

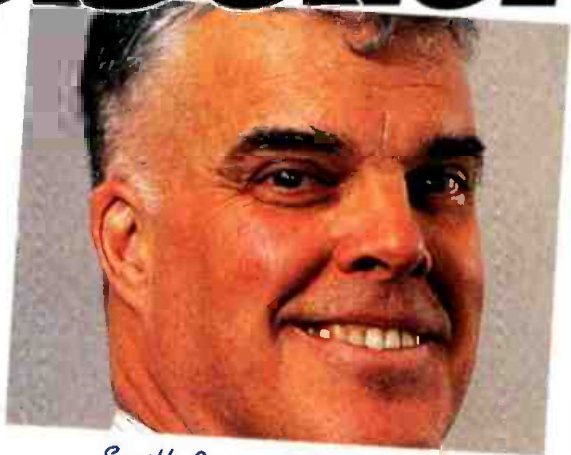
Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 126 No. 1 65th Year 1996 A Cahners Publication



Schröder Wertheim's David Londoner

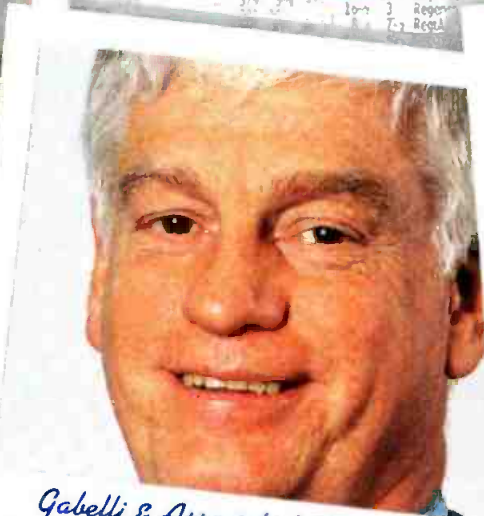


Smith Barney's John Reidy

FIVE TOP STOCK MARKET EXPERTS PICK 32 TO WATCH IN '96



Merrill Lynch's Jessica Reif



Gabelli & Associates' Mario Gabelli



Goldman Sachs's Barry Kaplan

*****3-DIGIT 591
 BC075184 AUG96 REG474**CR39
 JOHN C JOHNSON
 KTVQ-TV
 979 NEPTUNE BLVD
 BILLINGS, MT 59105-2129

TOP OF THE WEEK / 6
 BROADCASTING / 21
 CABLE / 37
 TECHNOLOGY / 43

ROSIE O'DONNELL

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THE SITCOM IS DEAD.

PROVEN WRONG BY
"THE COSBY SHOW," FALL '84

YOUNG VIEWERS DON'T WATCH TALK.

PROVEN WRONG BY
"RICKI LAKE," FALL '93

TALK VARIETY IS GONE FROM TELEVISION.

TO BE PROVEN WRONG,
JUNE '96

Fast Track

Must Reading from
BROADCASTING & CABLE
January 1, 1996

TOP OF THE WEEK

COVER STORY Stocks to watch in '96

Five Wall Street experts name their top broadcasting/cable stock picks for 1996—and explain their choices. No one company emerged as the experts' favorite, but among those named often were Viacom, News Corp. and the Walt Disney Co. **Cover photos by Lisa Quinones/Black Star / 6**



Reidy



Reif



Londoner



Kaplan



Gabelli



Telcom bill: A deal, but not done Key members of Congress and the administration say they have reached consensus on telecommunications reform. But when—and if—the bill will pass Congress was still up in the air as the Christmas holiday and the federal budget crisis hit simultaneously. / **18**

EchoStar launch goes smoothly EchoStar's uncertain picture was refocused last week as it successfully launched its first DBS satellite. Service should begin in February or March. / **20**

Ending months of speculation, Eric Ober is officially on his way out as president of CBS News. / 20

BROADCASTING

New talk shows sink, sitcoms soar

None of the new-season talk shows is likely to return—*Danny!* is the latest to be canceled—but *Home Improvement* and *Seinfeld* did not disappoint during the November sweeps. Both delivered big ratings in their first syndicated outing. / **22**



