/20	92. Sister, Sister 3.1/5
8:30	54. Drew Carey 9.3/15	56. Dave's World 9.0/14			96. The Parent 'Hood 2.7/4
9:00	13. Grace Under Fire 14.3/22	83. Central Park West 5.8/9	35. Dateline NBC 11.3/18	66. Party of Five 7.7/12	91. The Wayans Bros. 3.3/5
9:30	27. Naked Truth 12.1/19		23. Law & Order 12.7/22		94. Unhap Ever After 2.9/5
10:00	29. Primetime Live 12.0/21	83. Courthouse 5.8/10			
10:30					
THURSDAY	8.2/13	6.7/11	22.6/36	6.5/10	
8:00	57. ABC Movie Special—Columbo: It's All in the Game 8.7/14	59. Murder, She Wrote 8.5/13	4. Friends 19.6/31	72. Living Single 6.9/11	
8:30		86. New York News 5.5/9	6. The Single Guy 18.3/29	74. The Crew 6.5/10	
9:00			2. Seinfeld 22.3/34	75. New York Undercover 6.4/10	
9:30			3. Caroline in/City 20.0/31		
10:00	70. Murder One 7.0/11	79. 48 Hours 6.0/10	1. ER 27.8/45		
10:30					
FRIDAY	11.3/20	8.0/14	9.6/17	8.2/14	
8:00	35. Family Matters 11.3/20	69. Here Comes the Bride 7.1/13	48. Unsolved Mysteries 9.9/18	82. Strange Luck 5.9/11	
8:30	41. Boy Meets World 10.5/19				
9:00	44. Step by Step 10.3/18	61. Ice Wars: USA vs. the World 8.4/15	54. Dateline NBC 9.3/16	42. The X-Files 10.4/18	
9:30	51. Hangin' w/Mr. C 9.8/17		53. Homicide: Life on the Street 9.5/17		
10:00	18. 20/20 13.0/23				
10:30					
SATURDAY	6.7/12	11.7/21	6.7/12	5.5/10	
8:00	59. Jeff Foxworthy 8.5/15	47. Dr. Quinn, Medicine Woman 10.0/18	67. JAG 7.4/13	87. Encounters: The Hidden Truth 4.8/8	
8:30	65. Maybe This Time 7.8/14			78. Cops 6.1/11	
9:00		30. Touched by an Angel 11.9/21		77. Amer Most Wntd 6.3/11	
9:30	79. Saturday Night at the Movies—The Barefoot Executive 6.0/11	15. Walker, Texas Ranger 13.2/24	75. Sisters 6.4/11		
10:00					
10:30					
SUNDAY	12.0/18	15.1/23	10.1/15	9.4/14	2.7/4
7:00	44. Am Fun Home Vid 10.3/16	8. 60 Minutes 15.8/25	88. Brotherly Love 4.4/7	(nr) NFL Football 19.1/32	97. Pinky & Brain 2.6/4
7:30	12. Am Fun Home Vid 14.4/22		90. Minor Adjustm'ts 3.4/5	62. Space: Above & Beyond 8.3/13	99. Kirk 2.3/3
8:00			37. Mad About You 11.1/16		89. Sister, Sister 3.6/5
8:30	23. Lois & Clark 12.7/18		44. Hope & Gloria 10.3/15		94. Cleghorne! 2.9/4
9:00		9. CBS Sunday Movie—Streets of Laredo, Part 1 14.9/22	19. NBC Sunday Night Movie—Her Hidden Truth 12.9/20	63. Fox Movie Special—The Invaders, Part 1 8.2/12	97. First Time Out 2.6/4
9:30	33. ABC Sunday Night Movie—Indecent Proposal 11.5/18				100. Simon 2.2/3
10:00					
10:30					
WEEK AVG	11.4/18	10.5/17	11.7/19	8.2/13	UPN: 3.2/5; WB: 2.8/4
STD AVG	11.9/20	9.5/16	12.2/20	7.5/12	UPN: 3.3/5; 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

Allbritton gives ABC a boost in Alabama

Changing Hands

By Elizabeth Rathbun

ABC gets two new affiliates in Alabama with Allbritton Communications Co.'s \$20 million purchase last week of WCFT-TV Tuscaloosa and its LMA with WNAL-TV Gadsden/Birmingham (see "TV," "Changing Hands").

The LMA includes an option to buy, a source says.

WCFT-TV ch. 33, now with CBS, and WNAL-TV ch. 44, independent, will become ABC affiliates once the deal is approved by the FCC and closed, Allbritton says. The company's six other TV stations also are ABC affiliates.

ABC was due to lose its Birmingham affiliate next September, since New World bought WBRC-TV and indicated that the station's affiliation would switch from ABC to Fox.

"It worked for both sides," says a source close to the deal. Allbritton sees "a significant increase in [the stations'] value" with the ABC affiliation, while ABC maintains an outlet in the nation's 51st—and growing—DMA.

Allbritton last month broke its 12-year dry spell of broadcast purchases, paying \$113 million for WHTM-TV Harrisburg, Pa. ("Changing Hands," Oct. 23). Robert Allbritton's intent is to buy stations close to each other so that the stations can share news and find other economies.

That apparently applies to local marketing agreements as well: "This is a great opportunity to see our flagship station's service enhanced by the addition of local news and expanded facilities," says Anthony Fant, president, Fant Broadcasting, which owns WNAL-TV.

Allbritton also has said he's interested in TV duopolies, if Congress allows them. Tuscaloosa adjoins Birmingham, but they are in separate DMAs. Birmingham is the nation's 51st DMA; Tuscaloosa is the 187th.

Allbritton says LMAs should be "legitimized" as duopolies. "It's already happened. People have already circumvented" the FCC's rule against a broadcaster's owning more than one TV station in a market, he says.

Diversity isn't a problem, he adds:

"There are so many voices out there, it's unreal."

The deal to buy WCFT-TV was a rapid one, says Dale G. Rands, chairman/CEO/president, Federal Broadcasting. He was approached by Allbritton on Nov. 7, and the deal was struck three days later. "I wasn't planning on selling," Rands says. "They approached us and we made a deal."

Federal bought WCFT-TV in 1991 for \$7.5 million, giving it a neat 166.7% profit on the deal. The price Allbritton is paying is about 10 times the station's 1994 cash flow.

Federal owns six TVs in four states and is buying two stations in Washington state ("Changing Hands," Oct. 2).

Allbritton also owns KATV-TV Little Rock, Ark.; KTUL-TV Tulsa, Okla.; WCIV-TV Charleston, S.C.; WSET-TV Lynchburg/Roanoke, Va., and WJLA-TV Washington.

Multimedia backs Gannett merger

Multimedia Inc. shareholders last Wednesday approved the company's \$2.3 billion merger with Gannett Co. Inc. Holders of nearly 76% of Multimedia's shares voted in favor of the merger at a special meeting, according to the Greenville, S.C.-based company.

Under terms of the deal (pending FCC approval), stockholders will get \$45.25 cash per share and Multimedia will become a subsidiary of Gannett, based in Arlington, Va.

The acquisition of Multimedia brings Gannett into the cable business (with 432,000-subscriber Multimedia Cablevision), and increases its holdings from 10 TV stations to 15; 11 radios to 13 (although Gannett is selling Multimedia's AM-FM in Macon, Ga., where it already owns a TV), and 82 daily newspapers to 93. The combined company will have \$4.45 billion in revenue and \$1 billion in operating profit, according to 1994 annual reports. ■



Robert Allbritton's Alabama buy brings the company's total to seven TVs.

The week's tabulation of station sales

TV

WCFT-TV Tuscaloosa and LMA with WNAL-TV Gadsden, Ala.

Price: \$20 million

Buyer: Allbritton Communications Co., Washington (Robert L. Allbritton, executive VP/COO, president); also owns KATV-TV Little Rock, Ark.; KTUL-TV Tulsa, Okla.; WCIV-TV Charleston, S.C.; WSET-TV Lynchburg/Roanoke, Va.; WJLA-TV Washington, and NewsChannel 8 cable channel, Washington; is buying WHTM-TV Harrisburg/Lancaster/Lebanon/York, Pa.

Seller: Federal Broadcasting Co., Bloomfield Hills, Mich. (Dale G. Rands, chairman/CEO); owns WLUC-TV Marquette, WPNB-TV Traverse City and WTOM-TV Cheboygan, all Mich.; WDAM-TV Hattiesburg, Miss.; KTVO-TV Kirksville, Mo., and WSTM-TV Syracuse, N.Y.; is buying KNDO-TV Yakima and KNDO-TV Richland/Yakima, Wash.

Allegheny Mountain Network

has acquired the assets of

WVFC-AM
McConnellsburg, PA

from

Fulton County Radio

Jack Satterfield
(610) 520-4488

represented the seller


Satterfield & Perry, Inc.
Media Brokers Appraisers Consultants
Philadelphia • Denver • Kansas City
Tampa Bay • St. Louis

SOLD!

KFTY-TV, Santa Rosa, California, from KFTY Broadcasting, Inc., to Ackerly Communications, Inc., for \$7,800,000.

Elliot B. Evers initiated the transaction.

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

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Broadcasting

Facilities: Ch. 33, 1,225 kw visual, 203 kw aural, ant. 540 ft.
Affiliation: CBS (to be ABC)

COMBOS

WHCN(FM), WMRQ(FM)-WPOP-AM Hartford, Conn.; **WHFS(FM)** Annapolis, Md./Baltimore/Washington; **WQSI-AM** Frederick, Md./Washington; **WXTR-FM** Waldorf, Md./Washington-**WXVR(FM)** Washington; **WSNE(FM)** Taunton, Mass./Providence, R.I.; **WGNA-AM-FM** and **WPYX(FM)** Albany, **WTRY(AM)** Troy/Albany, **WBAB(FM)** Babylon/Long Island-**WGBB-AM** Freeport/Long Island, **WHFM(FM)** Southampton/Long Island and **WBLI(FM)** Patchogue/Long Island, all N.Y.; **WHJY(FM)-WHJJ(AM)** Providence, R.I., and **WMXB(FM)** Richmond, Va.

Price: \$223.25 million

Buyer: SFX Broadcasting, N.Y./Austin, Tex. (Robert F.X. Sillerman, executive chairman; R. Stephen Hicks, president/CEO); also owns KMKX-FM and KYXY-FM San Diego; WJDS(AM), WJDX-FM, WMSI-FM and WKTF-FM Jackson, Miss.; WMYI-FM, WGVL(AM) and WSSL-FM Greenville/Spartanburg, S.C.; WTDR-FM and WEZC-FM Charlotte, N.C.; WSIX-FM and WYHY-FM Nashville; KODA-FM Houston and KTCK-AM-KRLD-AM Dallas; is buying WRDU(FM) Wilson/Raleigh, WTRG(FM) Rocky Mount/Raleigh, wwwB(AM) Greensboro and WMFR(AM)-WMAG(FM) and WFXF(FM) High Point, all N.C., and KNUZ-AM-KQUE-FM Houston. SFX also owns Texas State Networks and has a joint sales agreement with WJDX-FM Jackson, Miss., and option to purchase WHSL(FM) Greensboro, N.C. SFX is selling 11 of stations involved in latest deal to Multi-Market Radio Inc. (see item below)
Seller: Liberty Broadcasting Inc., Ardmore, Pa. (Mike Craven, chairman/COO; Jim Thompson, president/CEO); no other broadcast interests

Facilities: WHCN: 105.9 mhz, 16 kw, ant. 867 ft.; WMRQ: 104.1 mhz, 17.8 kw, ant. 837 ft.; WPOP: 1410 khz, 5 kw; WHFS: 99.1 mhz, 50 kw, ant. 459 ft.; WQSI-AM: 820 khz, 4.3 kw day, 430 w night; WXTR-FM: 104.1 mhz, 22 kw, ant. 764 ft.; WXVR: 103.9 mhz, .4 kw, ant. 812 ft.; WSNE: 93.3 mhz, 50 kw, ant. 620 ft.; WGNA(AM): 1460 khz, 5 kw; WGNA-FM: 107.7 mhz, 12.5 kw, ant. 984 ft.; WPYX: 106.5 mhz, 15.3 kw, ant. 902 ft.; WTRY: 980 khz, 5 kw; WBAB: 102.3 mhz, 3 kw, ant. 268 ft.; WGBB-AM: 1240 khz, 1 kw; WHFM: 95.3 mhz, 5

Proposed station trades

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

This week:

TVs □ \$20,000,000 □ 1

Combos □ \$323,350,000 □ 2

FMs □ \$4,830,000 □ 5

AMs □ \$615,000 □ 4

Total □ \$348,795,000 □ 12

So far in 1995:

TVs □ \$3,151,325,545 □ 118

Combos □ \$2,444,724,936 □ 202

FMs □ \$718,668,930 □ 333

AMs □ \$85,018,357 □ 178

Total □ \$6,425,195,668 □ 829

kw, ant. 354 ft.; WBLI: 106.1 mhz, 25 kw, ant. 492 ft.; WHJY: 94.1 mhz, 50 kw, ant. 546 ft.; WHJJ: 920 khz, 5 kw; WMXB: 103.7 mhz, 18.5 kw, ant. 750 ft.

Formats: WHCN: AOR; WMRQ: modern rock; WPOP-AM: news/talk; WHFS: modern rock; WQSI-AM: country; WXTR-FM and WXVR: '70s rock; WSNE: adult contemporary; WGNA-AM-FM: country; WPYX: AOR; WTRY-AM: oldies; WBAB and WHFM: AOR; WGBB-AM: news/talk; WBLI: hot adult contemporary; WHJY: AOR; WHJJ: news/talk; WMXB: adult contemporary

Broker: Radio Consultants Inc. (buyer); Goldman, Sachs & Co. (seller)

WHCN(FM), WMRQ(FM) and WPOP(AM) Hartford, Conn.; **WGNA-AM-FM, WPYX(FM) and WTRY(AM)** Albany, N.Y.; **WSNE(FM), WHJY(FM) and WHJJ(AM)** Providence, R.I., and **WMXB(FM)** Richmond, Va. (see item above)

Price: \$100.1 million

Buyer: Multi-Market Radio Inc., New York (Michael G. Ferrel, president/co-CEO); also owns KOLL(FM) Maumelle/Little Rock, Ark.; WPKX(FM) Enfield and WPLR(FM) New Haven, Conn.; WGNE-FM Titusville/Daytona Beach, Fla.; WKBG(FM) Martinez/Augusta, Ga.; WHMP-AM-FM Northampton/Springfield, Mass.; WMJY(FM) Biloxi and WKNN-FM Pascagoula/Biloxi, Miss.; WRXR-FM Aiken, S.C./Augusta, Ga., and WYAK-FM Surfside Beach/Myrtle Beach, S.C.; is selling WVM(AM) Biloxi, Miss., and WRSF(FM) Columbia/Nags Head, N.C., and has LMA with WYBC-FM New Haven and WVCO(FM) Loris/Myrtle Beach.

Seller: SFX Broadcasting Inc.
Broker: Radio Consultants Inc.

RADIO: FM

WXWX-FM Easley and WXWZ(FM)

Greer, S.C.

Price: \$3 million cash

Buyer: Palm Broadcasting Co. LP, St. Louis (Gregory P. Filandrinos, president of general partner GF Inc.); no other broadcast interests
Seller: HMW Communications Inc., Dallas (Eric C. Neuman, VP); is selling WRDU(FM) Wilson/Raleigh, WTRG(FM) Rocky Mount/Raleigh, WWWB(AM) Greensboro and WMFR(AM)-WMAG(FM) and WFXF(FM) High Point, all N.C.

Facilities: WXWX-FM: 103.9 mhz, 3 kw, ant. 328 ft.; wxwz: 103.3 mhz, 2.7 kw, ant. 495 ft.

Formats: Both modern rock

Broker: Media Venture Partners

KRZQ-FM Tahoe City, Calif./Reno

Price: \$1.225 million

Buyer: Americom Broadcasting LP, Los Angeles (Tom Quinn, president); also owns KODS(FM) Reno and KEYQ(AM)-KEZL(FM) Fresno and KTHX(AM)-KFSO(FM) Visalia, Calif.; is selling KFBI(FM) Las Vegas and is buying KTHT(FM) Fresno

Seller: Red Dog Broadcasting LLC, Washington (Jeff Southmayd, principal); no other broadcast interests

Facilities: 96.5 mhz, 4 kw, ant. 2,966 ft.

Format: Modern rock

Broker: Media Venture Partners

WKYL(FM) Lawrenceburg, Ky.

Price: \$350,000

Buyer: Vernon R. Baldwin Inc., Fairfield, Ohio (Vernon R. Baldwin, president/owner); owns WWXL(AM)-WWLT(FM) Manchester and WVRB(FM) Wilmore, Ky.; WCNW(AM) Fairfield, WNLN(FM) Harrison and WRKG(AM)-WZLE(FM) Lorain, all Ohio; is selling WTRJ(FM) Troy and WBZI(AM) Xenia, Ohio

Seller: FWJR Communications Inc., Lawrenceburg (Finley Willis Jr., owner); no other broadcast interests

Facilities: 102.1 mhz, 3 kw, ant. 328 ft.

Format: Soft adult contemporary

WHPO(FM) Hoopeston, Ill.

Price: \$255,000

Buyer: Broadcasting Partners Co., Hoopeston (Rodney Burkett, Becky Burkett, Gary Voss, Blanche Voss, each 12.5% partners); no other broadcast interests

Seller: Hoopeston Radio Inc., Hoopeston (Jeff Stipp, president); no other broadcast interests

Facilities: 100.9 mhz, 3 kw, ant. 280 ft.

Format: Country

RADIO: AM

KFQC(AM) Davenport, Iowa

Price: \$350,000

Buyer: Quad City Minority Broadcasters Inc., Des Moines, Iowa (Margaret M. Garrison and Colleen Stark, co-owners); no other broadcast interests

Seller: Andersen Broadcasting, Davenport (Richard Andersen, owner); no other broadcast interests

Facilities: 1580 khz, 500 w day, 7 w night

Format: Popular standards, nostalgia

WJKM(AM) Hartsville, Tenn.

Price: \$180,000

Buyer: Twenty Five Inc., LaVergne, Tenn. (William J. Krejci Jr., president/33.3% owner); no other broadcast interests

Seller: Blanton, Gosser & White Inc., Lebanon, Tenn. (Howard Gosser, president); no other broadcast interests

Facilities: 1090 khz, 1 kw

Format: C&W, religion, bluegrass

WTCL(AM) Chattahoochee, Fla.

Price: \$75,000

Buyer: Bryan M. Malenius, McHenry, Ill.; no other broadcast interests

Seller: Lighthouse Broadcasting Co., Medford, N.J. (Nancy M. Schumacher, president/owner); is selling WSJL(FM) Cape May, N.J.

Facilities: 1580 khz, 10 kw

Format: Gospel, urban contemporary

Broker: Beckerman Associates Inc.

WUJM(AM) Charleston, S.C.

Price: \$10,000

Buyer: Kirkman Broadcasting Co. Inc., North Charleston (Guilford Kirkman Jr., president/owner); also owns WQSC(AM) Charleston

Seller: Jones Eastern Radio Inc., Waynesboro, Ga. (C.J. Jones, president/CEO); owns WAEG(FM) Evans and WAEJ(FM) Waynesboro, Ga., and WVBS(AM) Burgaw, N.C.; is selling WSSP(FM) Goose Creek, S.C.

Facilities: 1450 khz, 1 kw

Format: Nostalgia

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Full-service yields to new trends

Number of stations airing traditional blend of news, music and sports has declined as format niches grow, but some veterans, such as WGN, still going strong

Radio

By Donna Petrozzello

As radio splinters its mainstream formats to match more specific tastes in music and talk, an increasing number of full-service stations have flipped to news/talk formats.

Many traditional full-service stations—which typically blend news, talk, sports and community-event coverage with mainstream music—have phased listeners away from their hybrid mix to more standard news/talk fare in recent years. And as more news/talk programming is added to the broadcast day, stations are dropping the handful of songs they would have played each hour. Industry analysts expect the trend to continue.

"These types of all-things-to-all-people stations have pretty much disappeared," says industry analyst Robert Unmacht of the M Street



Rick Van Cise, KOMO(AM)



Dan Fabian, WGN(AM)

Corp. "In most cases, these stations were holdovers from years ago. Stations are more niche-oriented now."

Fisher Broadcasting's longtime full-service KOMO (AM) Seattle began replacing its soft AC records with feature news reports last year. "KOMO took a long look at the full-service of the future" and found "a real hunger" for news and personality talk radio in Seattle, says Rick Van Cise, KOMO program and news director.

Other former full-service giants, including WJR(AM) Detroit, WCCO(AM) Minneapolis, WSYR(AM) Syracuse, N.Y., and WBAP(AM) Dallas have adopted a news/talk format.

Format consultant Holland Cooke of Washington says the "full-service format has languished" as AM stations have latched onto local and syndicated news/talk programming and FM stations have

raced to fill burgeoning music niches.

Others contend that some full-service stations have flipped their format to news/talk, with an emphasis on entertainment talk, to attract a younger audience than that of the traditional full-service format. Van Cise notes that appealing to a younger crowd was part of KOMO's reason for shifting to news/talk. According to Simmons Research, the majority of full-service listeners are 50 and older.

Bill White, program director at full-service WTVN(AM) Columbus, Ohio, says "the challenge" of full-service stations is in "trying to get the younger audience in." Most full-service programmers say listeners typically tune in initially during their late 30s, but that the majority of full-service listeners are over 50.

"It is a continual effort," says Dan Fabian, president/general manager of full-service WGN(AM) Chicago, of the challenge to attract a younger demographic. "It is not reaching the young end in lieu of the [older] core audience that exists; it is trying to be viable at the point of entry, which is historically in the mid-30s."

Yet, despite the growing menu of syndicated talk programming and narrowcasting in music formats, some full-service AM stations continue to thrive. WGN is a prime example. The station has maintained a full-service format since 1924 and consistently ranks within the top three stations in its competitive market.

One reason for its success is the vast appeal of WGN's homespun morning drive show hosted by Bob Collins. As

ESPN Radio nets NBA

ESPN Radio Network has acquired the exclusive national radio rights to regular and postseason National Basketball Association games for its NBA Radio beginning with the 1995-96 season. The contract reportedly runs for three years through 1997-98.

ESPN's coverage begins Jan. 21, 1996, and will include live coverage of 13 regular-season Sunday afternoon games, selected playoff games, conference finals, finals, the All-Star Weekend and the NBA draft. ABC Radio Networks officials say the agreement "marks the first event programming for ESPN Radio" and ESPN Radio's "first play-by-play broadcasts."

Before the agreement with ESPN, NBA coverage was carried on ABC Radio from the 1983-84 season through 1988-89. NBA Radio will be produced by ESPN Radio and marketed by ABC Radio Networks. Launched in 1992, ESPN Radio is a joint venture of ESPN Inc. and ABC Radio Networks.



ESPN Radio will air NBA games on Sunday afternoons along with playoffs, finals and the All-Star game.

—DP

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ABC Radio Networks' slate of programming specials around the release of *'The Beatles Anthology'* includes an interview with ex-Beatle Paul McCartney by 'Beatles '95' show host Dick Bartley.

Arbitron to hire outside consultants, offer rebates

Arbitron will give subscriber stations in Dallas, Milwaukee, Buffalo, N.Y., and Albuquerque, N.M., rebates on surcharge fees for the phase I Arbitron reports that reflect diary delivery mishaps in their markets.

Arbitron Vice President of Communications Thom Mocarsky says the rebates and other quality control mea-

sures are "in direct response to our concern over the seven-market diary mishap." A delivery snafu in seven markets caused sampling inaccuracies in the first phase of Arbitron's fall survey, which began Sept. 21.

In addition to the rebates, Arbitron has consolidated its survey sampling, interviewing and mailing divisions and has appointed Norm Haaf director of data collection to oversee the entire unit. Mocarsky says that "giving one person responsibility to oversee the whole process...has worked in the past." Also, Arbitron plans within the next few weeks to hire an auditing and consulting firm to review the company's accountability and quality-control processes.

Banks leaves WGCI-FM

Veteran Chicago talker Doug Banks signed off from WGCI-FM Chicago last Friday after 13 years in the market to prepare to go national, starting Jan. 2. Banks signed a syndication deal with ABC Radio Networks earlier this year.

ABC is negotiating with several Chicago radio stations, including WGCI-FM, to take Banks's four-hour show, but an affiliate has not been announced. ABC could move Banks

to its Chicago owned-and-operated WLS-AM-FM. Banks delivered top afternoon ratings for WGCI-FM, according to Arbitron's latest summer survey.

SJS and BET-TV launch 'Radio BET'

SJS Entertainment and Black Entertainment Television will launch a slate of daily radio programming, dubbed *Radio BET*, consisting of news, entertainment and comedy features, sports coverage and long-form specials focused on news events and personalities of particular interest to African Americans, says June Brody, CEO of SJS Entertainment. *Radio BET* will be marketed mainly to urban-formatted radio stations, Brody says.—DP

Clarification

A "Riding Gain" item on page 69 of the Nov. 13 issue should have indicated that several radio network news services—in addition to NBC Radio Network News—provided live, anchored coverage of slain Israeli Prime Minister Yitzhak Rabin's funeral from Israel two weeks ago.

Fabian notes, Collins's show "epitomizes the essence of the radio station."

Collins intersperses music, comedy bits and rock trivia contests between news reports, or he may devote his entire broadcast to a breaking news event. Collins says he tries to match the "mission of the station to be an electronic mirror" of its community.

"We reflect what's going on in the market, and we devote all of our resources to trying to figure out what is going on and how we should talk about it," Collins says. "Most important, it is having the right talent and going with whatever the moment requires," Fabian says.

White agrees that the appeal of air

personalities on full-service stations is crucial. "Full-service stations have the personality, the heritage and some of the lighter things that some of the harder-edge news/talk stations don't," he says. "Usually you have a heritage morning show that is very comfortable in the market and has a lot of staying power."

If anything has been lost in the progressive shift from full-service to news/talk, it is the "folksy personality" of disk jockeys on full-service stations, says industry analyst Unmacht, who favors "edgier," more controversial personalities.

Veteran full-service KEX(AM) Portland, Ore., has succeeded by focusing on "key full-service benchmarks—news, traffic, weather, personality, sports" and by community involvement, says KEX Operations Manager Duane Link. "We've always strived to keep those service elements very strong even in the face of fragmentation and splintering." ■

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TCI's third-quarter revenue up 37% / 36
PPV revenue pushes half-billion mark / 82

Cable

November 20, 1995



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TCI 3rd-quarter revenue jumps 37%

Revenue up 37% over year earlier from sub gains and rate hikes

By Rich Brown

Subscription rate hikes and a growth in the number of cable and satellite subscribers helped boost Tele-Communications Inc.'s revenue by 37% from third quarter 1994 to third quarter 1995.

TCI reported total revenue of \$1.76 billion for third quarter 1995, a 37% rise over the same period last year. Cash flow during the quarter grew 22%, to \$533 million.

The just-completed third quarter proved to be much healthier for TCI and other cable MSOs than was the same period last year, when cable system operators were hit hard by FCC-ordered rate rollbacks and other regulatory provisions in the 1992 Cable Act. Revenue for TCI's core cable operations grew from \$680 million in third quarter '94 to \$808 million in third quarter '95, representing a 19% boost.

Rate hikes based on inflationary adjustments and programing cost increases were among the primary reasons for growth in revenue and operating cash flow. The company's average basic cable rate for third quarter 1995 was \$22.19,

TCI 3RD QUARTER EARNINGS

(Dollars in millions, unaudited)

REVENUE	3Q95	3Q94	% change
Basic Cable	\$800	\$680	18.8
Other regulated	61	50	22.0
Regulated Rev.	\$869	730	19.0
Premium Services	210	189	11.1
Pay Per View	34	21	61.9
Advertising	62	49	26.5
Primestar by TCI	57	7	714.3
Other	78	76	2.6
Total Revenue	\$1,310	\$1,072	22.2
EXPENSES	3Q95	3Q94	% change
Programing	\$242	\$213	13.6
Other Operating	164	123	33.3
S, G & A	378	313	20.8
Total Expenses	784	649	20.8
Operating Cash Flow	526	423	24.3

TCI'S REACH

(Subscriber numbers in thousands; unaudited)

	3Q95	3Q94
Basic Subscribers	12,168	10,855
Premium Subscriptions	13,020	11,484
Homes Passed	19,755	18,148
Primestar by TCI customers	367	51

compared with \$22.03 for the second quarter. TCI declined to provide its average basic cable rate for third

quarter 1994.

Another reason for TCI's revenue growth was the boost in cable subscribers—almost 290,000 basic cable customers were added through internal growth (growth net of acquisitions) for the first nine months of 1995, representing an annualized increase of 3.5%.

TCI also saw subscriber growth in its direct broadcast satellite business, Primestar by TCI, which grew by more than 265,000 customers for the first nine months of 1995. Primestar at the end of the third quarter had more than 367,000 DBS customers and is adding 2,500 new subscribers daily.

The pay-per-view category (which represents an unregulated revenue stream for TCI and other cable system operators) during third quarter 1995 posted a 62% boost, or \$13 million, compared with third quarter 1994. PPV increases were tied to increases in the number of PPV channels offered and events such as the Tyson-McNeeley fight. Advertising, also an unregulated revenue stream, increased nearly 27%, or \$13 million, from third quarter 1994 to third quarter 1995. ■

CNNfn prepares to get down to business

New network will take on CNBC

By Jim McConville

Turner Broadcasting's cable business network CNNfn, which launches next month, will follow an editorial rather than a business mandate. Translation: The cable giant expects that CNNfn will lose money its first four years as it builds its ad and viewer base.

CNN executives say the network won't be judged by ratings and ad sales at first. "We have the luxury of not worrying about market penetration and ratings," says Lou Dobbs, executive vice president, CNN, who will oversee

the new network. CNNfn, which will launch with approximately 3 million satellite and 1 million cable subscribers, is expected to reach 4.5 million subs by the end of 1996.

Turner executives have solid precedent for their patience. When CNN launched in 1980, it lost \$2 million a month for the first eight months and \$1 million a month in year two.

CNN President Tom Johnson said earlier this month that CNNfn likely will lose \$3 million in start-up costs its first year. He predicts that the network will break even by 1999, giving it four years to develop an ad base and

subscriber audience.

CNNfn will compete head to head with CNBC, the cable business channel headed by Roger Ailes that NBC launched in 1989. CNBC is distributed to 56 million cable homes.

CNNfn will be live 12 hours daily on weekdays: 7 a.m.-7 p.m. The rest of the time, the channel will carry CNN International.

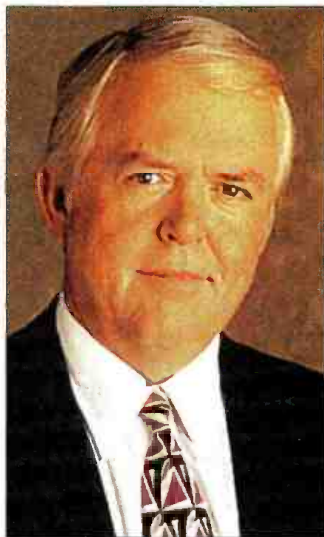
In the network's favor: It starts off sharing CNN's established brand name and access to the network's 30 news bureaus worldwide. However, Dobbs says CNNfn won't cannibalize CNN's business news or copy its format, but

will establish its own identity by focusing on how business affects viewers.

Future news resources may come from Turner's would-be merger partner Time Warner. If the merger goes through, Dobbs says, CNNfn may tap into Time Warner business magazines *Fortune* and *Money*.

CNNfn's format will be "loose and more informal," going after a broad viewing audience and applying a more personal focus to business news, says Dobbs, adding, "It won't try to appeal to a specific professional audience, but [to] the broadest audience possible."

The network will take a long-form approach to business news, with hour and half-hour blocks. Program beats will include world financial markets (*Outta the Box*), national stock market



Lou Dobbs

(*The Spread* and *In the Game*), and how technology affects businesses and viewers (*Plugged In*).

News segments will include stories about management issues and techniques, personal investment and professional stress reduction. Dobbs says shows also will tackle new technology issues as well as women's and minority business issues.

CNNfn, the eighth network Turner has launched, will draw revenue from advertising and cable subscriptions, Dobbs says.

CNNfn will air news live from seven anchor stations in its 26,000-square-foot New York newsroom. The network will use digital nonlinear video technology that allows several producers to see videotapes simultaneously at different news stations. ■

Cable close to peak, says Kagan

Telcos, DBS soon will start eroding sub base, say analysts at annual sports conference

By Jim McConville

The cable market will hit a brick wall by 2004, when the number of new cable subscribers slows to a virtual trickle.

The cable universe, which reached the 61.7 million-subscriber mark this year, will peak after 2000, according to Paul Kagan Associates, which released its findings at its annual "Media Sports Business" conference in New York last week.

New cable subs will increase by less

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than 1.3% annually by 2004, predicts Kagan, when cable hits the 67.1 million-sub mark. In addition, new technologies—DBS, pay per view and video dialtone—will start to draw from cable's subscriber base.

"How the market shapes up will be a function of, or to what extent, telephone companies choose to enter this business," says Kagan senior analyst John Mansell. "Much of the industry's future, at least in terms of subscribers, is taken away by technology."

To pick up lost revenue, cable operators will look to other businesses. Mansell predicts that MSOs eventually will carve out a 10%-15% slice of the \$100 billion-per-year telephony business.

In addition to cable saturation, Mansell predicts that the number of C-band satellite owners will shrink—from the current 2.5 million-sub base to 2.2 million by 1997—as owners trade in large backyard dishes for 18-inch DBS units. Mansell predicts that DBS will reach 7.7 million subscribers by 2004, compared with 4.8 million now, while proposed video dialtone or "switched digital video" will reach the 13.9 million-sub mark.

Sports will remain cable TV's programming meal ticket for the next 10 years, with advertising billings from sports programming expected to hit \$13 billion by 2004.

Kagan reports that sports advertising on cable totaled \$825.8 million in 1994, up \$113.7 million, or 16%, over 1993. National cable sports networks (including ESPN, TBS and TNT) brought in \$656.6 million combined, a 19.7% increase over 1993 revenue of \$548.4 million.

ESPN took in \$404 million, a 17.9% jump over 1993. Turner sports networks TBS and TNT saw advertising revenue rise 26.2% last year, from \$118.8 million to \$150 million. Other nationally distributed sports networks combined account for the remaining \$103 million.

Kagan predicts that revenue generated by national sports networks will increase 17.8% this year, to \$773 million. "It's part of the expansion of the cable universe," says Harvey Schiller, president of Turner Sports Inc., who participated in a Kagan conference panel titled "Sports Rights, Ratings and Ads: Unscrambling the Picture."

Regional sports networks (RSNs) brought in \$169 million in combined ad revenue last year, up 3.3% over

1993. The nation's 28 RSNs also increased their sub base 17.7%, to 50.9 million subscribers.

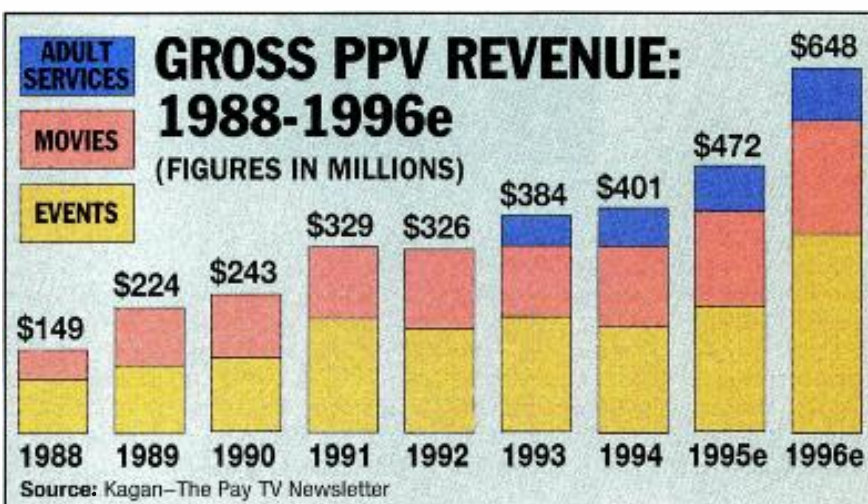
Revenue from pay per view will increase 17.8% over time, with PPV events (boxing and wrestling) accounting for 48% of the overall purse.

Richard Glover, senior vice president, ESPN, says that recently introduced out-of-market sports packages represent a new subscriber-revenue source. "There's an insatiable appetite

for sports content, but you have to identify and enter the market early with product viewers want."

Kagan predicts that DBS systems DIRECTV and PrimeStar could generate combined gross revenue of \$100 million from their NBA, NFL and NHL sports packages.

Schiller says that DBS has become the TV gateway for new sports packages, setting them up for future distribution on cable. ■



PPV revenue pushes half-billion mark

Tyson expected to account for more than half of '96 money

By Jim McConville

Pay-per-view telecasts continued to make cable operators' and promoters' cash registers sing this year—to the tune of nearly a half-billion dollars in overall revenue.

PPV will take in an estimated \$472 million in revenue in 1995, an 18% increase over 1994's \$407 million, according to estimates by Showtime Event Television (SET) released at its annual "PPV Industry Overview" in New York last week.

But the buck stopped with consumers, who saw their mean PPV boxing price tag jump 10%, from \$26.12 to \$28.62.

SET Executive Vice President McAdory Lipscomb, citing statistics from Paul Kagan & Associates and SET's own research, predicts that PPV events—mostly boxing and wrestling—will account for \$222 mil-

lion of the PPV purse this year, a 16% rise over revenue of \$189 million in 1994. PPV movies (\$169 million) and adult services (\$81 million) will account for the balance.

Boxing accounted for 54.2% of overall PPV revenue this year, followed by wrestling, with 37.8%, and all other ring sports ("toughman" competitions and martial arts) at 5.6%.

With fewer PPV events in 1995 than in 1994, the number of PPV transactions increased 19%, from 54.6 million to 65.0 million, while the number of events decreased from 63 to 41.

Boxing will remain the main PPV event in 1996. SET estimates that overall PPV revenue next year will rise 37%, to \$648 million, with boxing events producing \$353 million, PPV movies \$202 million and adult services \$93 million.

The number of addressable pay-per-view homes will jump 14%, from 24

million to 27.5 million households, by the end of 1995, says Lipscomb. Adding TVRO and DSS satellite homes brings the total PPV universe to 31.5 million homes.

The PPV universe is projected to grow 14%, to 31.5 million households, in 1996. The reason for the jump: boxing, particularly Mike Tyson. SET predicts that Tyson fights will account for 26% of overall 1995 PPV revenue. Tyson's PPV-event share could jump to 51% next year, when he's scheduled to fight three SET-televised bouts.

But Tyson also costs PPV buyers

more. A \$43.16 mean ticket price for SET's Tyson-McNeeley fight last August was more than \$10 higher than the \$31.43 mean price of other PPV boxing events.

Lipscomb says that, overall, PPV fight prices will climb next year to cover operating costs, with prices to range from \$39 to \$49.

Also on the upswing: PPV theft. SET estimates that consumers will steal 1.7 million illegal PPV movie and 1.4 PPV events during 1995. Potential revenue lost by operators: \$44.6 million.

On the PPV downside, revenue generated from PPV concerts and adult movies was flat, Lipscomb says.

The profile of the typical PPV event buyer remains the same—young (25-49), white, urban home owner with a higher-than-average annual income.

Future PPV growth will have to come from white buyers, says Lipscomb: "PPV buys have been tapped out in the black/Hispanic populations." Although Hispanics constitute less than 10% of the nation's population, the demographic group can account for approximately 30% of a PPV buy, he says. ■

HEADLINES

USA funds Rose

USA Networks will undertake an unusual public affairs initiative in 1996 by providing \$1 million in funding to public television's *Charlie Rose* show. USA next year will provide the primary funding for the nightly talk show, which for the first time in its four-year-run on PBS will not require any funding from the Corporation for Public Broadcasting. USA Chairman/CEO Kay Koplovitz says it is "the responsibility" of the television industry to support such shows as government funding for public TV dwindles.

Greater Media cable systems on block

Privately held cable system operator Greater Media has hired Goldman, Sachs & Co. to help sell its cable systems in Philadelphia; Worcester County, Mass., and the suburbs of Springfield, Mass. The East Brunswick, N.J.-based company, which also owns radio stations and newspapers, serves about 240,000 subscribers with its cable systems.

Garden grows

Home & Garden Television (HGTV) will pass the 10 million-subscriber mark this year, says HGTV Executive Vice President Susan Packard. HGTV has signed an agreement to launch on Continental's Cable New England that will add an estimated 500,000 subscribers by year's end. In addition, HGTV has received fourth-quarter launch commitments from Cox, Comcast, Time Warner, Falcon and Adelphia cable systems.

E! in Orlando

E! Entertainment Television will open and operate its full remote production facility as part of Universal City Florida's new "Entertainment Zone" in Orlando. The center will produce daily shows to air on E! and give visitors to the theme park a behind-the-scenes look at show tapings and live interviews with celebrities. The facility also will have a cafe and retail area selling E! merchandise.

Wopat on TNN

Former *Dukes of Hazzard* star

Tom Wopat has been tapped to host *Prime Time Country*, a country music entertainment and variety series debuting in January in The Nashville Network's key 9-10:30 ET weeknight slot. Since his *Dukes* days, Wopat has appeared on *Cybill* and has released four country music albums. The show replaces *Music City Tonight*, which is exiting the network's lineup. *Prime Time Country*, produced by Dick Clark Productions, will originate from TNN's Nashville studios.



Wopat

Popcorn names hosts

The Popcorn Channel has hired three entertainment personalities to serve as on-air hosts for the network's three original-program segments. The channel, which launches nationally on Nov. 24 in Anaheim, Calif.

(site of the Western Cable Show starting Nov. 29), will feature hosts Michael Castner, Katie Wagner and Ed Marques. The trio will host *The Big Screen*, *Reel-to-Reel* and *Midnight Rushes*. The programs will be interspersed with the network's carriage of local movie schedules.

Film float

American Movie Classics (AMC) will sponsor a float, dedicated to film's Golden Era, in this year's Macy's Day Parade. The Christmas-themed float will re-create a scene from the Bing Crosby/Fred Astaire classic "Holiday Inn" (in which Crosby sang "White Christmas"). Also, AMC has teamed with Time Warner Cable, QUICS Cable Television and Macy's in a Christmas shopping sweepstakes contest. The grand-prize winner and his or her family will stay at the Plaza Hotel the night before the parade. The winner also gets a \$500 gift certificate from Macy's.

Liberty on the ball

Liberty Sports will televise 52 collegiate basketball games in its 1995-96 Pac 10 basketball telecast schedule. Through two separate telecast packages, Liberty Sports will provide the games to ABC, CBS, NBC and ESPN in addition to Prime Sports and other regional sports affiliates. Liberty Sports's national network schedule includes 22 games, almost double that of last year. In a separate agreement, Liberty will provide 30 games to Prime Sports, which includes a national distribution service and its affiliated regional sports networks. —RB, JM

NET-TV gets election year makeover

Hires firm to help it expand and retool

By Rich Brown

Fledgling political network NET-TV is undergoing an overhaul as it prepares to begin its second year of operation.

Perhaps best known as the network with close ties to House Speaker Newt Gingrich, NET-TV, The Political NewsTalk Network, has just retained Newberger Greenberg & Associates to help jump-start the network during the 1996 election year.

NET-TV will be in the capital markets looking to raise the \$30 million it needs to implement expansion plans being carried out by NG&A, which was involved in the strategic development of the Golf Channel and the Sci-Fi Channel. Plans include implementing a West Coast satellite feed (the network is switching from Galaxy 7 to GE1, a satellite scheduled to launch early next year) and a programming revamp designed to push infomercials off the network's schedule.

NET schedules about three hours of

paid programming daily and several more hours on the weekend. The network hopes within the next six months to replace many of those infomercials with sponsored shows offering both sides of political issues, according to a spokesman.

Coinciding with the planned changes at the network is a major shift in management. Burt Pines, former executive vice president and COO at the channel, last month left to head the would-be book network, Booknet. Last week, NET's vice president and general manager, Brian Jones, left to join Fox Broadcasting. Taking Jones's spot at NET is Bob Swanner, former chief engineer for NET; Pines's position is expected to be filled within the next four months. The network's top executive continues to be president Paul Weyrich, generally considered to be a key player in Gingrich's political rise.

Like virtually all new networks, cable carriage for NET so far is somewhat limited by channel capacity problems at systems around the country.

The network has 2.3 million cable subscribers and reaches an additional 6.7 million subscribers through TCI's tv! sampler network, according to NET data. NET says it also is available via low-power TV station coverage and reaches about 3 million homes via the backyard dish market.

With a busy election year ahead, Gingrich will stop doing his weekly live show from the NET studios. In its place, a NET camera crew will tape Gingrich in his office each week as he fields questions sent in by viewers. The new show, *Ask the Speaker*, debuts in 1996. ■

WORLDWIRE

■ **E! Entertainment Television** has signed its first international distribution deal with mainland China. Asia accounts for more than half of E!'s international revenue. E! will begin shooting a Chinese series for China Television Enterprises that will be based on and use footage from E!'s show *Behind the Scenes*. CTE syndicates programming to Chinese channels that have a combined reach of more than 900 million viewers.