'Seinfeld' called in at No. 2 among access sitcoms. / **22**

Deals in limbo during FCC shutdown

Besides Disney's and Time Warner's mergers, a slew of radio licenses are being held up by the federal government shutdown. The subsequent delay in deal closings will affect the year-end finances of some broadcasters. / **32**

L.A. radio ratings questioned

Some broadcasters in L.A. have asked Arbitron to re-examine its survey of the market. While English-language stations dropped by one-third this past fall, several Spanish-language stations saw their shares increase. / **33**

CABLE

News by Northwest The recent launch of Northwest Cable News brings 24-hour regional cable news to the Pacific Northwest. It is the country's 10th regional all-news channel. / **38**

AMC buys network time AMC's newest \$8 million ad campaign includes its first plunge into national network TV advertising. / **40**

TECHNOLOGY

Networks gear up for Election '96

As the Big Four broadcast networks look ahead to the 1996 presidential and congressional races, they see more technical and logistical hazards than usual. The Olympics are a factor, as is the back-to-back scheduling of the national political conventions. / **44**

C-SPAN branches out

C-SPAN is taking a new angle on the 1996 elections: C-SPAN 1 will focus on the presidential race, while C-SPAN 2 will cover the congressional contests. / **48**



Two C-SPAN buses will encourage first-time voters. / **48**

Telemedia Week

Motorola revs up with Canadian order Shaw Communications, Canada's second-largest cable operator, is buying \$50 million worth of cable modems from Motorola. / **50**

California cable calling California regulators have authorized several cable operators to provide local telephone service. / **51**

Changing Hands.....	30	Editorials.....	74
Classified.....	52	Fates & Fortunes.....	70
Closed Circuit.....	73	In Brief.....	72

COUNTDOWN...

- 10 - ATLANTA** **CLEARED**
- 9 - DETROIT** **CLEARED**
- 8 - DALLAS** **CLEARED**
- 7 - WASHINGTON** **CLEARED**
- 6 - BOSTON** **CLEARED**
- 5 - SAN FRANCISCO** **CLEARED**
- 4 - PHILADELPHIA** **CLEARED**
- 3 - CHICAGO** **CLEARED**
- 2 - LOS ANGELES** **CLEARED**
- 1 - NEW YORK** **CLEARED**

CLEARED FOR LAUNCH!



**10 OF THE TOP 10
A GO FOR SEPTEMBER '96**

The Cape



Barriers are meant to be broken.



32 Stocks that May Rise to the Top in 1996

American Radio
BSkyB
BHC Comm.
Black Entertainment
Centrl European Media
Chris-Craft
Citicasters
Comcast

Disney
Emmis
Evergreen
Gaylord Entertainment
Groupa Televisa
Infinity
International Family Ent.
Katz Media

King World
Liberty Media
LIN Television
Media General
Meredith
News Corp.
PolyGram
Pulitzer Pub.

Renaissance
Sinclair
TCI
Telefonica
Time Warner
TINTA
United Television
Viacom



Reidy



Reif



Londoner



Kaplan



Gabelli

Wall Street experts pick the winners in broadcasting and cable stocks

There are at least 32 stars in the broadcasting-cable stock firmament for 1996. Or so say five of the top Wall Street experts who watch those companies day to day. The list is above; the rationales begin on page 10.

No one company emerged as the favorite of Gabelli & Associates' Mario Gabelli, Goldman Sachs's Barry Kaplan, Schroder Wertheim's David Londoner, Smith Barney's John Reidy and Merrill Lynch's Jessica Reif. But judging from the warmth of their comments during a pre-Christmas interview with BROADCASTING & CABLE, Viacom ranks high on their value lists. Reif, one of the few to offer price targets, gave it a 12-month potential of 65 to 70; it's now trading around 48.

Both Gabelli and Kaplan spoke

highly of Televisa, the Mexican media conglomerate, despite problems with the peso.

Reidy singled out News Corp., Sinclair Broadcasting (because of its leg up in the duopoly business) and American Radio. In cable he liked TeleCommunications Inc., the leading MSO, with Comcast just behind.