■ **Hallmark Entertainment International** is rolling out Hallmark Entertainment Network in Latin America Nov. 1. The channel was available to 900,000 TV homes in Mexico and expects to be in Central America, Colombia and Venezuela before the year is out.

■ **Music and entertainment distributor BD TV** has signed deals with the UK's Channel 4 and pay-TV player BSkyB for the 90-minute music special *Michael Jackson—One Night Only*. BSkyB is scheduled to air the special Dec. 13, although Channel 4 has yet to announce its slot. Also buying the special are Germany's SAT 1, Scandinavia's TV1000, South Africa's M-Net, Canal+ France, Poland and Belgium, Icelandic National Television, Music Factory in Holland, Star TV Turkey, RTP Portugal and DRS Switzerland. —DJ

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Nov. 6-12, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>NFL Regular Season</i>	ESPN	Sun 8:00p	5,748	8.5	6.0
2. <i>Pro Football Postgame Show</i>	ESPN	Sun 10:56p	3,720	5.5	3.9
3. <i>NFL Prime Time</i>	ESPN	Sun 7:00p	2,671	4.0	2.8
4. <i>NASCAR Winston Cup</i>	ESPN	Sun 12:40p	2,632	3.9	2.7
5. <i>NFL Sportscenter</i>	ESPN	Sun 10:57p	2,482	3.7	2.6
6. <i>Movie: First Blood</i>	USA	Sat 8:00p	2,436	3.7	2.5
7. <i>Rugrats</i>	NICK	Mon 6:30p	2,244	3.5	2.3
8. <i>Rugrats</i>	NICK	Tue 6:30p	2,239	3.5	2.3
9. <i>Doug</i>	NICK	Thu 7:00p	2,230	3.4	2.3
10. <i>Secret World of Alex Mack</i>	NICK	Sat 8:00p	2,222	3.4	2.3
11. <i>NFL Gameday</i>	ESPN	Sun 11:44a	2,211	3.3	2.3
12. <i>Silk Stalkings</i>	USA	Sun 10:00p	2,203	3.3	2.3
13. <i>Rocko's Modern Life</i>	NICK	Sat 6:30p	2,199	3.4	2.3
14. <i>Doug</i>	NICK	Tue 7:00p	2,184	3.4	2.3
15. <i>CFA College Football</i>	ESPN	Sat 5:05p	2,170	3.2	2.3

Following are the top five pay cable programs for the week of Nov. 6-12, ranked by households tuning in. Source: Nielsen Media Research.

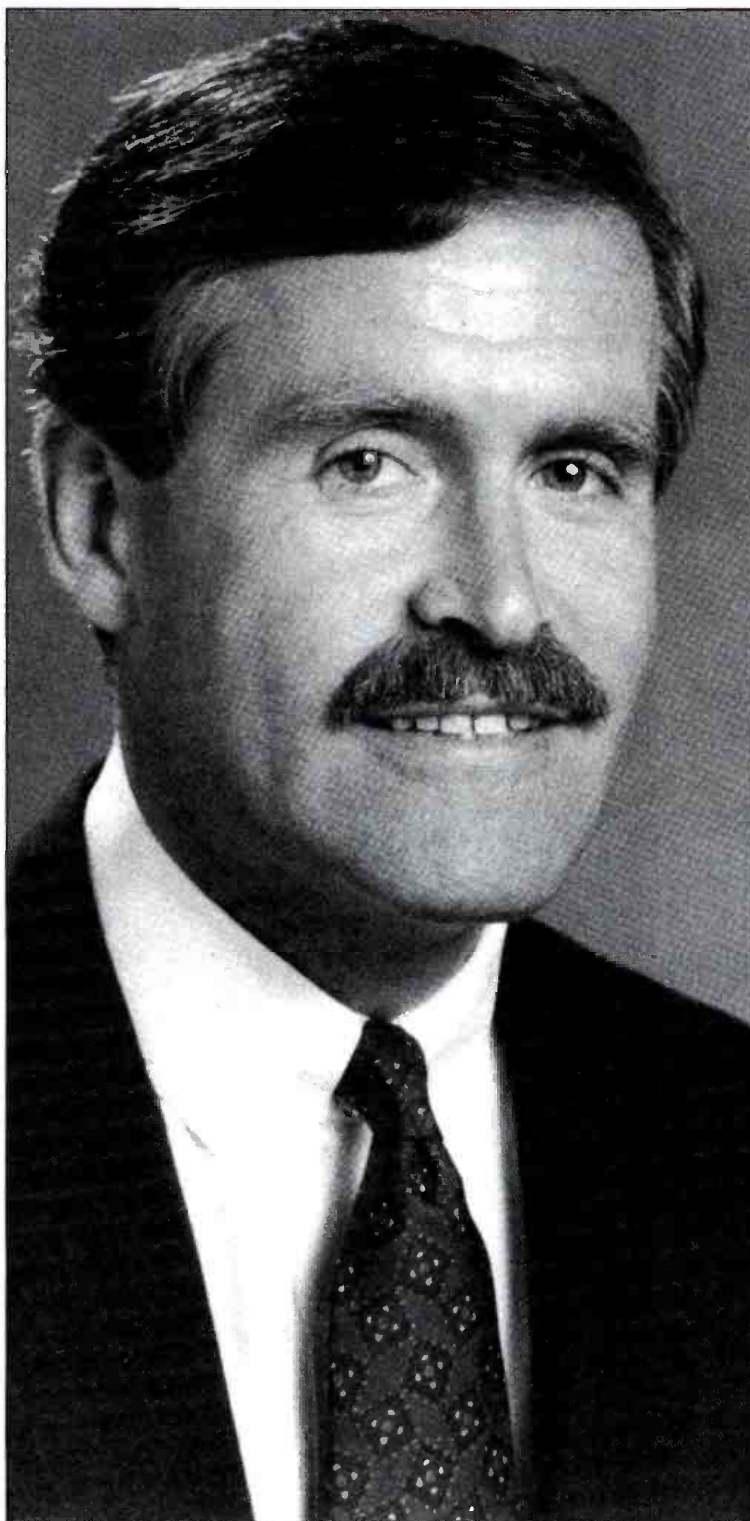
1. <i>Movie: 'Forrest Gump'</i>	HBO	Tue 8:00p	3,234	13.5	3.4
2. <i>Autopsy 2</i>	HBO	Tue 10:30p	2,366	9.9	2.5
3. <i>Movie: 'Forrest Gump'</i>	HBO	Sun 9:00a	2,347	9.8	2.4
4. <i>Movie: 'Forrest Gump'</i>	HBO	Sun 9:31p	2,330	9.7	2.4
5. <i>Movie: 'Demolition Man'</i>	HBO	Wed 8:00p	2,002	8.3	2.1

Chicago Cable Interconnect to link 57 headends via fiber / 42

WavePhore disputes data broadcasting test results / 44

November 20, 1995

Technology



“Broadcasting & Cable gives me a fast, accurate look at our business – covering all of the areas of interest to me, programming, technology, and governmental issues.”

Dennis J. FitzSimons
Executive Vice President
Tribune Broadcasting Co.

**Broadcasting
& Cable**

Chicago to launch digital ad insertion system

Servers and fiber network to connect 57 headends

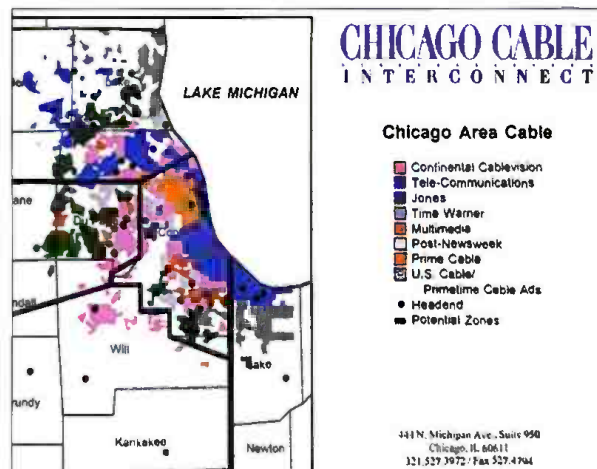
By Glen Dickson

Chicago-area cable operators, with the help of spot cable representative National Cable Communications and media representative Katz Media Group, plan to launch an all-digital cable ad insertion system that will link 57 headends over a fiber-optic network.

The Chicago Cable Interconnect hopes to have the system up and running by third quarter 1996, delivering same-day copy changes and geographic targeting to national and regional advertisers in the Chicago DMA (with 1.5 million cable households, the nation's third-largest DMA behind New York and Los Angeles).

"Every single headend in the DMA is going to be hooked up over the next 12 months by hard fiber," says Jones Inter-cable's Kevin Dowell, chairman of the Chicago Cable Interconnect Governing Board. "It will give the interconnect a real-time ad insertion solution."

The partnering cable companies in the interconnect are Continental Cablevision, Jones Intercable, Time Warner



Cable, Multimedia Cablevision, Post-Newsweek Cable, Prime Cable of Chicago, Prime Time Cable Ads, TCI and US Cable.

Although the idea has been discussed among Chicago MSOs for the past two years, the intervention of Katz Media Group has given the interconnect the necessary financing to proceed. Katz Media owns 50% of National Cable Communications (NCC) as its managing general partner. "Katz

brought financial clout," says NCC President Robert Williams.

Under a five-year leasing agreement with the Bank of Boston, Katz Media is putting up \$4 million to purchase file servers and fiber-optic network equipment. NCC will oversee the upgrade of existing fiber that the cable operators already own and construct a master headend for origination at its headquarters in downtown Chicago. In exchange, National Cable Communications will be the interconnect's exclusive sales agent for the five years. According to Williams, the interconnect will own all the equipment at the end of the deal.

The Chicago Cable Interconnect plans to follow in the successful steps of Adlink, the Los Angeles-based interconnect that serves 57 headends (BROADCASTING & CABLE, Nov. 6). Unlike Adlink, however, which relies on telco (Pacific Bell and GTE) T-1 lines to download ads to distributed servers for storage, the Chicago system will build on the existing fiber infrastructure of the cable operators to deliver spots in real-time from a central bank of servers.

"This advertising solution is a very different one," says Ken Little, NCC's Chicago general manager. "It's not only a data delivery system that delivers to file servers in distant headends, it is a real-time, extremely powerful fiber signal that could be more readily compared with the trunk backbone that most operators use to transmit their signals around in the normal course of business. Therefore, it will be a multivendor environment, consisting of a variety of switches and optical and amplification gear along this fiber path."

Little says that SeaChange Technology's Video Server 100 (BROADCASTING & CABLE, Nov. 13) probably will be chosen for the ad insertion system, while NCC has yet to select vendors for the hardware to finish linking the network. "We're talking with Antec, Texscan and Channelmatic as some of the front-runners to provide those components," he says. Although no purchase orders have been delivered (not even to SeaChange), Little expects to select and contract all vendors by Jan. 1.

The interconnect's move to digital

RGB integrates HDTV into virtual reality

RGB Spectrum's new Synchromaster 100HD color field sequential scan converter adds high-definition-TV compatibility to the Synchromaster 100, which has been used in virtual reality applications for about a year. The unit is designed for use with both helmet-mounted and boom-mounted virtual reality displays, and can convert RGB parallel signals from computer workstations or scene generators (including Silicon Graphics, Hewlett-Packard, Sun and IBM) as well as HDTV signals to the serial (field sequential color) signals

used by high-end virtual reality displays. The Synchromaster 100HD's bidirectional capability also allows it to convert field sequential color signals to HDTV signals for public display on HDTV screens.

—GD





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Cable Router allows operators to safely navigate through the perilous upstream noise problems inherent in HFC systems. It also provides superior bandwidth and spectrum management and delivers high throughput and efficiency for high speed data communications. The scalable architecture of the Cable Router suits present and future broadband network requirements. All these capabilities leverage the financial investment in existing HFC systems when deploying high speed data services.

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delivery will consist of three phases, says Little. The first will entail finishing the fiber work to connect all the headends. The second will be to install a master headend site at NCC's headquarters on Michigan Avenue, complete with encoding and storage facilities, followed by a 30-day test. Then there will be a final buildout of switching equipment during the next 90 days, with the system ready for beta testing by August.

"TCI has fiber right to the front door of the new master headend, so it will be brought up through the building," says Little. NCC will receive cue tones from the TCI trunk fiber, and that will be the start point to deliver the signal to the headends.

Little says that 99% of the fiber needed for the interconnect is fiber already owned by the MSOs and that it will take

only 30 more miles to complete the job. "Only," of course, is a relative word, as Little estimates that it would take \$30 million to duplicate the existing fiber networks from scratch: "It will be trunk-level fiber connection, with a SONET ring to most of the headends."

Two strands of the interconnect's fiber will be dedicated to ad insertion on 12 networks, including CNN, ESPN and TNT. The cable operators will use their own gear for local insertion; a switching device in the headends will shift from the national/regional feed to the local feed.

Because of the massive level of fiber, the server architecture itself will be fairly simple. There will be six servers at NCC's downtown location. One will distribute spots everywhere, with the remaining five targeting five different zones: the city of Chicago, the northern

suburbs, the northwest suburbs, the southwest suburbs and the far south suburbs, including northwest Indiana.

Continental Cablevision's Tom Broadwater, chairman of the Interconnect Operating Committee, says the MSOs expect to see a more than 20% increase in compounded growth for the Chicago cable ad market. Revenue totals for 1995 are around \$10 million, including both national/regional and local spots.

Digital ad insertion "places cable operators on a level playing field with traditional electronic media," says Broadwater. "We feel it enhances our ability to secure greater shares of the market of \$1.9 billion in media expenditures. I personally anticipate a flood of new dollars through this infrastructure, further eroding the broadcast media's stranglehold on this market." ■

Data-broadcasting dispute rages on

WavePhore questions latest ATTC test methodology

By Glen Dickson

The National Data Broadcasting Committee held yet another meeting last week to consider the technical merits of WavePhore's data-broadcasting system. And like previous episodes of this ongoing drama, the meeting ended with WavePhore disputing the NDBC's testing methodology and the NDBC postponing another decision on whether to invite the Phoenix-based company to proposed field tests along with fellow proponent Digideck of Menlo Park, Calif.

"WavePhore was unhappy," says NDBC co-chairman Werner Wedam of Sharp Laboratories. "They are claiming that the tests were done improperly by the ATTC."

The full NDBC committee will meet on Nov. 27 to—hopefully—decide whether WavePhore should hit the field or not. Field tests originally were to be conducted this year, but Wedam says that no formal plans are in place and the tests definitely won't happen until 1996.

The evaluation committee met to analyze the results of the latest round

of laboratory tests of WavePhore's system (the first round was in November 1994), conducted at the Advanced Television Test Center in Alexandria, Va. In September, the NDBC decided to give WavePhore another crack at the lab tests (BROADCASTING & CABLE, Sept. 4) after the company had made improvements in its forward error correction system and conducted unofficial tests at the Communications Research Centre in Canada.

Testing categories include objective tests of random noise susceptibility, impulse noise susceptibility, multipath interference, recordability and data recovery rate, along with a subjective test of the impact the data signal has on the video picture. As the NDBC committee pored over the data from the ATTC last Monday, WavePhore questioned the viability of two tests—impulse noise susceptibility and picture quality—while the NDBC had reservations about the random noise susceptibility test.

The impulse noise test (which correlates to both the error correction and the circuit used) was subsequently thrown out, says Maximum Service Television's Victor Tawil, chairman of the working test group and stand-in chairman for the evaluation committee (chairman Bernard Caron of the CRC



Open house

KDOC-TV co-owner Calvin Brack (l) and general manager Chuck Velona were showing off their new station in Irvine, Calif. Licensed to Anaheim, the station operates on ch. 56. The 28,000-square-foot facility contains enough room to accommodate gear for a second HDTV channel, says chief engineer Roger Knipp, and a new 100-foot microwave tower ties

the station to its transmission antenna 35 miles away on Sunset Ridge, near Mount Baldy. The station hopes to put its HDTV antenna farther west on Mount Wilson, where most of the market's antennas are located, Knipp says.

—HAI

was absent).

Tawil says that WavePhore has improved its system's susceptibility to random noise—a 4 dB gain. But because the ATTC's spectrum analyzer found that the injection level of WavePhore's data signal also had been raised 4 dB, it is hard to compare the magnitude of the improvement.

In this second round, WavePhore also passed the recordability and multipath interference tests and improved its adjacent channel performance. Tawil says that the company has put a drop in data rate—from an original 384 kilobits per second to 300—to good use, greatly improving the system's forward error correction.

"There's no question the system is better," he says. "The question now is whether it's good enough [to proceed to field tests]."

WavePhore claims that it hasn't raised its injection level, but it also uses an oscilloscope for the noise measurement instead of a spectrum analyzer. The NDBC will consider this issue next Monday, and Wedam says that the random noise data probably will be accepted. But he speculates that a raised injection level may have affected WavePhore's performance in the picture quality test, which the system again fared poorly in.

As WavePhore had requested, the NDBC changed the subjective test of video picture quality in an effort to be more fair, using more observers (eight instead of two), blind testing and a different grading scale. But the changes didn't seem to help WavePhore. "There was marked visibility of the data," says Wedam.

WavePhore claims that the ATTC test of this category also was flawed. "The ATTC was oversaturating the color level of their TV monitors," says WavePhore COO Glenn Williamson. He says that in field testing which WavePhore has privately conducted, the picture quality of video carrying the WavePhore data signal has never been affected. Williamson also points out that these picture quality results can't be compared to the previous ones, because of the different scale.

The results also can't be compared to Digideck's, which Digideck President Brit Conner finds ironic: "It falls right into WavePhore's gamesmanship to block and frustrate the committee from doing comparative decision-making." ■

CNN signs up for SBS 6

Network gets two Ku-band transponders for news

By Glen Dickson

Turner Broadcasting System has reached an agreement with Hughes Communications to secure long-term capacity on the SBS 6 satellite for its all-news cable service CNN.

Under the agreement, TBS has acquired the entire capacity of two SBS 6 Ku-band transponders to provide much-needed satellite newsgathering capacity to CNN, CNN Headline News, CNN International and CNN Financial News, the 12-hour business channel that will launch on Dec. 31.

With its fleet of Galaxy satellites, Hughes already provides distribution for the three current Turner news ser-

vices as well as its entertainment channels Turner Network Television, WTBS Atlanta, Turner Classic Movies and the Cartoon Network.

"While we are very pleased to expand our long-term relationship with Turner Broadcasting, we are especially gratified that Turner has chosen to rely on Hughes for so critical a requirement as newsgathering," says Carl Brown, senior vice president for Galaxy Satellite Services for Hughes.

TBS will assume control of its SBS 6 transponders on Jan. 1, 1996. Operating from an orbital position at 74 degrees west longitude, SBS 6 is an HS 393 spin-stabilized bird that carries 19 41-watt Ku-band transponders and is used primarily for newsgathering. ■

LCD on display

Sharp Corp. was displaying its newest LCD displays at the Comdex computer show in Las Vegas last week. To prepare for the large-, high-resolution-display age, Sharp has developed a 13.8-inch LCD display with XGA resolution (1,024 x 768 pixels). The unit, a "liquid crystal PC interface display," uses new low-voltage differential signaling technology co-developed by Sharp and National Semiconductor Corp. LVDS reduces electromagnetic interference and cuts the number of transmission lines required, allowing LCD panels to be operated several meters from the LCD controller.



Accom buys German virtual set firm

Virtual set proponent Accom Inc. of Menlo Park, Calif., has purchased Elset Electronic Set GmbH, terminating a joint venture with German company VAP. Accom previously had worldwide distribution rights to the Elset system, but only a 25% ownership interest.

Patrick Renvoise, Accom's director of virtual sets, says the profit from the company's initial public stock offering in late September enabled it to make the move. Accom also has hired the technical team that developed Elset from the German and Polish contractor Arconnex, he says.

Renvoise says that Accom recently completed an installation for a still-undisclosed Japanese broadcaster and that the Elset virtual set system will be on the air there by the end of November. The company also is in the midst of running an open demonstration of Elset for Australian broadcasters.

On the domestic front, Accom has spent the last three weeks demonstrating virtual sets for CBS programming in Los Angeles. "We designed two new soap sets for *The Young and the Restless* and *The Bold and the Beautiful*," Renvoise says, adding that the innovative design involved copying the real sets with a combination of real and virtual props. None of the sets has made it to the air, however.

"It was not planned to broadcast," says Renvoise. "We were simply trying to prove the concept of mixing a lot of real props with the virtual sets." —GD

Cutting Edge

By Glen Dickson

Advanced television will be the topic of discussion at the 1995 Public Television International Advanced Television Workshop, drawing ATV experts from around the world to Seattle on Dec. 7-9. The workshop, hosted by Seattle public station KCTS-TV and PBS, will focus on the financial, technical and policy issues surrounding ATV. Occurring less than two weeks after the Grand Alliance's planned Nov. 28 recommendation to the FCC of a technical standard for ATV, the event will draw speakers including Joe Flaherty, CBS senior vice president, technology; Junji Matsumaki, NHK general manager, engineering, and George Waters, director, European Broadcasting Union's technical department.

Leitch is working with Keystone Communications to supply television scrambling equipment to the National Basketball Association for its 1995-96 season. A large quantity of Leitch encryption equipment has been sold to Keystone, which is overseeing installation at various NBA team cities. The NBA purchase includes Leitch's ViewGuard scrambler and more than 150 decoders for use by network affiliates. ViewGuard's computer management system can enable and disable up to 50,000 decoders per minute.

LG Electronics has purchased a majority interest

in Zenith Electronics. In completing the \$351 million transaction, the Seoul, Korea-based consumer electronics giant purchased from Zenith 16.5 million newly issued shares of common stock at \$10 per share and completed its tender offer to purchase 18.619 million shares from Zenith stockholders, also at \$10 a share. LGE now holds 57.7% of Zenith's 63.4 million outstanding shares and has elected six directors to Zenith's 10-person board. H.J. Lee, LGE chairman/CEO, is now Zenith's chairman of the board, succeeding Jerry K. Pearlman. Albin F. Moschner will continue as Zenith president/CEO. Zenith intends to use much of the \$165 million of LGE's invested capital to support its color picture tube capacity and technology initiatives and its growing network systems cable products business.

EGAD! (Electronic Graphics and Design) of Dallas designed and produced all the graphics and animation for the pilot show



of Texas Entertainment News. EGAD!'s parent company, Blue Cactus Post, was responsible for all post-production and audio sweetening for the

30-minute weekly show. The graphics package includes an open with 3-D and digital compositing, bumps, interior pieces and transitions. Texas Entertainment News launches in January 1996.



The Omni-Link UHF/VHF/FM antenna attaches to DBS dishes.

Kaul-Tronics Inc. has introduced the Omni-Link interface bracket to the DBS marketplace. The Omni-Link, which has a patent pending, allows installation of a UHF/VHF/FM omnidirectional antenna directly to the base of all brands of DBS antennas. The Omni-Link attaches to either side of the DBS antenna mount, enabling installation of the omnidirectional antenna anywhere the DBS antenna can be installed.

Telenor, the Norwegian PTT, has selected the Digital Equipment Corp. Mediaplex server for the first trial of interactive television in Norway, to begin in January 1996.

Under a \$1.5 million initial contract, the company chose Digital, Italtel, Apple and Amati to provide equipment and services for the trial, which

will test video on demand and distance learning at 35 sites in Oslo. Digital's Mediaplex will deliver 35 simultaneous video streams during the first stage of the trial. Set-top boxes will be provided by Apple; Italtel and Amati will supply ADSL transmission technologies to enable the communication of video signals over the copper pair telephone network.

Toshiba has developed a prototype digital video disk (DVD) read-only memory drive, the next-generation optical disk drive for computers, and will launch the equipment in late 1996. The new drive is based on the standard proposed by Toshiba and six other

electronics makers for DVDs, the new storage medium for text, sound and images. Taizo Nishimura, Toshiba's executive vice president, says the new drive, which is nine times faster than conventional CD-ROM drives, is expected to replace conventional CD-ROM drives.

Dynatech Video Group is packaging a number of its products with the Tektronix Profile disk storage device, following the signing of an agreement that makes Dynatech a worldwide added-value reseller of the Profile. The deal specifies that the Profile will be bundled as part of integrated solutions from Dynatech, including Dynatech equipment such as the EditStar newsroom editing system, the UTAH-300 analog/digital router and Dynatech's own custom software control and automation products developed especially for broadcast applications of disk storage devices.

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Sprint unveils U.S. PCS service

Joint venture launches in Washington/Baltimore

By Harry A. Jenell

The plans of three large cable operators to provide wireless telephony service to the nation in partnership with Sprint began to unfold last week.

Backed by a multimedia ad campaign, Sprint Spectrum introduced cellular-like personal communications service to 5 million people in the Baltimore and Washington metropolitan areas. It is the U.S.'s first taste of PCS, a service commonplace in Europe.

Washington-based Sprint Spectrum is half-owned by Sprint Telecommunications Ventures (STV), a joint venture of Sprint (40%), TeleCommunications Inc. (30%) and Comcast and Cox (15% each). The controlling half of the company is owned by American Personal Communications, headed by its chairman and founder, Wayne Schelle.

At an FCC auction earlier this year, STV bought more than \$2 billion worth of spectrum across the country, enough to provide service to more than 180 million people.

At a Washington press conference called to kick off the marketing of the service, Allan Kurtze, STV's chief technology officer, said the company will begin rolling out service in additional markets starting late next year. STV now is working in about 25 markets, figuring out the best places for transmission sites and trying

to secure them. A roll-out schedule probably will be announced next spring, he says.

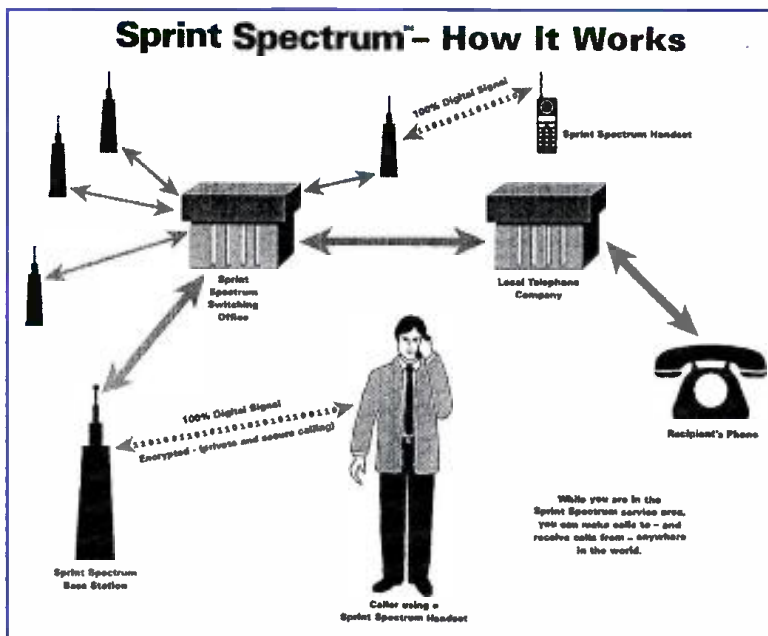
TCI and the other cable operators involved in the venture expect to offer wireless PCS service as part of the full-service communications package, including long-distance, conventional wired telephone service and cable TV.

The venture intends to use the Sprint brand, but not necessarily the Sprint Spectrum brand, according to Kurtze. The decision on what to call the service in other markets hasn't been made, he says.

Until STV begins service in other markets, Sprint Spectrum customers will be restricted to the Baltimore/Washington market. Although technologically similar, the service is incompatible with cellular networks.

Selling against the incumbent cellular operators, Sprint Spectrum officials say their service is better and 10%-40% cheaper. "This is a high-quality alternative to cellular," says Scott Schelle, CEO of APC. "It's virtually static-free."

Schelle also claims that the digital service is more secure,



An Ericsson PCS phone

stores (as well as three Sprint Spectrum stores) without having to sign a service contract. Once they have the telephone, they simply make a phone call to activate the service.

At launch, Sprint Spectrum is offering three phones from three different companies. The Motorola and Nokia models sell for \$199. The Ericsson unit costs \$149, but is available for \$99 through the end of the year with a \$50 manufacturers' rebate.

Service is offered in packages starting at \$15 per month for 15 minutes of "anytime airtime." For \$40 a month, the subscriber gets 60 minutes of peak time and 60 minutes of off-peak and pays 29 cents for each additional peak minute (10 cents for off-peak). **T.M.**

protecting customers from electronic eavesdropping.

The palm-size telephones double as paging receivers and answering machines, Schelle says.

The service also will be marketed differently. Consumer will be able to buy the telephones in a shrink-wrapped box at a variety of consumer electronics and department

International Web

The International Council of the National Academy of Television Arts and Sciences launched an Internet World Wide Web site on Nov. 16. It features news and information about the council's Nov. 20 Worldwide Television Summit conference and International Emmy Gala Awards Show, 1995 award nominees, past winners, rules and deadlines as well as details about the council's other activities and programs. The site's address is <http://www.intllemmys.org/intllemmys>.

ViewCall brings Internet to TV

At the Comdex fall '95 computer show in Las Vegas last week, ViewCall Europe PLC announced the release of its set-top box with a built-in browser that offers consumers direct access to the Internet using a regular television set. The units cost \$250 and need only be plugged into a standard television with a second line tied to a telephone jack. ViewCall will debut its product in January 1996 and plans international distribution.

ACTV losses outpace earnings

ACTV Inc., a company that provides personalized interactive television services, says its revenue for the third quarter was \$322,036, compared with \$304,261 for the same period a year ago. However, ACTV announced a net loss of \$2,308,521, or 23 cents per share, compared with a net loss of \$1,071,449 (13 cents per share) for last year's third quarter.

Tyrer to Tele-TV

Tele-TV has named Tom Tyrer vice president, communications, Tele-TV Media. Tyrer, former Los Angeles bureau chief for *Electronic Media*, is responsible for publicity, media relations and communications for the media and technology company created by Bell Atlantic, Nynex and Pacific Telesis.

Cable TV/Telcos

AT&T, Continental plan cable, long-distance trial

Chicago test will offer discounts with greater use

By Mark Berniker

A cable operator is aligning with the premier long-distance telephone carrier to bundle services and offer customers incentives to use both.

Continental Cablevision has chosen to work with AT&T on a trial in the Chicago suburbs that will attempt to gauge consumer demand for an integrated package of cable TV and long-distance phone services.

The partners will offer the trial to 30,000 consumers in the city's western and northwestern suburbs. Cable and long-distance subscribers will be offered discounts if they choose to sign up for both services.

As an additional incentive, AT&T and Conti-



ental Cablevision will give customers special offers on premium cable services if they buy both cable and long-distance.

Current cable subscribers will receive reduced rates for both domestic and international long-distance service from AT&T.

The trial will be conducted in the 708 area code outside Chicago, and as

part of the deal, AT&T customers that spend at least \$7 per month on long-distance calls will be eligible for free installation of basic cable service from Continental Cablevision. Also, those new cable subscribers will receive a free month of HBO and Cinemax and will pay half price for the pay services for the next year. **TMA**

Interactive

Novell, Stellar One team for set-top deal

By Mark Berniker

Novell is the latest entrant in the increasingly crowded field of computer companies manufacturing interactive set-top boxes.

At the Comdex fall '95 computer show in Las Vegas, Novell said its networking software will be used in set-tops developed and designed by Stellar One Corp.

In addition to its pact with

Stellar One, Novell's Nested Netware product will be embedded in set-top software systems being developed by Microware Systems and Integrated Systems International.

The Novell software will allow Stellar One's model 1000 set-top box to communicate with central computers and to handle both content transmission and transactions

for interactive television.

At Comdex, Robert Frankenberg, Novell chairman/CEO, demonstrated interactive playback and control of stored video off a network, live video transmission from a camera in the home with a remote camera control and remote operation of home systems including turning lights on and off, VCR recording and intelligent home security systems.

The Stellar 1000 line of Novell Nested Netware-enabled TV set-top boxes will be available by the end of next year, but no prices were announced. **TMA**



CBS, 'Times' release Vietnam CD-ROM

In conjunction with Veterans Day, CBS News and the *New York Times* have released a CD-ROM that chronicles the Vietnam War. "The War in Vietnam: A Multimedia Chronicle" is narrated by CBS News anchor Dan Rather and *New York Times* Washington Bureau Chief R.W. Apple. The interactive CD-ROM disc contains more than 500 photographs, more than 40 minutes of video footage from the CBS News Archives and more than 1,000 reports from the pages of the *Times*. It also provides links to America Online and the Internet and was produced with Macmillan Digital USA, the electronic reference publishing division of Viacom's Simon & Schuster. It will be shipped during the last week of November. —MB

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RADIO

HELP WANTED MANAGEMENT

Make Major-Market News! The nation's premier radio broadcaster seeks a seasoned professional with top-notch skills to direct and produce local portions of All Things Considered, the top-rated news magazine at Minnesota Public Radio. We aim to be the #1 choice for serious news and information in the nation's #15 market. By producing a dynamic and engaging afternoon show, you will be a key player in this team effort. The successful candidate will have a passion for quality journalism, dedication to imaginative, compelling radio, commitment to accuracy and a will to succeed. Only creative, energetic broadcast journalists need apply. Ideal candidate will have 5+ years broadcast news experience; 3+ years producing/directing news programming; strong writing skills; ability to create clear, effective copy; demonstrated skills in project and resource management, editorial direction and programming; familiarity with public radio news; some on-air and reporting background; digital production expertise desirable. Send cover letter, resume and tape to: Human Resources (257N), Minnesota Communications Group, 445 Minnesota Street, Suite 500, St. Paul, MN 55101. AA/EEO Employer.

Searching for the best! Equity potential. Broadcast Sales Manager opening for highly rated 100K FM in Southern Midwest. \$50-60K+ potential. Highly desirable location. Call R.R. for client info. 202-364-4222 or after 5PM call 301-946-8466. Confidentiality protected. EOE.

GM/GSM for progressive midwest small market station. Seeking an experienced person who will carry list, train and motivate our sales staff. Must have proven track record, be energetic, community minded, and able to create unique promotions. Station is profitable and located in a growing market. If you perform well, you'll be compensated well! Confidentiality assured. Reply to Box 00616 EOE.

Vice President-Operations. America's latest growing and most exciting news and information network is looking for a seasoned Executive Manager with strong technical experience in radio, TV and video engineering. Computer programming and management services is a plus. Successful management track record with strong people skills a must. Please fax resume and salary history to: Chuck Bortnick, Executive Vice President, Metro Networks, 713-840-7039. Equal Opportunity Employer.

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.

HELP WANTED SALES

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.

WCRB 102.5 FM Classical Radio Boston has an immediate opening on our successful Sales/Marketing team. The applicant should have excellent written and verbal presentation skills, be both financially and success motivated, have a "can do" attitude and a minimum of three years advertising sales/marketing experience. Send your resume to: Chris Jones/WCRB/750 South Street/Waltham, MA 02154. No phone calls. WCRB is an Equal Opportunity/Affirmative Action Employer.

HELP WANTED TECHNICAL

Chief Engineer. WALK FM/AM. Long Island's premiere AM/FM combo looking for experienced, hands-on, people-friendly Chief. Knowledge of computers (Novell Network proficiency) and digital teleco circuits required. FCC first class license or SBE certification. Resumes to General Manager, WALK AM/FM, Chancellor Broadcasting Company, P.O. Box 230, Long Island, New York 11771. EOE. M/F.

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.

SITUATIONS WANTED MANAGEMENT

If you need a GM please call 316-343-9896. Over 30 year career includes 20 years sales, two GM. Every sales list taken or station managed was improved. Small market experience 10-30,000 communities. Prefer family station. Midwest. Mostly AM background.

General Manager: Excel in station turnarounds. Looking for new challenge in Top 150 market preferably Southeast. Strong on sales, programming, station visibility. Dynamic people person. Catalyst for enthusiasm. Call Jack at (318)439-3653.

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.

SCA LEASE

Subcarrier available. WNYE-FM, New York, 91.5 MHz, 20 KW. Data/paging services only. Contact: Frank Sobrino (718) 250-5829.

TELEVISION

HELP WANTED MANAGEMENT

NATIONAL SALES MANAGER *Atlanta*

CNI (Cable Networks, Inc.), a national spot cable ad sales company, is seeking a National Sales Manager for its Atlanta, GA office. 5-10 years of sales/management experience in radio, television or cable is essential. We offer a competitive compensation and benefits package. For confidential consideration, please send/fax your resume with earnings, requirements to: **Director of Sales, Eastern Region, CNI, 530 5th Avenue, 6th Floor, New York, NY 10036; (212) 382-5050.** We are an Equal Opportunity Employer. No phone calls, please.

CABLE NETWORKS, INC.

National Sales Manager: WESH-TV, a Pulitzer Broadcasting Company station, and NBC affiliate in Orlando, Florida is seeking a National Sales Manager. Applicant must have a minimum of 5 years in broadcast sales. Previous management and/or national representative experience is preferred. Individual must be proficient in analyzing ratings research and must possess strong communicative skills. College degree preferred. Send resume to Lew Freifeld, Vice President/General Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. An Equal Opportunity Employer.

National Sales Manager KTBC-TV. National Sales Manager needed at KTBC, a New World Station with a strong national base in New World Sales and Marketing. Seeking a person with at least five years television sales experience. Management experience preferred; rep experience helpful. Austin, Texas offers great opportunity as one of the nation's top 10 growth markets for both television revenues and quality of life. Send resume to: Sales Department Human Resources, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Ref: NSM. No phone calls, please. EEO Employer.

Vice President-Operations. America's fastest growing and most exciting news and information network is looking for a seasoned Executive Manager with strong technical experience in radio, TV and video engineering. Computer programming and management services is a plus. Successful management track record with strong people skills a must. Please fax resume and salary history to: Chuck Bortnick, Executive Vice President, Metro Networks, 713-840-7039. Equal Opportunity Employer.

General Sales Manager. KMPH FOX 26, one of America's leading FOX affiliates in Fresno, California is seeking a dynamic sales leader as General Sales Manager. Successful candidate should have local and national experience, and a proven track record in new business development. Must have strong interpersonal and organizational skills. Send resume to: John Carpenter, Vice-President/General Manager, KMPH FOX 26, 5111 East McKinley Avenue, Fresno, CA 93727. No phone calls please. An EOE -M/F/D. Women and minorities are encouraged to apply.

Business Manager: Group owned TV station located in Pocatello, Idaho, has "hands-on" position for an assertive manager with a strong accounting background. Knowledge of FCC and EEO personnel regulations helpful; TV, general ledger and computer experience (Excel/Word) needed. Applicant must be able to audit accounts and make decisions. Position offers excellent benefit package and relocation expenses. Please send resume or fax with salary requirements to Joan Zucker, CFO, Sunbelt Broadcasting, 1500 Foremaster Lane, Las Vegas, Nevada 89101. Facsimile (702) 657-3423. EOE.

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

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.

General Manager: North Central Area. NBC. Requires track record for sales, news and administration. Exciting station, growing market. Reply to Box 00584 EOE.

HELP WANTED SALES

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) 569-1511. EOE

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.

Sales Representative. WXXA TV FOX-23, Clear Channel Television's newest FOX affiliate in Albany, NY is looking for an aggressive Broadcast Sales Representative. Candidates should have minimum 1 to 2 years television sales experience. Knowledge of TVSCAN, ratings books, regional agencies as well as a history for building new direct business. To join the FOX-23 team, send resume to Sales Personnel, WXXA TV FOX-23, 815 Central Avenue, Albany, NY 12206. EOE.

Traffic Manager: WVNY-TV in Burlington, Vermont seeks a detail oriented individual with Columbine experience. Send resumes to Charles Cusimano: WVNY-TV, 100 Market Square, Burlington, VT 05401. EOE.

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.

Dallas Sales Assistant: Assist local sales staff and sales manager. Minimum one year previous experience as national or local sales assistant in the field of radio or television broadcast preferred. Computer knowledge and typing experience required. Must know Word for Windows and Word Perfect. Organizational skills important. Knowledge of Nielsen ratings a plus. Send resume to: Local Sales Manager, 2777 Stemmons Freeway, Suite 1189, Dallas, TX 75207. We are an Equal Opportunity Employer. No phone calls please.

HELP WANTED TECHNICAL

Chief Engineer: RF Systems experience required. Maintain two VHF transmitters, 3/4 inch tape machines and other studio equipment. Send resume and references to Dan Robbins, VP/GM, KNAZ-TV, 2201 North Vickey Street, Flagstaff, Arizona 86004 or fax to 520-526-8110. EOE.

Chief Engineer: KBSI-TV has an immediate opening for a "hands on" Chief Engineer. The successful candidate should be proficient in UHF transmitter operation and maintenance along with a strong studio equipment maintenance background. Must be self motivated and possess strong communication skills. Send resumes to: Joe Mazza, VP/GM, KBSI-TV, 806 Enterprise Street, Cape Girardeau, MO 63703. (314) 334-1223. Or fax to (314) 334-1208. EEO. M/F.

Assistant Chief Engineer: Charlotte, NC. Post Production/Broadcast Facility has immediate opening for an Assistant Chief Engineer. Candidate should have a degree in electronics and minimum of five years experience as a broadcast or post facility maintenance engineer. Contact David Whaley, Chief Engineer, Creative Post and Transfer, 377 Carowinds Boulevard, Suite 101, Fort Mill, SC 29715. Fax (803) 548-3153.

Maintenance Engineer. KUHT Television, an auxiliary enterprise of the University of Houston, is seeking an experienced Studio Maintenance Engineer. Successful applicants will be able to install, calibrate, operate and repair analog and digital audio, video, and radio frequency equipment. A BSEE or BSEET is required (Equivalent professional experience and education may substitute) as well as a General Class FCC Radio Telephone Certificate and knowledge of current FCC rules and regulations applicable to a network television broadcasting environment. Also required: SBE certification or equivalent professional recognition of technical accomplishment and three years demonstrated maintenance success to the component level, in a professional broadcast or production environment. This is a full time position with a good benefits package which is currently open. Interested candidates should send a letter of application, including resume and three professional references to: Ms. Flor Garcia, KUHT-TV, 4513 Cullen Boulevard, Houston, Texas 77004, postmarked by December 1, 1995. Minorities and women are encouraged to apply. The University of Houston is an Equal Opportunity Employer.

Television Maintenance Engineer. Is the thought of another cold, miserable winter too much to bear? Well it's not too late to move to the sunny south where winter is wonderful and the beach is just moments away! WTOG-TV has an opportunity for an above average Television Maintenance Engineer. You must have at least 3 years of hands-on television station maintenance experience. Preference will be given to those candidates with VHF television transmitter experience and SBE certification. Appropriate FCC license is required. We are a dominant number 1, fast paced, community involved station and we are looking for a team player who can handle all phases of engineering needs with little supervision. If you think you are this rare combination, we want to hear from you. Contact: David Brant, Chief Engineer, WTOG-TV, PO Box 8086, Savannah, GA 31412. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply. No phone calls.

Top-rated Honolulu TV station seeking a hands-on Chief Engineer who is prepared to help us through an affiliation switch and major operational changes. Experience in planning, budgeting and administration a must. Send resume to P.O. Box 22609, Honolulu, HI 96823. An Equal Opportunity Employer.

Transmitter Maintenance Engineer: KDVR/FOX 31, Denver, needs qualified person to maintain two UHF stations including Townsend TA-110 and PYE 1790 full-power UHF transmitters and LPTVs, all related equipment including terminal gear and microwave. Requires 3-5 years experience with microwave and high-power UHF transmitters; studio equipment experience a plus. Valid driver's license and FCC General Class license required. Send resume to Dept. XE, KDVR/FOX 31, 501 Wazee, Denver, CO 80204. Fax 303-595-8312. No phone calls, please. EOE.

WDIV TV, the number 1 television station in Detroit, has an opening for a Senior Television Maintenance Engineer. Prefer applicants having a minimal of six years experience in the maintenance of advanced television equipment including computer editing; digital effects generators; computer graphics, digital VTRs, robotic cameras, disk based editing, disk based video servers; and computer systems. Mail or fax resume to Chief Engineer Marcus Williams (no phone calls please), WDIV-TV, 550 West Lafayette, Detroit, MI 48231; Fax 313-222-0471. Equal Opportunity Employer.

Quantel. Chicago Based Customer Support Engineer. Quantel has an opening for a Customer Support Engineer based out of our Chicago office. Applicants must have experience in post production and the broadcast environment. Please send resume to Vice President Product Support, 85 Old Kings Highway North, Darien, CT 06820.

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.

Chief Engineer Wanted. Requires extensive hands-on maintenance experience, people management and inter-departmental communications skills at a commercial television station. Long range technical planning and budgeting, knowledge of equipment and current trends in technical developments in the industry required. Positive personnel relations and efficient utilization of manpower a must. M/F, ADA, EOE Employer. Send resume to: Dan Steele, Operations and Program Manager, P.O. Box 1197, Paducah, KY 42002-1197. No phone calls, please.

HELP WANTED NEWS

Expansion Means Opportunity! The Gulf Coast's leading news team is switching from NBC to FOX. We're looking for a Photographer who also knows live vans; a Nightside Reporter who can tell a story on tape and live, and a Reporter/Photographer combo for our Pensacola bureau. Tapes and/or resumes to Chuck Bark, News Director, WALA-TV, P.O. Box 1548, Mobile, Alabama 36633. EOE. M/F.

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.

EXECUTIVE PRODUCER

KGO-TV is seeking an Executive Producer who will be responsible for supervising the production and editorial content of the morning and midday newscasts. Will write daily topicals and be responsible for coordinating overall promotional goals and objectives with the Promotion department. Applicants must have at least 5 years major market television news production experience. Position requires excellent writing skills, production skills and managerial skills. Applicants deadline is December 8, 1995. Please send resume, cover letter and videotape to:

KGO-TV/Personnel
900 Front Street
San Francisco, CA 94111
EOE

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.

Producer, T.V. News (Manh): Plan and coordinate TV news program. Outline program to be produced, composed/edit program and coordinate timing, audio and camera work, etc. Instruct staff to develop and coordinate details to obtain desired production; review work to ensure goals attained; observe taped recordings to verify conformity to broadcast standards and coordinate production details to produce live programs from different locations. Bachelors degree in Business, Commerce, Economics, Broadcasting, Journalism or TV Production and 3 years experience in job offered or 3 years related experience as Journalist-Newsreader. Must be fluent in Italian and English. \$43,000 per year, 40 hours/week. Send resume or letter in duplicate: RLW#1113, One Main Street, Room 501, Brooklyn, NY 11201.

Producer. KMSP-TV, UPN in Minneapolis-St. Paul, needs an Executive Producer for our new 10pm newscast going on the air in mid-96. Will help create this new program, oversee rehearsals and guide it onto the air. Strong writing, organizational skills and news judgement are the obvious requirements, plus a creative vision which will allow you to design a newscast unlike any other. Position available 2/1/96. We also have an immediate opening for a Weekend Producer. Previous broadcast news producing experience required, along with strong writing skills and news judgement. For either position, send tape, cover letter and resume to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls. EOE.

Producer. WSAW TV has an immediate opening for an Evening News Producer. Excellent writing and video editing skills are required, along with the ability to work under deadline pressure. Send resumes and tapes to: Glen Moberg, WSAW TV, P.O. Box 8088, Wausau, WI 54402. No phone calls please. EEO.

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.

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.

WRAL-TV seeks person to research, write and produce television documentaries. We need an award-winner with a proven track record producing long-form projects. Beginners need not apply. The successful candidate will demonstrate excellent writing skills, an ability to realistically manage time and meet deadlines, and the ability to turn great ideas into even greater television. Must have college degree and five years television experience. Resumes and non-returnable VHS or 3/4" tapes to John Harris, News Director, PO Box 12800, Raleigh, NC 27605. No phone calls please. EOE. M/F.

Producer/Director. Midwest medium market news leader seeks a take charge director for newscasts and other projects. Two years experience directing newscasts required. Experience with Chyron Max/Infinit and Liberty Paint systems a plus. Send resume to Personnel Administrator-40, WTOL-TV, 730 North Summit, Toledo, OH 43604. No phone calls, please. WTOL-TV is an Equal Opportunity Employer.

Reporter. Booming tropical paradise needs Reporter. We're looking for enterprising pros to cover hard news and politics on Guam. Very aggressive news department has won five ACE awards, George Polk award, Silver Gavel award. This job promises an adventure you'll never forget. Minimum two years experience required. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

Reporter. Booming tropical paradise needs Reporter. We're looking for enterprising pros to cover hard news and politics on Saipan. Very aggressive news department has won five ACE awards, George Polk award, Silver Gavel award. This job promises an adventure you'll never forget. Minimum two years experience required. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

WCMH, New NBC O & O, has the following openings: Producer. Qualified candidates should have an excellent grasp of producing with one to two years minimum experience producing newscasts at a commercial television station. Assignment Editor and PT Weekend Assignment Editor. Coordinate logistics of daily news coverage, including reporters, photographers, vehicles, monitor police and fire scanners. Send resumes and non-returnable tapes (for Producer) to Carolyn Kane, WCMH, P.O. Box 4, Columbus, Ohio 43216. EOE.

Television News Anchor/Writer/Producer. The job is in New York, but you will write and anchor television newscasts that will be seen throughout Europe. You must have the ability to write excellent broadcast copy. Conversational writing style is a must. You will write both business news and general news. A background in business news is a plus, but is not a requirement. Knowledge of Europe is a plus. Anchors with British or European accents will be considered. You must be comfortable with a highly computerized environment and continuous deadlines. We are an exciting 24 hour operation, more like an all-news radio station than a typical television newsroom that has only one or two daily shows. Applicants with radio backgrounds will also be considered. Excellent salary and benefits. Send tape and resume to Box 00613 EOE.

Top Ten CBS affiliate has openings for General Assignment and Investigative Reporters, Meteorologist, Operations Manager, Producers, and Associate Producers. Send tape and resume to: Jim Holland, Group News Director, KTVT, P.O. Box 2495, Fort Worth, TX 76113. We are an Equal Opportunity Employer. No phone calls please.

Anchor - ABC affiliate seeks strong experienced co-anchor to team with our female anchor. This is for our 6 and 11 pm newscasts. Must be a team player and newsroom leader. Send tapes to WCTI-TV, P.O. Box 12325, New Bern, NC 28561. EOE.

Anchor. FOX 45 News At Ten in Baltimore is looking for a Main Anchor. Candidates should have 3-5 years anchoring and reporting experience. Send your best reporting work, an aircheck of your last newscast, resume and news philosophy to: Joe DeFeo, News Director, WBFF-TV FOX 45, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Bureau Chief. Seasoned TV needs Reporter/Manager for Saipan, US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical island 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.

FOX 22 Raleigh-Durham's award winning Ten O'Clock news is looking for an experienced News Photographer/Editor. If you have two years TV news photographer/editing background and a college degree, we'd like to see your tape and resume! Send to Kevin Kelly, News Director, WLFL-TV FOX 22, 3012 Highwoods Boulevard, Raleigh, NC 27604.

Florida's number one station in Florida's largest market, WFLA-TV is looking for an innovative, aggressive producer to take the reins of a major newscast. We have all the toys and we're looking for someone who wants to play. If you don't like to paint-by-number, can write compelling copy and would like to live in one of the most beautiful areas in the Southeast, let's talk. Katherine Green, Executive Producer (813-225-2775). M/F. EOE. Pre-employment drug test.

Investigative Producer: Top 20-market station in sunny South needs an accomplished, experienced producer for its established investigative unit. Successful candidate will be able to juggle both long-term and quick-turn investigations and be a real self-starter. Excellent writing and production skills are also required. Send a tape that shows a variety of your best investigative work along with your resume, references and salary requirements to Box 00617 EOE.

News Photographer: KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota. M-I 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.

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.

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.

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.

General Assignment Reporter. WDTN's News Dept. has an opening for a General Assignment News Reporter. Applicant should be a motivated, energetic journalist who can communicate with our viewers. Prerequisites include excellent communication skills, writing and organizational skills, thorough knowledge of reporting techniques and strong interest in current events. Applicant should be willing to work weekends and evenings. Two years experience reporting and broadcast communications or journalism degree preferred. Computer experience preferred. Send resume and non-returnable tape to: Personnel Adm., WDTN TV2, P.O. Box 741, Dayton, OH 45401. M/V/D/V. EOE.

News Anchor. We're still looking! KMSP-TV, UPN in Minneapolis-St. Paul, needs an Anchor for our new 10PM newscast going on the air in mid-1996. Must be an exceptional writer, comfortable with ad-libs, not tied to the promoter, with lots of energy and attitude. Position available 4/1/96. Tape, cover letter and resume to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls. EOE.

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

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 34 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.

KAAL-TV, recognized as Minnesota's best newscast outside of the Twin Cities is launching a new one hour morning newscast. There are openings for an Anchor/Producer, Weather/Anchor and Producer. Send resume, salary requirements and non-returnable tape to: Dean Adams, News Director, KAAL-TV, 1701 10th Place NE, Austin, MN 55912. EOE.

Morning Weathercaster/Reporter: Want to be on the hottest weather show in town? We're looking for a degreed, experienced weather pro who eats, sleeps, and dreams about storms and hurricanes on the beautiful Gulf Coast. State of the art Kavouras graphics and Nexrad to the max. Tapes and resumes to Fred Jordan, General Manager, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704.

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

HELP WANTED MARKETING

National Marketing Coordinator. Public TV station in the #1 market seeks innovative, aggressive person to market WLIW21 programs within and outside PBS, and manage home video sales Op. 3+ yrs. exp. Salary open. Resumes to Lisa Rosas, WLIW Channel 21, P.O. Box 21, Plainview, Long Island, New York 11803 by 11/25/95. EOE/AA.

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.

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 PROMOTION

Northern New England Market Leader seeks a Director of Public Affairs to oversee advertising, marketing, promotion and community relations for #1 affiliate in its market. We require a creative, self-motivated person with at least three to five years of promotion management experience who is able to develop and execute effective marketing/promotion and community relations programs. That person will have access to state-of-the-art equipment and the support of creative and professional colleagues. An Equal Opportunity Employer. Send letter, resume and tape or portfolio to: Peter Martin, WCAX-TV, P.O. Box 608, Burlington, VT 05402. Please, no phone calls.

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.

HELP WANTED ADMINISTRATION

Commercial Operations Manager needed for growing group owned FOX affiliate in Southeast. Strong communicative, administrative, managerial and organizational skills required. Columbia experience preferred. Minimum 3 years experience as a traffic manager or strong assistant. Send resume to Box 00610 EOE.

HELP WANTED RESEARCH

Researcher/Assistant to Louis Rukeyser. Maryland Public Television is seeking a qualified individual to assist the host of the Wall Street Week with Louis Rukeyser program. Will work under the direction of, and handle duties assigned by, Mr. Rukeyser; and assist in the production and research for this nationally televised PBS program. Bachelors degree required. Experience in television and/or journalism preferred. Working knowledge of WordPerfect essential. Salary \$25,000-\$27,500 annually. Send resume by December 8, 1995 to: Maryland Public Television, Human Resources Department, 11767 Owings Mills Boulevard, Owings Mills, MD 21117. No phone calls please.

HELP WANTED PRODUCTION

EFP Producer. Work with advertisers to conceive and create TV ads for airing on local independent TV station. Experience with Field production techniques required. Experience with videotape editing required. Knowledge of graphics and post-production required. Must be a self-starter who can work under tight deadlines. Send non-returnable tape and resume to Dave Whitener, Production Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls!

WRITER/ PRODUCER

Needed for immediate opening at Liberty

Sports in Houston. Promote everything from auto racing to volleyball, including the NBA, NHL, and Major League Baseball for multiple sports networks. Must have 3 or more years promotion experience, solid writing and production skills, and be able to keep up the pace in high-volume creative department. Experience with on-site and studio shoots, and post-house work a plus.

Send resume and demo reel ASAP to:

ATTN: W/P
HUMAN RESOURCES
LIBERTY SPORTS COMMUNICATIONS
5251 GULFTON STREET
HOUSTON, TX 77081
EOE

Director/Commercial Editor. NBC affiliate seeks high energy, creative, take-charge Director who loves all aspects of TV production, including switching and directing live news and special programming, computer editing with commercial clients, and training/supervising a crew. We offer top-notch equipment, competitive salary and benefits, and a creative challenge. Send resume and tape to Station Relations, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. EOE.

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.



AlphaStar is introducing the first world standard DBS television service to the American marketplace. Building on the strengths of the United States satellite television industry we are opening a full service Uplink Center in Oxford Connecticut, and are looking for dedicated, energetic individuals to join our team as:

PRODUCTION SERVICES MANAGER

Working on acquiring origination material and building relations with outside studio and tape houses to ensure prompt delivery of quality programming the successful candidate will have strong background in Television Network operations and excellent managerial skills.

OPERATIONS SUPERVISORS

Our operations supervisors will be responsible for the day to day activities in Master Control. This includes transmission schedules, quality control of satellite feeds and managing a team of operators. Ideally the successful candidate will have 3-5 years experience in Network operations and strong team building and managerial skills.

VIDEO SERVER AND MASTER CONTROL OPERATORS

Monitoring file servers, machine control equipment for PPV services, turn around services and commercial insertion and maintaining the broadcast logs these positions are key to ensuring top quality transmissions. The ideal candidates will have previous experience in the broadcast industry and have strong communication and interpersonal skills.

LIBRARY SUPERVISOR, TAPE OPERATORS, TRAFFIC ASSISTANT

These positions will be responsible for maintaining and screening all incoming programming materials including PPV and promotion products. The ideal candidates will have 2-4 years experience in video library services in a network environment. Additionally strong communication and interpersonal skills are essential to success in this position.

As this facility will be operating 24 hours a day, 7 days a week, some of these positions will be shift work. To pursue this challenging opportunity and a rewarding career with AlphaStar please fax or mail your resume to: **Human Resources, AlphaStar, 208 Harbor Dr., Building One, First Floor, Stamford, CT 06904 Fax: 1-(203)-359-8281.**

AlphaStar is an Equal Opportunity Employer. We apologize we are only able to contact those individuals who will be offered an interview.

WBZ-TV, Boston's CBS affiliate seeks candidates for the following position: Commercial Producer. If you're fantastically creative, love to make clients happy and enjoy managing all aspects of commercial production, WBZ-TV's Client Marketing Unit has the job you want. We're looking for a Writer/Producer/Director with a keen sense of production and great writing skills; strong experience with graphics and high-level post production experience. Position offers unique opportunities to create spots, vignettes and some programming. You must be able to manage multiple projects and work well with clients. 5 years TV station or agency production experience required. Send resume and tape to: Human Resources, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. WBZ is an Equal Opportunity Employer. M/F/H/V.

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.

Videotape Editor. Top 10 network affiliate has an immediate opening for a full-time news Videotape Editor. You will be responsible for editing, taking feeds and using the BASYS newsroom computer system for various newscasts. The right candidate will have the following skills: standard editing, some experience with Sony 900 and/or 2000 editing systems, be able to work unsupervised with numerous deadlines during stressful situations and will have 3 to 5 years experience in a medium to major market. Send tape and resume to: VTE-B&C, P.O. Box 77010, Atlanta, GA 30309. No phone calls please. EOE.

Coastal Carolina Network Affiliate seeks creative Commercial Producer with strong writing skills and excellent production background. Only individuals with commercial production experience need apply. If you have these skills and a killer demo tape, please send non returnable tape and resume to Box 00612 EOE. M/F. Final applicants drug screened.

Executive Producer Position. Established DC production company is searching for a hands on Executive Producer to head creative services team. Candidate should be a creative type with management experience which can lead a team in cable, broadcast and industry related productions. A news background is a plus. Reply to Box 00615 EOE.

Creative Director and Art Director. Los Angeles based advertising agency specializing in television syndication advertising and promotion is looking for a top notch Creative Director and a highly skilled Art Director. Agency services major entertainment studios with print and on-air creative campaigns for launches of off-network and first-run syndicated television shows. Creative Director must have extensive experience in all phases of print and on-air advertising and promotion. Art Director should print and broadcast creative, design and production experience. Will pay to \$\$ for the right people. Please fax resume to: (310) 280-6428.

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.

SITUATIONS WANTED NEWS

15 years experienced healthcare journalist seeks opportunity to cover not just medicine, but healthcare reform, ethics, business of managed care. Reply to Box 00611.

SITUATIONS WANTED HOSTS

If you are tired of seeing politicians slip and slide; and want to see them totally nailed to the wall while are dumb founded or scream, insult, cuss and then try to steal the video tape and release to prevent anybody from seeing their naked soul, send for explosive demo of high profile guests. 202-833-3634. All offers considered.

PROGRAMMING SERVICES

ON-CAMERA WEATHERCASTING SEMINAR

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

Call 601-352-6673.



VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

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

Classifieds

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

BUSINESS OPPORTUNITIES

Full production studio seeks Avid owner/operator to join consortium of independents. Call (310) 640-8989.

CABLE

HELP WANTED PRODUCTION

Director Video Engineering. Bronxnet, the non-profit community access television network serving over 200,000 cable subscribers in NYC is seeking a video engineering pro to take the reigns of our production facility. Successful candidate will have extensive knowledge of Sony Betacam and Hi 8, Grass Valley and related equipment and will be a masterful troubleshooter. Two years management experience in a similar environment, engineering degree or equivalent, and ability to work with a diverse clientele and staff are required. Bronxnet is growing and we are looking for a dynamic leader to grow with us.. Send cover letter, salary history and resume to: Bronxnet, Lehman College, Carman Hall, Room C4, Bronx, N.Y. 10468-1589. No calls please. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Teach Under the Big Sky! The University of Montana School of Journalism seeks a tenure-track assistant or associate professor in design/photojournalism. The candidate must have demonstrated skills and significant professional experience in multimedia technology, including photography, editing, design and electronic communication. Demonstrated teaching ability and a master's degree or equivalent professional experience required. The University of Montana is an Equal Opportunity/Affirmative Action Employer and encourages applications from women, minorities, Vietnam-era veterans and persons with disabilities. Review of applications begins December 1, 1995 and continues until the position is filled. Send letter of interest, resume and portfolio of work to: Professor Patty Reksten, Search Committee Chair, School of Journalism, The University of Montana, Missoula, MT 59812. (406)243-4001.

Assistant Professor In Video Production: The Visual Media Division of American University's School of Communication seeks an individual to teach undergraduate and graduate courses in full-time and weekend programs. MA degree in relevant discipline required, MFA or PhD preferred. Substantial professional experience in video production is desired and teaching experience at the college or university level is preferred. Teaching responsibilities would be primarily in the area of video production, but could also include film production, photography, directing, script-writing, or courses involving the critical study of the media. Review of applications will begin December 1, 1995 and will continue until the position is filled. Send letter of application, CV/resume and three letters of recommendation to the Visual Media Search Committee, School of Communication, American University, 4400 Massachusetts Avenue, NW 20016. AU is an EEO/AA employer committed to a diverse faculty, staff and student body. Women and minorities encouraged to apply.

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide
PRESS ① Radio Jobs, updated daily
 ② Television Jobs, updated daily
 ③ Hear "Talking Resumes"
 ④ To record "Talking Resumes" and employers to record job openings
 ⑤ Entry level positions
1-900-726-JOBS
 *1st per min. JOBPHONE, NEWPORT BEACH, CA

TV JOBS
 70-100 listings each week.
 News, Technical, and commercial production.
 Updated daily. Entry level or experienced. For information call
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 The Best Jobs Are On The Line
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Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information:

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Entertainment Employment Journal™

California Broadcast Job Bank

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California Broadcasters Association

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.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

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

FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

Equipment Leasing Services. Application on Internet. Immediate Financing. <http://www.hookup.com> Or call 800.760.4020.

EDUCATIONAL SERVICES

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.

MISCELLANEOUS

Gov't Foreclosed homes for pennies on \$1. Delinquent Tax, Repo's, REO's. Your area. Toll free (1) 800-898-9778 Ext. H-5221 for current listings.

\$35,000/yr. income potential. Reading books. Toll free (1) 800-898-9778 Ext. R-5221 for details.

Attention: Cable Advertisers

Please contact Antoinette Fasulo @ 212.337.7073

or Fax 212.206.8327 for BROADCASTING & CABLE'S

new, special CABLE CLASSIFIED DISPLAY AD RATES!

Classifieds

\$40,000/Yr. income potential. Home typists/PC users. Toll free (1) 800-898-9778 Ext. T-5221 for listings.

WANTED TO BUY STATIONS

Our Corporation is interested in purchasing qualified Low Power Television properties. To qualify the facility's 74dbu contour must reach at least 150,000 households. If you feel your station meets this criteria and are interested please submit this information to, or contact: Box 00614. All information will be kept confidential.

Seeking small to medium size AM/FM only in GA, SC or NC area. All replies strictly confidential. Please contact Lanier at (706) 353-3400 or Fax (706) 549-5844.

FOR SALE STATIONS

WISCONSIN

North Eastern Waterfront 100,000 W FM AM excellent facilities Good billing
North Central 100,000 W FM with AM and 25,000 W C.P. Excellent potential.
Call Don Roberts • 813-966-3411

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 26 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

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TN SOUTHEAST RADIO COMBO

Class C 100,000 watts with cash flow\$3.5M

HADDEN & ASSOC.

PH 407-365-7832 FAX 407-366-8801

Stations Wanted All Kinds. Immediate buyers for Eastern Stations. Top 75 market. All information kept confidential. Sandy Beach Communications. Craig Klayman 770-399-9506.

Metro Atlanta AM Powerhouse with acreage and rental properties. Also other on-air and CPs located throughout US. Call 1-800-933-1852 for details.

For Sale 50KW AM and Class C FM stations, in Southwestern top 50 city market. Serious buyers only please. Call Dave 808-845-1111.

Complete Radio Stations KSIX AM, KTLI FM, KTCM FM Wichita, KS area. Les Arvin 316-265-2634 or 682-1254.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

SMART TAPES.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300 CARPEL VIDEO

Recent Purchase of a Class C FM makes available (in 6 months) a 1040 Ft. Guyed World Tower. Complete with strobes, 6 years old - like new - save \$100-150,000. Loc. S.E. Georgia. Price \$100,000. Call 912-267-1025 (Rowland)

Remote Control. Aerial Photography and Video from the ground. 30 ft. and 50 ft. telescoping tripods, or up to 500 feet with miniature Blimp-Cams. Pan, Tilt and Zoom. Wireless remote systems available. Sky View Aerial Photo of Florida, Inc. (407) 333-2039. Fax (407) 333-0847.

3" Helix Standard Coaxial Cable. 50-Ohm, unused, cut to length. Priced below market. Shipped instantly. Call Basic Wire and Cable - 800-227-4292. Fax 312-539-3500.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

For Sale: 1) 42 sections 4 3/8" x 19' 6" Transmission Line. 2) 10 sections 4 3/8" x 20' Transmission Line-New. 3) 120 sections 3 1/8" x 20' Transmission Line. 4) 1 Six Bay FM-ERI 97.3 Antenna. 5) 1 TAD-3L 4/10, Ch 6 Delta Wing, 10 Bay Antenna and support frame. Please call 305-653-5800.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. 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.

To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073

Check out next week's job openings before they're even published!

Get a jump on the competition with Broadcasting & Cable's "Classifieds On Demand"—an easy-to-use telephone system offering next week's ads for positions and services available in the broadcasting industry. **Just call on Tuesday (after 5 pm, ET) to preview listings that won't be published in Broadcasting & Cable until the following Monday . . . 5 days before everyone else!** Only \$1.99 a minute. You can even request a fax of the classified section.

HELP WANTED MANAGEMENT

~~CEO of Satellite Service.~~ Estab Coast satellite service is expanding for a new CEO. Strong marketing and management skills required. In the broadcast or cable industry but not essential. Strong leadership successful business experience. Send resume to Box 00371

Broadcasting
The Newsweekly of Television and Radio
& Cable

Call 1-800-860-8419
and get a jump on your competition!



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\$1.99 per minute - use valid Amex, Visa, Mastercard

The Menu of Categories:

- | | |
|---------------|------------------------|
| 01 Radio | 04 Allied Fields |
| 02 Television | 05 Station Marketplace |
| 03 Cable | 06 Interactive Media |

*Press 9 at any time for fax of the classified section.
To place classified ads call (212) 337-7073 or fax (212) 206-8327.

For the Record

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

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

OWNERSHIP CHANGES

Dismissed

Capitola, Calif. (BAL-950428EA)—Atmor Properties Inc. for KMBY(AM) 1540 khz: voluntary assignment of license to Personal Achievement Network Inc. *Oct. 10*

Clearwater, Fla. (BTC-950622EC)—Drenik Communications Inc. for WTAN(AM) 1340 khz: voluntary transfer of control from Virginia C. Nikitakis, George Bouris to Eleftherios Dretakis. *Oct. 20*

Lafayette, La. (BAL-950912EA, BALH-950912EB)—Media Properties GP for KACY(AM) 1520-KHZ/KSMB(FM) 94.5 mhz: voluntary assignment of license to Sonance Communications Inc. *Oct. 26*

Great Falls, Mont. (BAPED-940705GK)—Lou Smith Ministries Inc. for KABS(FM) 91.9 mhz: voluntary assignment of CP to American Family Association Inc. *Oct. 24*

San Antonio (BTCET-950413KE)—Hispanic Comm. Ed. TV Inc. for KHCE(TV) ch. 23: transfer of control from Helen Sanchez, Alfred Saldana and Daniel Leiniger to Thomas Lyles Jr., Bruce Staffel and Delfino Sanchez. *Oct. 20*

Granted

Havelock, N.C. (BAL-951005GH, BAPLH-951005GI)—Musicradio of North Carolina Inc. for WCPQ(AM) 1330 khz-WMSQ(FM) 104.9 mhz: involuntary assignment of license to William R. Rice (receiver). *Oct. 27*

Accepted for filing

Cameron, Tex. (BTCH-951013GG)—William R. Vance Jr. for KHLR(FM) 103.9 mhz: involuntary transfer of control from William Vance c/o Lowell T. Cage (trustee) to Lowell T. Cage (trustee). *Oct. 3*

NEW STATIONS

Dismissed/returned

Lompoc, Calif. (BPED-950324MB)—Trinity Church of the Nazarene for noncommercial educational FM at 90.5 mhz, ERP 1 kw, ant. 123 m. *Oct. 24*

Dahlonega, Ga. (BPED-950530MC)—Georgia Public Telecommunications Commission for noncommercial educational FM at 89.5 mhz, ERP 3 kw, ant. 140 m. *Nov. 7*

Lincolnshire, Ill. (BPED-950414MF)—Adlai E. Stevenson HS Dist. 125 for noncommercial educational FM at 88.7 mhz, ERP .15 kw, ant. 15 m. *Oct. 24*

Indianapolis (BPED-950212MA)—Sabbath Inc. for noncommercial educational FM at 88.1 mhz, ERP .1 kw, ant. -10 m. *Nov. 3*

Northfield, Minn. (BPED-940520MZ)—St. Olaf College for noncommercial educational FM at 89.9 mhz, ERP .035 kw, ant. 78 m. *Oct. 25*

Egg Harbor Township, N.J. (BPED-910221MH)—Joy Broadcasting Inc. for noncommercial educational FM at 90.5 mhz, ERP .1 kw, ant. 91 m. *Nov. 6*

Sunset Beach, N.C. (BPED-950526MC)—Coastal Radio Fellowship Inc. for noncommercial educational FM at 99.9 mhz, ERP 6 kw, ant. 100 m. *Oct. 25*

Defiance, Ohio (BPED-950616MA)—American Family Association for noncommercial educational FM at 90.9 mhz, ERP .75 kw, ant. 33 m. *Oct. 25*

Massillon, Ohio (BPED-950731MA)—Moody Bible Institute of Chicago for noncommercial educational FM at 88.7 mhz,

ERP 12 kw. *Oct. 24*

Mayaguez, P.R. (BPED-950215MB)—University of Puerto Rico for noncommercial educational FM at 88.3 mhz, ERP 2 kw, ant. 306 m. *Oct. 6*

Ogden, Utah (BPCT-950814KG)—Beehive Broadcast Corp. for TV at ch. 24, ERP 1,170 kw visual, ant. 1,197 m., TL Farnsworth Peak, 5.1 km SE of Lake Point. *Oct. 30*

Granted

Columbia, Ala. (BPH-930924MA)—James Wilson III for FM at 92.1 mhz, ERP 2.55 kw, ant. 152 m. *Nov. 3*

Barrow, Alaska (BPED-940825MQ)—Silakkuagvik Communications Inc. for noncommercial educational FM at 91.9 mhz, ERP .89 kw, ant. 22 m. *Nov. 6*

Cordova, Alaska (BPH-941031MD)—Bayview Communications Inc. for FM at 100.9 mhz, ERP 1.2 km, ant. -129 m., TL 1 km SW of downtown Cordova. *Oct. 24*

Homestead, Fla. (BPED-931213MS)—Florida International University for educational FM at 88.1 mhz, ERP .1626 kw, ant. 129 m. *Nov. 6*

Lumber City, Ga. (BPED-940701MC)—Full Gospel Church of God Written for noncommercial educational FM at 88.7 mhz, ERP 50 kw, ant. 64 m. *Nov. 7*

Hagerstown, Ind. (BPED-950126MA)—Ball State University for noncommercial educational FM at 91.1 mhz, ERP .3 kw, ant. 66 m. *Nov. 3*

Muscataine, Iowa (BPH-941227ME)—Muscataine Communications Inc. for FM at 93.1 mhz, ERP 6 kw, ant. 100 m. *Nov. 3*

Butte, Mont. (BPED-950124ME)—University of Montana for noncommercial educational FM at 91.3 mhz, ERP .88 kw, ant. 577 m. *Nov. 6*

Oil Forge, N.Y. (BPH-940203MC)—21st Century Radio Ventures Inc. for FM at 99.7 mhz, ERP 3.8 kw, ant. 73 m. *Oct. 20*

Laporte, Pa. (BPH-910926MH)—Theodore J. Saul Jr. for FM at 103.9 mhz, ERP 3 kw, ant. 82.1 m. *Nov. 3*

Culebra, P.R. (BPED-930503MD)—Clamor Broadcasting Network Inc. for noncommercial educational FM at 89.3 mhz, ERP 30 kw, ant. 176 m. *Nov. 6*

Yakima, Wash. (BPED-940901MA)—Growing Christian Foundation for noncommercial educational FM at 91.1 mhz, ERP 10 kw, ant. 246 m. *Oct. 20*

Petersburg, W.Va. (BPED-940317MG)—West Virginia Educational Broadcasting Authority for noncommercial educational FM at 89.5 mhz, ERP 9 kw, ant. 349 m. *Sept. 29*

Filed/accepted for filing

Earle, Ark. (BPH-951018MF)—L.T. Simes II and Raymond Simeses (PO Box 2870, W. Helena, AR 72390) for FM at 103.9 mhz, ERP 25 kw, ant. 100 m., 16.66 km from Earle. Simeses have interest in KCLT(FM) West Helena and KZOT(AM)-KAKJ(FM) Marian-

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.4 million.

Sources: FCC, Nielsen and Paul Kagan Associates

na, Ark. Oct. 18

Earle, Ark. (BPH-951019MF)—Catherine Joanna Flinn (1515 Jefferson Davis Hwy, No. 704, Arlington, VA 22202) for FM at 103.9 mhz, ERP 25 kw, ant. 100 m., 1.3 km N of Prinedale. Oct. 19

Earle, Ark. (BPH-951020MF)—John J. Shields (902 Fairway Dr., Jonesboro, AR 72401) for FM at 103.9 mhz, ERP 25 kw, ant. 100 m., 1 km SW of Birdeye along SR 163. Oct. 20

Kasilof, Ark. (BPH-951013ME)—William John Glynn Jr. (PO Box 79, Mile 104.2 Sterling Hwy, Kasilof, AK 99610) for FM at 106.9 mhz, ERP 3 kw, ant. 80 m., Mile 104.2 Sterling Hwy. Oct. 13

Ola, Ark. (BPH-951026MA)—KERM Inc. (Kermit Womack, president/72% owner, 212 N. 2nd St., Rogers, AR 72756) for FM at 101.3 mhz, ERP 85 kw, ant. 260.6 m., 4 km S of Ola. KERM Inc. owns KARV(AM) Russellville and KURM(AM) Rogers, Ark. Womack has applied to build FM at Bentonville, Ark. Oct. 26

Livingston, Calif. (BPED-951005MB)—Educational Media Foundation Inc. (Richard Jenkins, president, 1425 N. Market Blvd., No. 9, Sacramento, CA 95834) for noncommercial educational FM at 89.1 mhz, ERP .25 kw, ant. 45 m., 8 km S of Livingston. Foundation owns KLVC-FM Magalia, KLVN(FM) Chowchilla, KLVR(FM) Santa Rosa and KLVN(FM) Kingsburg, all Calif., and KEZF(AM) Tigard, Ore.; and has applied to build FMs in Fairmead, Redding and Fountain Hills, all Calif. Oct. 5

Silverton, Colo. (BPH-951020MA)—Alton Broadcasting Co. (Hewey L. Terrell, 1612 3rd Ave., Los Angeles, CA 90019) for FM at 107.3 mhz, ERP 100 kw, ant. -249 m., 2.18 km E of Silverton. Oct. 20

North Miami Beach (BPED-951016MA)—Sylum Education Foundation (Christopher A. Bain, president, 485 NE 160th Terr., N. Miami Beach, FL 33162) for FM at 88.7 mhz, ERP .1 kw, ant. 30 m., 633 NE 167th St. Oct. 16

Roann, Ind. (BPH-951005MF)—Charles T. Adams and wife Toni K. Adams (4665 W. 100 S., Wabash, IN 46992) for FM at 101.9 mhz, ERP 6 kw, ant. 100 m., N side of River Rd., .45 km SW of Rager Rd., 2 km NE of Roann. Charles Adams is gaining control of WKUZ(FM) Wabash, Ind. Oct. 5

Roann, Ind. (BPH-951005MG)—Mid-America Radio Group Inc. (David C. Keister, president/owner, 60 N. Wayne St., Martinsville, IN 46151) for FM at 101.9 mhz, ERP 6 kw, ant. 100 m., 1.2 km W of Roann Lukens Lake Rd. Group owns WKBV(AM)-WFMG(FM) Richmond, WBAT(AM) Marion and WCJC(FM) Van Buren, all Ind. Keister also owns WBWN(FM) LeRoy and WAFY(FM) Fairbury, Ill.; and WIOU(AM)-WZVZ(FM) Kokomo and WHZR(FM) Royal Center, Ind.; and is 49% owner of WVNI(FM) Nashville, Ind. Oct. 5

Parkersburg, Iowa (BPH-951027MC)—CD Broadcasting Inc. (Craig H. Donnelly, president/owner, 1509 4th St. NE, PO Box 495, Hampton, IA 50441-0495) for FM at 98.9 mhz, ERP 6 kw, ant. 97 m., 290th St., 12 km NW of Parkersburg. Donnelly owns KLMJ(FM) Hampton, Iowa. Oct. 27

El Dorado, Kan. (BPED-951017MC)—Butler County Community College (John C. Grange, chairman, 901 S. Haverhill Rd., El Dorado, KS 67042) for noncommercial FM at 88.1 mhz, ERP .617 kw, ant. 28 m., 901 S. Haverhill Rd. Oct. 17

Benton, Ky. (BPED-951027MD)—Heartland Ministries Inc. (Darrell G. Gibson, president, PO Box 281, Hardin, KY 42048) for FM at 89.7 mhz, ERP 3.7 kw, ant. 91 m., 2 km E of SR 1364, 4.5 km S of US 68, Fair-dealing. Heartland owns WVHM(FM) Benton. Oct. 27

Tompkinsville, Ky. (BPH-951002UK)—J.K. Whitmore (470 Adams Ln., Lafayette, TN 37083) for FM at 102.7 mhz, ERP 3.1 kw, ant. 138 m., 10 km SE of Tompkinsville. Whitmore is 51% owner of KTKY-AM-FM Tompkinsville. Oct. 2

Tompkinsville, Ky. (BPH-951003MA)—Judy Crabtree (325 Glasgow St., Edmonton, KY 42129) for FM at 102.7 mhz, ERP 6 kw, ant. 100 m., 3.3 km SW of Otia. Crabtree is 12.5% owner of WKMK(FM) Edmonton, and is applying to build FM at Glasgow, Ky. Oct. 3

Yarmouth, Me. (BPED-951010MC)—Heritage Radio Society Inc. (Gary D. King Sr., president/11.1% owner, RB 152, Cousins St., Yarmouth, ME 04096) for FM at 88.3 mhz, ERP .1 kw, ant. 24 m., 152 Cousins St., Cousins Island. Nov. 7

Iron Mountain, Mich. (BPH-951013MF)—Superior Media Group Inc. (Charles R. Henry, president, and James A. Klungess, secretary, co-owners, 101 Kent St., Iron Mountain, MI 49801) for FM at 106.7 mhz, ERP 2.25 kw, ant. 165 m., on Millie Hill, .95 km NE of intersection of Park Ave. and E B St., Iron Mountain. Group owns WMIO(AM)-WIMK(FM) Iron Mountain and WUPK(FM) Marquette, Mich. Oct. 13

Negaunee, Mich. (BPH-951011MC)—Goetz Broadcasting Corp. (Nathan L. Goetz, president, PO Box 630, 1710 N. Central Ave., Marshfield, WI 54449) for FM at 99.5 mhz, ERP 1.85 kw, ant. 182.4 m., on Morgan Meadows Rd., 1.3 km SE of Hwy 492. Goetz Broadcasting owns WIAN(AM)-WJPD(FM) Ishpeming and WDMJ(AM) Marquette, Mich.; and WDLB(AM)-WLJY(FM) Marshfield, WFAW(AM)-WSJY(FM) Fort Atkinson and WOSQ(FM) Spencer, all Wis. Oct. 11

Negaunee, Mich. (BPH-951013MB)—Todd Stuart Noordyk (101 Huron Ct., Negaunee, Mich. 49866) for FM at 99.5 mhz, ERP 2.1 kw, ant. 169 m., 2.8 km NE of Summit Mtn., 2.8 km SSW of Negaunee. Noordyk owns 24.5% WSHN-AM-FM Fremont, WTIQ-AM Manistique and WCMM-FM Gulliver, all Mich. Oct. 13

Hattiesburg, Miss. (51020ME)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for FM at 89.1 mhz, ERP 1 kw, ant. 67 m. Association owns WAFR(FM) Tupelo, WQST-AM-FM Forest and WDFX(FM) Cleveland, all Miss.; and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan. Nov. 9

Oxford, Miss. (BPED-951010MB)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for educational FM at 91.5 mhz, ERP

2 kw, ant. 172 m., S of Hwy 6, E on Murphy Rd., 500 ft. off Murphy 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. 10

Macon, Mo. (BPH-951010MD)—David L. Shepherd (1540 Fisk Ave., Moberly, MO 65270) for FM at 99.9 mhz, ERP 6 kw, ant. 100 m., .5 mi. N of intersection of Hwy 36 and 63, .7 mi N of Macon. Shepherd is 31% owner of KWIX(AM)-KRES(FM) Moberly, KREI(AM)-KTJJ(FM) Farmington, KJCF(AM) Festus and KJEL(AM)-KIRK(FM) Lebanon, and has applied to build FMs at Bismarck and Moberly, all Mo. Nov. 1

Billings, Mont. (BPH-951006MJ)—Mount Rushmore Broadcasting Inc. (Jan Charles Gray, president/owner, PO Box 4937, Casper, WY 82604) for FM at 107.5 mhz, ERP 100 kw, ant. 300 m., 18 mi. E of Billings, S of I-90. Mount Rushmore owns KFCR(AM)-KACP(FM) Custer and KZMX-AM-FM Hot Springs, S.D.; and KRAL(AM)-KIQZ(FM) Rawlins, KGOS(AM)-KERN(FM) Torrington and KQLT(FM)-KASS(FM) Casper, all Wyo. Oct. 6

Billings, Mont. (BPH-951006ML)—Reier Broadcasting Co. Inc. (William R. Reier, president/owner, PO Box 519, Bozeman, MT 59771) for FM at 107.5 mhz, ERP 100 kw, ant. 301 m., W side of Coburn Rd., 3.23 km S of I-90 interchange, 3.85 km ESE of Billings. RBC owns KOBB(AM)-KZLO-FM Bozeman, Mont. Reier also owns KBKO-FM Billings. Oct. 6

Billings, Mont. (BPH-951006MM)—Sunbrook Communications Inc. (Larry P. Roberts, president/CEO, 7922 E. Woodview Dr., Spokane, WA 99212) for FM at 107.5 mhz, ERP 100 kw, ant. 310.5 m., 28.6 km SSW of Billings. Sunbrook owns KBLG(AM)-KRKX-FM-KYYA-FM Billings, KGRZ(AM)-KDXT-FM Missoula, KXGF(AM)-KAAK-FM Great Falls and KXTL(AM)-KAAR(FM)-KQUY-FM Butte, all Mont., and KYSN(FM) East Wenatchee and KXAA(FM) Rock Island, Wash. Parent, Fisher Broadcasting Inc., owns KATU(TV) Portland, Ore., and KOMO-TV-AM, KVI(AM) and KPLZ-FM, all Seattle. Oct. 6

Billings, Mont. (BPH-951006MP)—KPD Broadcasting (Paul Lucci, 314 W. Olney Rd., Norfolk, VA 23507) for FM at 107.5 mhz, ERP 100 kw, ant. 312 m., 4.11 km S of I-90 and N. Arrow Creek Rd. Lucci is buying WDKA-TV Paducah, Ky., and is applying to build FM at Rapid City, S.D. Oct. 6

Fair Bluff, N.C. (BPH-951020MG)—Jerry Dale Jenrette (Rte. 1, Box 338, Tabor City, NC 28463) for FM at 105.3 mhz, ERP 6 kw, ant. 100 m., 1 km NE of Cedar Grove along SR 1410. Jenrette owns 16.7% of WLSC(AM) Loris, S.C. Oct. 20

Pahrump, Nev. (BPH-951002ML)—Gregory P. Wells and Mark C. Nolte (PO Box 590, No. 149, Pahrump, NV 89041-0590) for FM at 95.1 mhz, ERP 6 kw, ant. 100 m., 12.2 km W of Pahrump. Nolte owns KYRK(FM) Eunice, N.M., and is half-owner of CP for KARK(FM) Sterling City, Tex. Oct. 2

Nashua, N.H. (BPED-951017MD)—New Hampshire Public Radio Inc. (Mark Handley, president, 207 N. Main St., Concord, NH 03301) for noncommercial educational FM

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at 88.3 mhz, ERP 5 kw, ant. 21 m., 1 Chestnut St. New Hampshire Public Radio owns WEVO-FM Concord and is applying to build an FM at Lancaster, N.H. *Oct. 17*

Reserve, N.M. (BPH-951027MB)—Woodrow Michael Warren (PO Box 509, Ruidoso Downs, NM 88346) for FM at 104.5 mhz, ERP 1.2 kw, ant. 433 m., atop San Francisco Mtn., 12 km NW of Reserve. Warren owns 25% of KRUI-AM Ruidoso Downs and KWMW-FM Maljamar, N.M. *Oct. 27*

Anderson, S.C. (BPH-951101MA)—ABS Communications Inc. (Kenneth A. Brown, president, 300 Arboretum Place, No. 590, Richmond, VA 23236) for FM at 107.3 mhz, ERP 100 kw, ant. 243 m., 6 km NW of Belton. ABS owns WKHK(FM) Colonial Heights and WBZU(FM) Crewe, Va.; and WROQ(FM) Anderson, S.C., and is trying to buy WUMZ-FM Anderson. *Nov. 1*

Rock Hill, S.C. (951031AF)—Our Three Sons Broadcasting for AM at 870 khz, ERP 400 w, SR S-13-432 1,300 m. NE of junction with SR 145, 1 km S of Chesterfield. *Nov. 9*

Rapid City, S.D. (BPH-951002MF)—KPD Broadcasting (Paul Lucci, 314 W. Olney Rd., Norfolk, VA 23507) for FM at 92.3 mhz, ERP 100 kw, ant. 300 m., 3.21 km NE of intersection of Hwy 79 and County Road 236. Lucci is buying WDKA-TV Paducah, Ky., and is applying to build FM at Billings, Mont. *Oct. 2*

Rapid City, S.D. (BPH-951002MG)—Gregory D. Gentling Jr. (122 SW 4th St., Rochester, MN 55901) for FM at 92.3 mhz, ERP 100 kw, ant. 300 m., 2.4 km S of city, W of Old US 16. Gentling is a shareholder of KRCC-AM-FM Rochester, Minn., and KXRB(AM)-KKLS-FM Sioux Falls, S.D. (AM)-KKMK(FM) Rapid City and KIKN(FM) Salem, all S.D. *Oct. 2*

Rapid City, S.D. (BPH-951002MJ)—Christian T. Haugo (514 3rd St., Spearfish, SD 57783) for FM at 92.3 mhz, ERP 56 kw, ant. 736 m., atop Terry Peak, 5.6 km WSW of Lead. *Oct. 2*

Rapid City, S.D. (BPH-951003MC)—Conway Broadcasting Inc. (Lars T. Conway, president/owner, 4415 Fremont Ave. S., Minneapolis, MN 55409) for FM at 92.3 mhz, ERP 100 kw, ant. 300 m., 1.4 km SW of intersection of I-190 and I-90. *Oct. 3*

Gregory, Tex. (BPH-951018MA)—Gerald G. Benavides (3903 Ayers, Corpus Christi, TX 78415) for FM at 104.5 mhz, 6 kw, ant. 100 m., 1.8 km ENE of intersection of S.R. 893 and 1074 near East White Point oil field. Benavides owns 25% of KBZO-AM Lubbock, Tex. *Oct. 18*

South Bend, Wash. (BPH-951011MB)—Jodesha Broadcasting Inc. (William J. Wolfenbarger, president, PO Box 64329, Tacoma, WA 98464) for FM at 105.7 mhz, ERP 3.2 kw, ant. 276 m., Holy Cross Hill, 3.6 km NNE of South Bend. *Oct. 11*

Sunnyside, Wash. (BPED-951010MA)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.1 mhz, ERP .25 kw, ant. -58 m., 400 N. Ave. Association owns WAFFR(FM) Tupelo, WQST-AM-FM Forest and WDFX(FM) Cleveland, all Miss., and KCFN(FM) Wichita

and KBUZ(FM) Topeka, Kan. *Oct. 10*

De Forest, Wis. (BPH-951003MD)—De Forest Broadcasting Co. Inc. (Michael E. Hoyer, president/owner, PO Box 45208, Madison, WI 53744) for FM at 93.1 mhz, ERP 6 kw, ant. 100 m., 1 km NE of De Forest. *Oct. 3*

De Forest, Wis. (BPH-951005MA)—Louis George Fortis (404 S. Blount St., No. 203, Madison, WI 53703) for FM at 93.1 mhz, ERP 6 kw, ant. 100 m., Meixner Rd., .7 km N of Hwy V, 5 km NE of De Forest. *Oct. 5*

De Forest, Wis. (BPH-951005ME)—BBDG Broadcasting LLC (William C. O'Donnell, manager/25% owner, 4 Bridlewood Lane, Northfield, IL 60093) for FM at 93.1 mhz, ERP 6 kw, ant. 100 m., .13 km N of Kennedy Dr., .24 km W of Hwy 113, Westport, Wis. O'Donnell owns 47.4% of WNAM(AM) Neenah-Menasha and WUSW(FM) Oshkosh, and has interest in WMXF(FM) Sauk City, all Wis. *Oct. 5*

De Forest, Wis. (BPH-951006MC)—Walter A. Wigglesworth (Rte. 1, 7171 Hwy 113, Dane, WI 53529) for FM at 93.1 mhz, ERP 6 kw, ant. 100 m., .98 km N of intersection of WIBU and Richards rds. *Oct. 6*

De Forest, Wis. (BPH-951006ME)—David Magnum and wife Lynn Magnum (105 E. Veterans St., Tomah, WI 54660) for FM at 93.1 mhz, ERP 6 kw, ant. 100 m. Magnums own WTMB(AM)-WBOG(FM)-WUSK(FM) Tomah and WUSX(FM) Portage, Wis. *Oct. 6*

De Forest, Wis. (BPH-951006MK)—Jolene Neis (908 W. Mohawk Trail, De Forest, WI 53532) for FM at 93.1 mhz, ERP 6 kw, ant. 100 m., 4025 Hwy V. *Oct. 6*

Sundance, Wyo. (BPH-950929ME)—Ultimate Caps Inc. (Cynthia Grimmelmann, president/60% owner, Box 787, Belle Fourche, SD 57717) for FM at 103.1 mhz, ERP 25.2 kw, ant. 503.3 m., 10 km NNW of US 14 and I-90 interchange, Black Hills National Forest. *Sept. 29*

FACILITIES CHANGES

Dismissed

Wickenburg, Ariz. (BPH-920203IC)—Interstate Broadcasting Systems of Arizona Inc. for KRDS-FM 105.3 mhz: change ERP to 25 kw, ant. to 412 m., class to C1. *Oct. 24*

Taft, Calif. (BMLH-910920IF)—Adelman Communications Inc. for KMYX-FM 103.9 mhz: relocate main studio outside community of license to 333 Palmer Dr., Bakersfield. *Oct. 20*

Key West, Fla. (BPCT-930113KI)—Hispanic Keys Broadcasting Corp. for WWFD(tv) ch. 8: change ERP to 316 kw visual, ant. to 144 m., TL to 4.6 km NNW of Gopher Key. *Oct. 23*

Holmes Beach, Fla. (BPH-910125IB)—ECI License Co. LP for WISP(FM) 98.7 mhz: change class to C3. *Oct. 24*

Milledgeville, Ga. (BPH-930706IE)—Preston W. Small for WLRR(FM) 100.7 mhz: change ERP to 9.8 kw, ant. to 159 m., TL to 6.2 km NE of Friendship, class to C3. *Oct. 31*

Midway, Ky. (BMPH-940811IC)—Belhouse-Regenstreif Associates for WAHY(FM) 107.9 mhz: change ERP to 6 kw. *Nov. 3*

Queensbury, N.Y. (BMPH-940616IZ)—Bradmark Broadcasting Co. for WSRQ(FM): change ERP to 1.93 kw, ant. to 350 m., ant. supporting-structure height, TL to Old Saratoga Rd., 9.5 mi. SW of Glens Falls. *Oct. 27*

Murfreesboro, N.C. (BPH-900817IB)—Roanoke Chowan Broadcasting Corp. for WBCG(FM) 98.3 mhz: change ERP to 6 kw, ant. to 82 m., TL to intersection of US 158 and 258, 1 km W of Hertford County Line. *Oct. 25*

Cresson, Pa. (BPH-941019IA)—Sounds Good Inc. for WBXQ(FM) 94.3 mhz: change ERP to .97 kw, ant. to 242 m., TL to 7.8 km WSW of Duncansville. *Oct. 27*

Sabana, P.R. (BMP-950530AB)—Olga Iris Fernandez for WJIT(AM) 1250 khz: change ant. system. *Oct. 4*

Murfreesboro, Tenn. (BMPED-94111-4IZ)—Middle Tennessee State University for WMOT(FM) 89.5 mhz: change TL to Lone Oak Rd., Gladeville. *Oct. 31*

Returned

Rancho Cordova, Calif. (BP-941129AC)—Fuller-Jeffrey Broadcast Corp. for KSTE(AM) 650 khz: increase power to 17/25 kw, modify ant. patterns. *Oct. 26*

Granted

Georgiana, Ala. (BMPH-950309IA)—Jeffrey K. Haynes for WWGA(FM) 107.7 mhz: change class to C. *Nov. 2*

Idyllwild, Calif. (BMPH-950922IC)—Kay Sadlier-Gill for KATY-FM 101.3 mhz: change ERP to 1.9 kw, ant. to 182 m. *Oct. 24*

Guilford, Conn. (BPED-950727IF)—Monroe Board of Education for WGRS(FM) 91.5 mhz: change ERP to 3.1 kw. *Nov. 7*

Hilo, Hawaii (BMPH-950706ID)—Visionary Related Entertainment Inc. for KAOE(FM) 92.7 mhz: change TL to off N. Kulani Rd., 12 km SSW of Hilo, class to C2. *Oct. 20*

Fort Wayne, Ind. (BP-941118AB)—ICBC Corp. for WOWO(AM) 1190 khz: reduce power to 9.8 kw night, modify ant. pattern., change from Class A to Class B. *Oct. 18*

Larose, La. (BPH-950803IG)—Electronics Unlimited Inc. for KMZM(FM) 100.3 mhz: change ERP to 50 kw, ant. to 97 m. *Oct. 25*

Iron River, Mich. (BPH-954101C0)—Northland Advertising Inc. for WKBF-FM 99.1 mhz: change channel to C1. *Oct. 31*

Gluckstadt, Miss. (BPH-951019IA)—New South Radio Inc. for WLIN(FM): upgrade to class C2. *Oct. 30*

Tupelo, Miss. (BPED-950725IY)—American Family Association for WAFFR(FM) 88.3 mhz: increase ERP to 60 kw, change class to C1. *Nov. 7*

East Helena, Mont. (BMPH-950814IC)—Northwest Broadcasting LP for KHKR-FM 104.1 mhz: change ERP to 5 kw, ant. to 199 m. *Oct. 20*

Grand Island, Neb. (BMPCT-940914KG)—Hill Broadcasting Co. Inc. for KTVG(tv) ch. 17: change ERP to 1877 kw visual, ant. to 187 m., TL to 12100 Rainforth Rd., 4.8 km N of Prosser. *Oct. 20*

Public service

EDITOR: So now the government wants to start auctioning the spectrum? That's all fine and dandy, as long as we are talking about spectrum for cellular telephones, personal communications, satellites, etc. But not for radio and television broadcast channels.

Broadcasters routinely provide untold amounts of public service, local news, public affairs and other public interest programming. Here at WDTL-FM, we've held a fund-raising campaign for a local youth stricken with a brain tumor, raised money for a family whose home was destroyed by fire, and provided hours of commercial-free news and relief information to our area following a devastating ice storm. And we're supposed to pay for the privilege of doing this? Let's get real.

In many small communities, local stations struggle to survive because most of our traditional locally owned advertisers have been wiped out by Wal-Mart. Many more stations struggle to survive in markets with far too many stations, thanks to the FCC's infinite wisdom of Docket 80-90.

Many people, business owners included, don't understand that our sole source of revenue comes from the sale of advertising. They think that local radio stations receive money from the government to serve our communities. Now there's an idea that has merit!—*Larry G. Fuss, president/general manager, WDTL-FM/WOHT-FM/WDSK-AM, Cleveland, Miss.*

Children's resource

EDITOR: Your Oct. 2 editorial "Swords into plowshares" rightly asserts that the quality of children's television depends on telecasters' commitment. Happily, your call for leadership in this cause is already being answered.

For 10 years the American Center for Children's Television has worked within and throughout the industry, helping producers and program executives evolve internal standards and definitions of excellence.

The Ollie Awards not only honor America's best shows but provide a crucible for assessing what works and why. Center seminars and workshops prompt exchange of experience and expertise among professionals, often depolarizing contentious issues by revealing unique,

practical and positive angles.

Through consulting and referral services, the center aids directly in developing programming that will be beneficial *and* popular. Our resource and knowledge network extends worldwide: The center co-founded the World Alliance of Television for Children, a global coalition of telecasters and advocates sharing ideas and information.

To insure that our work is relevant and useful, the center takes its direction from a board drawn from commercial television (ABC, CBS, Fox and Tribune Broadcasting), cable channels (Nickelodeon and Discovery networks), public broadcasting (PBS, CPB, WTTW Chicago and the Central Educational Network), new-media companies (Microsoft) and producers (Children's Television Workshop, The Jim Henson Legacy and Mediatech). Educators, researchers and child development and health experts advise and take part in all center services.

A day after your editorial appeared, producer Cecily Truett told the *New York Times*, "Give me any program in kids TV and I can show you ways to enhance that program to nourish children's minds while they are being entertained." Her quote captures the center's aim: We don't usurp the producer's creative vision; instead, we fortify it with the best knowledge about how children grow and learn.

After all, program quantity can be legislated, but quality cannot.—*David W. Kleeman, executive director, American Center for Children's Television, Des Plaines, Ill.*

Civic pride

EDITOR: Thanks for mentioning the birthplace of radio, East Pittsburgh, Pa., in your Nov. 6 issue. Modern electronic media traces their roots to that first broadcast at Westinghouse—East Pittsburgh. Sadly, Westinghouse abandoned us some years ago, but we native East Pittsburghers remain mindful of our hometown's place in communications history. The borough highlighted radio's inception with a special exhibit at the East Pittsburgh centennial festival this past summer.—*Daniel G. Skantar, director of communications, Star Cable Associates, Pittsburgh.*

Another oldie

EDITOR: I am writing in response to

the Sept. 18 "Open Mike" from Mr. Douglas Shull inquiring if any radio station older than 60 years still broadcasts from its original site.

WMBI(AM) Chicago, owned by Moody Bible Institute, went on the air July 28, 1926, from studios and a temporary transmitter site on the school's campus at 820 N. LaSalle Blvd. On Jan. 20, 1928, a permanent transmitter/tower site was dedicated 25 miles west of Chicago in Addison, Ill., and transmission began at that location. The studios remained on the school's campus. To this day, those locations have not changed: studios at the school (one mile north of Chicago's loop) and transmitter/tower on the same site in Addison.—*Timothy R. Wise, public affairs, Moody Bible Institute, Chicago*

Lost cause

EDITOR: I was amazed after reading an article in the Oct. 2 issue ("License revocation sought over Stern") to find that people still are shocked over what Howard Stern says. He knows that people think he is rude and crude and he likes that. To give him the satisfaction of knowing that he has upset another person is a waste of time.

The article points out that he made gunshot sounds in a song sung by Selena. The National Hispanic Media Coalition is out to end the career of Stern. After hearing of their disappointment with his version of the song, Stern offered an apology, which was turned down by the group. This group needs to focus their energy elsewhere. People like the way Stern is, and he brings in the ratings. May I suggest that they focus their attention on someone who cares what they think—because Howard is not the sensitive, feeling man we would like to think.—*Cindy M. Duntz, Winfield, Ill.*

On location

EDITOR: Your Oct. 2 article "Compositing takes Janet Jackson 'round the world" was a fascinating jaunt into the world of technology. Your explanation of this technological marvel answered so many of my curiosities on how Ms. Jackson filmed in so many exotic places in such a short amount of time. With the help of this insight, watching MTV will never be the same. Thank you!—*William Urbanek, Mt. Pleasant, Mich.*

Datebook

THIS WEEK

Nov. 20—First Worldwide Television Summit Conference sponsored by *The International Council of the National Academy of Television 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.

NOVEMBER

Nov. 27-28—*Cable Television and Marketing Society Inc.*'s 1995 New Revenue Roundtable. Hyatt Regency Alicante, Anaheim, Calif. 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 Westefeld, (221) 220-4971.

Nov. 28—*BDA International* European Conference. Wembley Conference Center, London. Contact: Lynne Grasz, (212) 251-8712.

Nov. 28—"Worldwide Cable and Pay TV Markets: Investments and Finance," conference presented by *Kagan Seminars International*. Pan-Pacific Hotel, Anaheim, Calif. Contact: Kristen Roelofs, (408) 624-1536.

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.

Nov. 30—11th annual *American Sports Broadcasters Association* Hall of Fame Dinner. Sheraton New York Hotel, New York City. Contact: Louis O. Schwartz, (212) 227-8080.

DECEMBER

Dec. 1—17th annual CableACE Awards (non-televized), presented by the *National Cable Television Association*. House of Blues, Los Angeles. Contact: Howard Marcantel, (202) 775-3611.

Dec. 1-3—"Follow the Money: Covering the 1996 Election," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. American Press Institute, Washington. Contact: Cy Porter, (202) 467-5219.

Dec. 2—17th annual CableACE Awards telecast, presented by the *National Cable Television Association*. Wilshire Theatre, Los Angeles. Contact: Howard Marcantel, (202) 775-3611.

Dec. 3-7—"News Research and the Newsroom," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Cary Wauk, (813) 821-9494.

Dec. 3-8—"Power Reporting," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jeanne Nissenbaum, (813) 821-9494.

Dec. 3-8—*International Engineering Consortium* Broadband/Multimedia/Internet conference and forum. Sheraton Bal Harbour Resort, Bal Harbour, Fla. Contact: Mike Vogt, (312) 938-8787.

Dec. 5-7—DRTV (Direct Response Television) Fall '95 Expo & Conference presented by *Advan-*

star Expositions. Chicago Hilton and Towers, Chicago. Contact: Erika Bockhaut, (800) 513-8400.

Dec. 6—5th annual *International Press Freedom Awards* benefit dinner. Marriott Marquis, New York City. Contact: Kari Corwin, (212) 465-9344.

Dec. 6—4th annual *National Association of Minorities in Cable N.Y. chapter* holiday benefit gala. Copacabana, New York City. Contact: (212) 258-6963.

Dec. 6-8—Cable and Satellite Asia '95 exhibition and conference, presented by *Reed Exhibition Companies*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (65) 371 0771.

Dec. 7—*American Civil Liberties Union of Southern California* Bill of Rights dinner. Sheraton Universal Hotel, Universal City, Calif. Contact: Megan Ochs, (213) 977-9500.

Dec. 8-10—"Follow the Money: Covering the 1996 Election," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Poynter Institute, St. Petersburg, Fla. Contact: Cy Porter, (202) 467-5219.

Dec. 13—*International Radio & Television Society Foundation* Christmas benefit. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Dec. 14—*Federal Communications Bar Association's* 9th annual FCC Chairman's Dinner. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Dec. 14-15—13th annual telecommunications policy and regulation conference, sponsored by the *Federal Communications Bar Association* and the *Practising Law Institute*. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

JANUARY 1996

Jan. 8-10—*Society of Cable Television Engineers* conference on emerging technologies. San Francisco Hilton, San Francisco. Contact: (610) 363-6888.

Jan. 18—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Jan. 18—*Federal Communications Bar Association* luncheon featuring John Curley. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Jan. 19—*The New York Festivals* 1995 International Television Programming and Promotion Awards presentation. Sheraton New York Hotel & Tower, New York City. Contact: Anne White, (914) 238-4481.

Jan. 21-22—23rd annual *Association of Independent Television Stations Inc. (INTV)* convention. Mirage Hotel, Las Vegas. Contact: Angela Giroux, (202) 887-1970.

Jan. 22-23—"Telecommunications Competition and Deregulation," conference presented by *American Conference Institute*. Regency Hotel, New York City. Contact: (416) 926-8200.

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.

Jan. 23-25—*Women in Cable & Telecommunications* leadership conference. Orlando, Fla. Contact: Tracy Mitchell, (312) 634-2339.

Jan. 23-27—South Pacific Region Satellite & Cable Show, presented by *SPACE Pacific Limited*. University of Auckland Tamaki Campus, New Zealand. Contact: 64-9-406-0651.

Jan. 24—*Nebraska Broadcasters Association* annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

Jan. 25-26—4th annual "Communications and Media Finance" conference, presented by the *Institute for International Research*. New York Helmsley Hotel, New York City. Contact: (800) 999-3123.

Jan. 29-30—*Midwest Broadcasters & Telecommunications* conference and trade show. Radisson

Hotel South, Minneapolis. Contact: (612) 926-8123.

FEBRUARY 1996

Feb. 3-5—2nd annual Wireless Cable Technical Symposium, presented by *Wireless Cable Association International*. San Antonio Marriott and Riverwalk Hotel, San Antonio, Tex. Contact: (202) 452-7823.

Feb. 3-6—53rd annual *National Religious Broadcasters* convention. Indiana Convention Center, Indianapolis. Contact: (703) 330-7000.

Feb. 6-9—Satellite '96, 15th annual international conference and exhibition, presented by *Phillips Business Information Inc.* Hyatt Regency Crystal City, Arlington, Va. Contact: (800) 777-5006.

Feb. 9—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 9-15—36th annual *Monte Carlo Television Festival*. Loews Hotel, Monte Carlo. Contact: Liliane Vitale, (201) 869-4022.

February 12-15—*International Engineering Consortium* Western Communications Forum. Grand Kempinski Hotel, Dallas. Contact: Mike Vogt, (312) 938-8787.

Feb. 14-16—*Broadcast Cable Credit Association* seminar. J.W. Marriott at Lenox, Atlanta. Contact: (708) 296-0200.

Feb. 14-16—"Marketing Strategies for Cable TV Companies," conference presented by *Global Business Research Ltd.* Le Meridien, Coronado, Calif. Contact: Rich Manhardt, (212) 366-3249.

Feb. 15-17—*Oklahoma Association of Broadcasters* winter convention. Oklahoma City. Contact: (405) 848-0771.

Feb. 21-23—Texas Show '96, presented by the *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

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 Osmanski, [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)

Rick Cotton: NBC's legal guardian

When Rick Cotton was offered NBC's top legal job, it wasn't because of his background in communications law—he had none.

But in 1989, when NBC President Robert Wright was trying to fill the company's top legal position, he knew the industry was embarking on a period of rapid change. At the time, Cotton was CEO of a Washington company specializing in health care management. When Wright hired Cotton, he was betting that a background in communications law might be a disadvantage in a revolutionary era in the communications industry.

Since his arrival at NBC, Cotton has supervised the network's efforts to do away with the prime time access rule and the financial interest and syndication rules. He also coordinated negotiations with more than 100 cable systems for carriage of NBC cable channels CNBC and America's Talking during the first round of retransmission consent agreements. In addition to coordinating NBC's legal and lobbying work at the FCC, Cotton oversees the network's relations with Congress, including NBC's strategy on the pending telecommunications bill.

While fighting NBC's external battles, Cotton is credited by *American Lawyer's Corporate Counsel* magazine with cutting NBC's outside legal expenses—from more than \$10 million in 1989 to \$3.8 million 1994. NBC lawyers now perform more than 90% of their own litigation work, says Cotton. The change has not only saved the company millions of dollars, it has produced better legal work from his focused group of 20 lawyers.

Although Cotton may not have had much background in communications, Wright knew he was hiring a first-rate intellect. Cotton proved himself at Harvard by being elected president of the *Harvard Crimson*, perhaps the most prestigious job in college journalism.

After graduation, Cotton went to *Newsweek*, where he became a correspondent in Chicago. It was 1966, and Martin Luther King Jr. had just chosen the city as headquarters for his effort to bring the fight for civil rights to the North. Cotton's brief tenure at *Newsweek* gave him a front-row seat to a period of violence and disorder in the city where he had grown up.

After a year of reporting, Cotton



"I would rather be the person doing something than the person reporting."

Richard Cotton

Executive VP/general counsel, NBC, New York; b. July 1, 1944, Washington; BA, Harvard, 1965; correspondent, *Newsweek*, Chicago, 1965-66; LLBG, Yale law school, 1969; law clerk, Judge J. Skelly Wright, U.S. Court of Appeals, District of Columbia, 1969-70; law clerk, Justice William Brennan Jr., U.S. Supreme Court, 1970-71; special counsel/managing attorney, New Hampshire Legal Assistance Office, Concord, N.H., 1971-73; lecturer, University of California-Berkeley, 1973-75; staff attorney, Natural Resource Defense Council, Palo Alto, Calif., 1974-76; deputy executive secretary, U.S. Dept. of Health, Education and Welfare, 1977-78; executive secretary, HEW, 1978-80; HEW special counsel, 1980; partner, Dewey, Ballantine, Bushby, Palmer & Wood, Washington, 1980-86; president/CEO, HCN Inc., Washington, 1987-89; current position since 1989; m. Jamie Felner, Oct. 11, 1981; children: Rachel, 13; Jonathan, 12.

returned to the East and entered Yale law school: "I decided I would rather be the person doing something than the person reporting." He also was following in his father's footsteps: Eugene Cotton, a prominent labor relations lawyer, served as special counsel to the FCC in 1941.

At Yale, Cotton was executive editor of the *Yale Law Journal* and graduated cum laude. He went on to clerkships with top judges in the country, including J. Skelly Wright of the U.S. Court of Appeals in Washington and Supreme Court Justice William Brennan Jr.

After law school, Cotton spent the next 12 years in government, teaching law and working for such public interest groups as the Natural Resource Defense Council and the New Hampshire Legal Assistance Unit. He was also a top official at the department of Health, Education and Welfare during the Carter administration.

Cotton went on to become a partner in a Washington law firm and spent two years heading HCN Inc., a health management company. In 1989 Cotton's career took an abrupt turn. He attributes NBC's initial interest in him to professional headhunters and to former colleagues who had gone to work at General Electric, NBC's parent company.

Although he is responsible for coordinating all of NBC's Washington activities, Cotton remains in New York where he can stay in close contact with the network's senior management. He oversees every legal aspect of "what is now an international business" and reports directly to Wright.

Assuming that Congress passes the telecommunications bill (an assumption that becomes more tenuous with each passing week), Cotton says the biggest challenge the industry faces is spectrum for the transition to digital television.

Although all the networks have a vested interest in the debate over digital television, NBC has taken the lead on the issue. When the Senate Commerce Committee held hearings on the subject earlier this year, Wright, Cotton's boss, represented the networks.

"The future of broadcasting is at stake in this discussion," says Cotton in reference to the debate over digital television. "The big picture here is that every major communications industry will be making the transition to digital."

—CSS

BROADCAST TV

Appointments at WAPT(TV) Jackson, Miss.: **Bob Noonan**, news director/anchor, WDAM-TV Laurel, Miss., joins in same capacity; **Gene Edwards**, 5 p.m. co-anchor, named 5, 6 and 10 p.m. co-anchor; **Whitney Vann**, co-anchor, WBRZ(TV) Baton Rouge, joins in same capacity; **Desiree Robinson**, reporter/anchor, WLOX-TV Biloxi, Miss., joins as co-anchor.



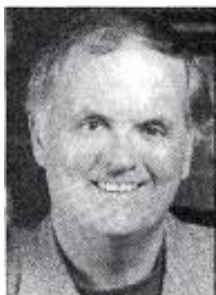
Miller

Bob Miller, president, Dynatech NewStar Inc., joins WKOW-TV Madison, Wis., as GM.

Appointments at WECT(TV) Wilmington, N.C.: **Jeff Flynn**, NSM, named GSM; **Howard Scott**,

anchor/reporter, named anchor, *First News* program; **Herschel Howie**, assistant production manager, named station promotions director; **Aimee Beyle**, news producer, production assistant, WFMY-TV Greensboro, N.C., joins as assistant promotions manager/promotions producer.

Greg Liggins, anchor/reporter, WJAR(TV) Providence, R.I., joins WBZ-TV Boston in same capacity.



O'Brien

Kevin O'Brien, former VP/GM, WNYW(TV) New York, joins KTVU(TV) Oakland, Calif., in same capacity.

Karen Rogers, senior reporter/producer, WHSP-TV Vineland, N.J., joins WPVI-TV

Philadelphia as correspondent and special segment producer.

Tony Catenacci, station project director, KCBS-TV Los Angeles, joins KWHY-TV there as director, news and promotion.

Wendy Juren, assistant manager, community affairs, WVEC-TV Hampton, Va., named manager, public affairs.

Robin Meade, anchor, *Today in Florida*, WSVN(TV) Miami, named co-anchor, *First Thing in the Morning* there.



Sando joins King World

Arthur R. Sando will join King World Productions in New York Nov. 27 as senior vice president for corporate communications, reporting to Stephen W. Palley, executive vice president and chief operating officer. A veteran broadcasting and cable public relations executive, Sando has been Washington counselor for the Abernathy MacGregor Scanlon financial communications agency, following service as vice president, corporate affairs, for Comsat Corp. Previously, he headed communications and marketing efforts for Comsat Video Enterprises. For nine years, from 1981 to 1990, he was Turner Broadcasting System's chief communications officer.

Appointments at WEDU(TV) Tampa, Fla.: **Elsie Garner**, senior VP/station manager, named senior VP/COO; **Gustavo Sagastume**, VP, enterprise, named senior VP, national programming; **Johana Antes**, director, development, named VP.

Tom Stringfellow, sports producer, WTVJ(TV) Miami, joins KPWB-TV Sacramento, Calif., as sports director/main sports anchor.

Jack Deakin, production manager, WSAZ-TV Huntington, W.Va., named local sales manager.



Baldonado

Kim Baldonado, reporter, KCAL(TV) Los Angeles, joins KNBC-TV there in same capacity.

Appointments at WGBS-TV Philadelphia: **John Satterfield**, NSM, WCAU-TV Philadelphia,

joins as LSM; **Mark Cooper**, creative services director, named program/promotion manager.

John Misner, GSM, KSTP-TV St. Paul, joins KARE(TV) Minneapolis as LSM.

Rebecca Rahm, program administrator, KSDK(TV) St. Louis, named program director.

Keith Sommer, LSM, KTXS-TV Sweetwater/Abilene, Tex., adds GSM to his responsibilities.

James Marketti, promotion manager, WFLD(TV) Chicago, joins WMAQ-TV there as senior producer, advertising and promotion.

Dan Hoard, primary sports anchor, WTVH(TV) Syracuse, N.Y., joins WXIX-

TV Cincinnati as weekend sports anchor.

David Duitch, news director, KOTV(TV) Tulsa, Okla., joins KXTV(TV) Sacramento, Calif., in same capacity.

Bill Burnett, news anchor, WFLA(AM) Tampa, Fla., joins WTOG(TV) St. Petersburg, Fla., as daytime assignment editor.

PROGRAMING

Dawn Mann, legal manager, Time Inc., joins Hallmark Entertainment, New York, as director, legal and business affairs.

Jim Graziano, VP, production, MCA Universal, rejoins GRAZ Entertainment Inc., Glendale, Calif., a company he co-founded, as executive VP, production.

Joy Moran, financial analyst, Gaylord Entertainment Co.'s Communications Group, Nashville, named manager, business affairs.

Appointments at Viacom Productions, Universal City, Calif.: **David Lavin**, director, business affairs, named executive director; **Christina Sanagustin**, director, development, St. Clare Entertainment, joins in same capacity.

Douglas Jones, director, programming and public affairs, WNYT(TV) Albany, N.Y., joins Turner Program Services there as sales manager.

David Grant, post-production supervisor, "Strange Days," a Lightstorm Entertainment feature film, joins Hearst Entertainment, Los Angeles, as senior director, post-production.

Edward Fischer, manager, computing,

Tribune Broadcasting Co., joins Post-Newsweek Stations, Hartford, Conn., as director, information systems.

RADIO

Christine Travaglini, account executive, Katz Radio Group's Christal Radio division, Atlanta, named assistant sales manager, New York.

David Ervin, program director, KBIG(FM) Los Angeles, adds national program director, Bonneville International Corp., headquartered in Salt Lake City, to his responsibilities.



Paul Allen, executive director/CEO, Tennessee Public Service Commission, joins Country Radio Broadcasters, Nashville, as executive director.

Allen

Leona Dunsmoor, director, sales,

Major Market Radio Sales and the Torbet Radio Group, St. Louis, joins McGavren Guild Radio there in same capacity.

Appointments at *Marketplace*, Public Radio International, Los Angeles: **J.J. Yore**, senior editor, named senior producer; **Jill Crawford**, associate producer, named daily producer; **Eve Epstein**, managing editor, WBUR(FM) Boston, joins as news editor.

Appointments at the Associated Press, Washington: **Lindsay Wood Davis**, GM, WMBD(AM)/WMXP(FM) Peoria, Ill., joins as director, radio membership; **Betty Berneman**, VP, news and operations, Shadow Broadcast Services, Philadelphia, joins as radio division sales manager.

Skip Joeckel, VP, affiliate sales, Business Radio Network, joins Radio One Network, Avon, Colo., as Western regional affiliate sales manager.

Appointments at WETA(FM) Washington: **Joseph Widoff**, VP, Advanced Television Test Center, Alexandria, Va., joins as senior VP, operations and administration, and CFO; **Richard Heiman**, controller/assistant treasurer, named VP, finance.

Chris Miller, program director, KJZZ(FM) Lake Oswego, Ore., joins KKRH-FM Portland as operations manager.



Bernard Shaw, principal Washington anchor, CNN, will receive the Radio-Television News Directors Association's highest honor—the Paul White Award. The award was

established to honor the broadcast news pioneer, who served as the first news director at CBS. Presentation will be at the Paul White Banquet on Oct. 12, 1996, during the RTNDA international conference in Los Angeles. Past recipients include Edward R. Murrow, Mike Wallace, Jim Lehrer, Robert MacNeil, Ted Turner and Barbara Walters.

CABLE

Jeffrey Lai and **Stuart Kricun**, lawyers, Playboy Entertainment Group, Beverly Hills, Calif., named senior VP and VP, respectively, in business and legal affairs department.

Doreen Kaye, director, human resources, Sony Pictures Entertainment, Culver City, Calif., joins Hanna-Barbera Cartoons Inc., Hollywood, as executive director, human resources.



Sanders

Marlene Sanders, adjunct professor of broadcasting, Columbia University Graduate School of Journalism, New York, joins Prime Life Network there as news anchor.

Appointments at Children's Television Workshop, New York: **Ray Badner**, senior publicist, King World Productions Inc., joins in same capacity; **Rachel Ericson**, designer, creative services, The Publishing Group, named senior designer; **Ryan Shiotani**, VP, sales, Latin America and Southeast Asia, MTM International, Los Angeles, joins as director, marketing and program development, Asia; **Janice Farrell Hearty**, director, communications, EEOC, Washington, joins as public affairs manager; **Susan Werbe**, producer, CBS News, joins as VP, news and public affairs; **Gary Press**, VP, programming, Leo Burnett, joins as VP, sales administration.

Jim Head, senior counsel, Turner Broad-

casting System, named VP, program administration, TBS Superstation.

Bryan Byrd, publicity manager, Prime Sports, Los Angeles, joins Showtime Networks Inc., New York, as manager, public relations.

Bob Danielle, manager, program scheduling, TNN: The Nashville Network, Nashville, named director, broadcast standards.

Ginger Smith, director, affiliate sales and marketing, Home Shopping Network Inc., St. Petersburg, Fla., named VP.



Workman

Mark Workman, VP, marketing, Buena Vista Television, Burbank, Calif., joins Turner Home Entertainment, Atlanta, as VP, integrated marketing.

Appointments at the Weather Channel, Atlanta:

Ann Ingram Hart, account executive, local ad sales, Cox Communications, New Orleans, joins as Southeast senior regional manager, affiliate sales; **Kristina Abernathy**, meteorologist, WALB-TV Albany, Ga., joins in same capacity.

Chris Fenger, regional group manager, Marcus Cable, Delaware and Maryland, named VP, operations, Midwest and Southwest properties.

Steven Kalin, senior engagement manager, McKinsey & Company, joins ESPN Enterprises, New York, as VP.

DEATHS

Lee D. O'Brien, 59, executive director, Southern Illinois University at Carbondale's Broadcasting Service, died of cancer Nov. 9 at Memorial Hospital in Carbondale. After obtaining a radio-television degree, O'Brien held production posts at the Delaware Educational Television Network and WHA-TV Madison, Wis. In 1959 he became assistant director at WTTW(TV) Chicago. He also managed the Center for Television Production and Educational Communications at the University of Wisconsin. During his tenure at SIUC, he operated WSIU-TV Carbondale and WUSI-TV Olney. O'Brien is survived by his wife, four children, a sister and an aunt.

—Compiled by Denise Smith
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Six Paramount-owned TV stations have picked up off-network rights to Paramount's hit NBC sitcom *Frasier*, set for a fall 1997 syndication launch. In two of the markets, Boston and Washington, Paramount reportedly did not open the bidding to rival stations. Others joining the *Frasier* bandwagon include Detroit's WKBD-TV, Atlanta's WVEU, Houston's KTXH and Miami's WBFS. According to a published report, license fees for the show have been running so high that *Frasier* star Kelsey Grammer recently stayed home from work for three days in a failed bid to get Paramount to increase his share of the syndication profits. A show spokesman denies the report and says Grammer was out because of illness.

After weeks of low ratings, **CBS overhauled its Wednesday night** by canceling *Courthouse* and putting *Central Park West* on hiatus. It will air *Soul Train 25th Anniversary Hall of Fame Special* on Nov. 22, theatrical "Presumed Innocent" on Nov. 29, and holiday specials and a made-for-TV movie on Dec. 6. Specials will fill the remaining Wednesdays through the end of the year. *Central Park* will be relaunched at the beginning of the year after a heavy retooling.

wic-z-tv Binghamton, N.Y., will switch to Fox from NBC. As a three-station market (ranked 148th), NBC is left without an affiliate in Binghamton.

NBC took another step this week to position its chief White House correspondent **Brian Williams** as heir apparent to *NBC Nightly News* anchor Tom Brokaw. Williams signed a new contract that keeps him at the network until at least 2000, with an annual salary said to exceed \$1 million.

CBS's 60 Minutes reportedly paid a source \$12,000 in consulting fees for a story critical of the tobacco industry, the *Wall Street Journal* reported last week. CBS lawyers spiked the story over concerns that it might attract a lawsuit from Brown & Williamson Tobacco Corp., where the source had worked. The source allegedly also had an agreement with *60 Minutes* to cover his legal expenses in case

'Sinbad' set to sail

All American Television and Toronto-based Atlantis Films Ltd. are working up a first-run action hour, *Sinbad*, for next fall. The weekly swashbuckler will mine the action/fantasy territory staked out by MCA Television's *Hercules: The Legendary Journeys* and *Xena: Warrior Princess*.

Sinbad will center on the adventures of an action-loving rogue who inhabits "a world where magic and fantasy are facts of life, and where magical monsters align themselves with human allies in the age-old battle between good and evil."

The series was created by Ed Naha, writer/creator of the hit movie "Honey, I Shrunk the Kids." No cast has been set, but production on the first 22 episodes is scheduled to begin next spring.

"*Sinbad* is one of those evergreen characters, like Hercules or Aladdin, whose name is synonymous with mystery, magic, romance and adventure," says David Gerber, president, All American Television Productions.

All American will distribute *Sinbad* in the U.S. and most of Europe, while Atlantis will handle distribution in Scandinavia and elsewhere. —CL

of a libel lawsuit, the *Journal* reported. A *60 Minutes* spokesperson refused to discuss the issue last Friday: "This is a legal and confidential matter and our policy will be to continue not to discuss it."

Three years after losing in the first-run market with Bill Cosby and the short-lived strip *You Bet Your Life*, the **Carsey-Werner Co. is getting ready to take another stab at a game show.** C-W, producer of such network hits as *Roseanne*, *Grace Under Fire* and *Cybill*, has acquired the format rights to *What's My Line?*, which ran on CBS from 1950 to '68 and went on for another seven years in syndication. C-W also owns the rights to another game show classic, *I've Got A Secret*. C-W insiders say the company feels the revived shows will stand a better chance of success if launched simultaneously as a block.

The National Cable Television Association has taken its challenge of the FCC's rate regulations to the U.S. Supreme Court on the grounds that they violate cable's free-speech rights. The U.S. Court of Appeals in Washington upheld the rate regulations on First Amendment grounds last June.

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) is still holding on to hope that the House and the Senate can work out their differences over the telecommunications bill by Christmas. Fields

did say that he is concerned that rancor over the budget could spill over to the telecommunications bill.

The Center for Media Education is planning a public awareness push targeting FCC Commissioner James Quello. "We're going to make it abundantly clear that the 20-year reign of James Quello has led to a decline in the quality of children's television," says CME's Jeff Chester.

Walter J. Brown, 92, founder of Spartan Broadcasting Co. (now Spartan Communications Inc.), died Nov. 17 at a Spartanburg, S.C., nursing home. Brown founded WORD(AM) Spartanburg in 1940 and later headed a group that purchased WSPA(AM) there. From that start, he built a small-market broadcasting group that now also includes seven TVs along with WSPA-AM-FM. The Georgia native worked as a freelance Washington correspondent for southern newspapers and covered Capitol Hill for BROADCASTING (now BROADCASTING & CABLE) in the 1930s. During World War II he served as an assistant to Secretary of State James Byrnes. He also was a member of the U.S. delegation to the Potsdam conference.

Your Choice TV of Bethesda, Md., has quietly ceased testing its VOD programing service and has decided to offer a scaled-down version of on-demand programing on existing DBS, cable and PPV networks. Your Choice plans to announce up to 12 different programing contracts next week.

WASHINGTON

Extra attention?

The government shutdown may not have been all that bad for Westinghouse, at least so far. Although the shutdown will keep commissioners from approving the company's CBS merger application for the duration, the stoppage did not keep FCC officials from working on the item from their homes last week. Some speculated that the item may have even received extra attention from the commission staff during the shutdown, with other affairs left behind at the closed FCC offices.

HOLLYWOOD

'Crook & Chase' return

Sources say Multimedia Entertainment is close to a deal with Nashville-based producer Jim Owens to bring his *Crook & Chase* morning show back to syndication beginning in January. The talk/variety show, hosted by Lorianne Crook and Charlie Chase, ran in syndication from 1986 through 1990 before moving to cable's TNN, where its run ended in 1993. The plan for the duo's return to syndication calls for a slow national rollout, initially targeting stations in need of midseason replacement shows. The show is launching Jan. 15. Owens, who is married to Crook, already has an informal pact with Meredith Broadcasting for clearances in Phoenix, Las Vegas, Orlando and Nashville.

Rysher looking for action

The sales crew at Rysher Entertainment is said to be anxiously awaiting a decision from CBS on Rysher's new action/adventure hour *FX: The Series*, based on the two "F/X" theatrical features. Rysher had planned to sell the series in first-run, but held off last month when CBS expressed interest in the show. But while network executives are making their decision, Rysher's syndication sales efforts are

stymied and prime action hour time periods are being wooed by *FX*'s potential competitors.

NEW YORK

Name change for tv!

Tele-Communications Inc.'s programming arm, Liberty Media, will change the name of its fledgling cable TV network tv! to "Intro TV," effective at the end of this month, says a TCI spokesperson. The cable channel, launched in September 1994, serves as a showcase for new and soon to emerge TCI cable services.

Not-for-sale sign

In a move to quash persistent rumors that parent company GAF Broadcasting Co. is planning to sell WAXQ(AM) New York, WAXQ President/General Manager Randall Bongarten circulated a letter to the station's customers telling them that the station is definitely not on the block. "Because of our growth over the past two years and our status as New York's only independent commercial FM radio station, Q104.3 has frequently been the target of rumors regarding a potential sale of the station," Bongarten wrote. "It is

A&E digs Jesse James

Syndicator GGP has sold an hour special on Jesse James (BROADCASTING & CABLE, Aug. 28) to Arts & Entertainment network, according to Bob Horowitz, president, GGP. The cable service is expected to air the special during its *Voyages or Investigative Reports* series.

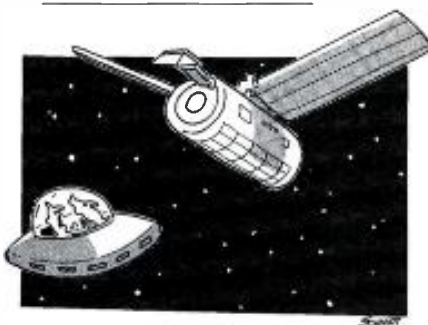
The special follows the efforts of George Washington University Professor James Starrs, who has exhumed the bones in the grave of wild West outlaw Jesse James to determine whether the remains are actually James's. Starrs expects through the use of DNA and toxicology testing to determine if it is indeed James in the grave, how he died and to debunk theories that the outlaw's death was faked. Starrs is scheduled to announce his finding before a forensics panel on Feb. 24, and A&E has the option of televising the special, which includes the results, either immediately before or immediately after Starrs's presentation. The deal was a straight cash sale with the cable channel purchasing the rights to the show. However, GGP will participate in back-end revenue for video and international distribution.

—SC

time to set the record straight. Q104.3 is not for sale."

New strip

Hollywood-based producer World of Wonder is rounding up home videos of everyday people performing stripteases for possible use in an upcoming HBO project. The company is scouting people of all shapes and sizes, ranging from college students to senior citizens. World of Wonder, which produces documentaries primarily for the BBC and HBO, also manages the career of outrageous cross-dresser RuPaul.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"This is the Pittsburgh game—let's move on so we can see Miami...."

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Don't look back, he may be gaining

No matter how it comes out, the world of children's TV will never be the same. If nothing else, FCC Chairman Reed Hundt has succeeded in raising the visibility and the national consciousness on this issue to an unprecedented level. Something's bound to happen.

Consider this. It's June 1996. A Baltimore station's application for license renewal is before the FCC. Its record in children's TV: two hours a week. Henry Geller has filed a petition to deny, citing the National Association of Broadcasters' study holding that the average station broadcasts four hours of children's programming each week, and Westinghouse's promise to broadcast three hours a week. The local PTA and the League of Women Voters take up the cry and join as intervenors. Geller proposes a social contract: three hours a week from that day forward.

Outcome?

Or consider this. The FCC, under congressional mandate, is studying what to do about digital TV. Will incumbent broadcasters be allowed the extra channel? Will they be required to pay for it? Should they—as public trustees licensed to serve the public interest, convenience and necessity—be assigned the transitional spectrum without cost? But first, let's define public trustee in terms of children's TV.

Outcome?

Reed Hundt may still be a vote short at the FCC, but he's lengthening his lead in the court of public opinion and, paradoxically, in the case of digital TV, with a Republican Congress. If he weren't his own worst enemy, he'd be dangerous.

It's very near time to deal on this issue. The last thing broadcasters want is to win the battle of children's programming and lose the war of the 21st century.

To V or not to V

We were worried enough about the V-chip before they figured out how to sanitize it. That is, to devise a way to make it immune to legal challenge. Now we're sure it's a bad idea.

You remember the basic plot. Manufacturers would equip their sets with an electronic chip that would filter out—or filter in—programs that carry a signal encoded by the broadcaster. That signal would indicate whether a program were 40 proof violent or 60 proof or 80 proof or what have you. Parents would set their dials for 40 or 60 or whatever and programs above that level just wouldn't come through.

In the V-chip version passed by telecommunications bill conferees, manufacturers will have to build and integrate the chips and broadcasters will have to set up the ratings system. But—and here's where you have to watch what shell the pea is under—they don't have to implement it! Take that, First Amendment.

The real danger in all of this is when the government takes over the ratings system, or so influences or intimidates the industry that it becomes tantamount to a government system. If we as a nation concur in setting up such a Big Brother mechanism, we deserve it.

Keep on talkin'

The 1995 freshman class of talkers may not be making a lot of noise in the ratings, but that hasn't discouraged syndicators from offering a slew of new ones. Many new talkers are capitalizing on the criticism of current shows to position themselves as kinder, gentler alternatives. If so, it makes good programming sense. They were bound to run out of bisexual transvestite Siamese twin food service workers moonlighting as mud wrestlers.

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