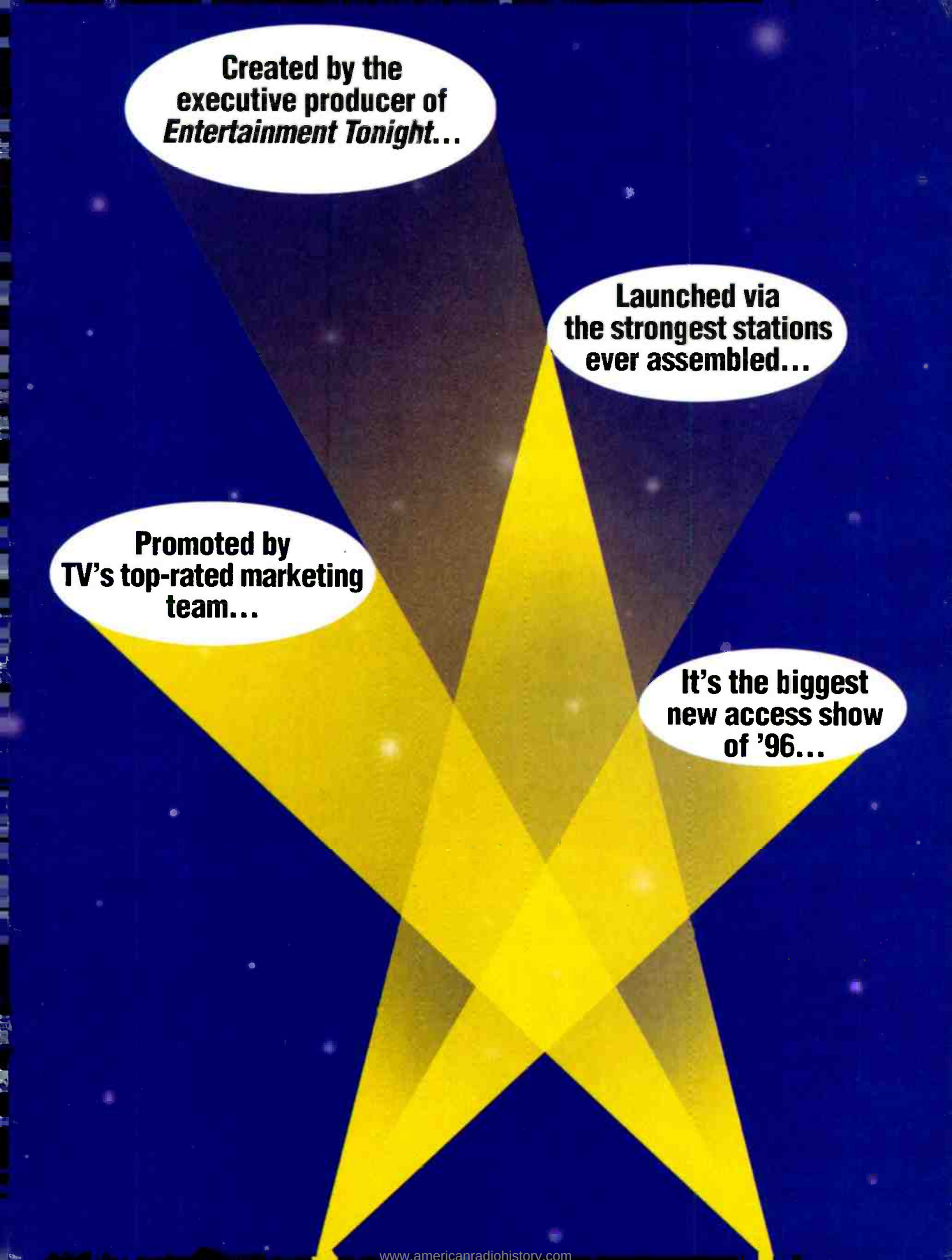
Reif also was a News Corp. fan, as well as liking Disney and Time Warner—the last named admittedly a controversial choice. Her target for that company: up 24% to about 70. Infinity was her favorite radio stock, and King World ranked high among programmers. In cable she singled out TINTA, TCI's play into non-U.S. markets. Also among her positives: BSKyB, the European direct-to-home provider.

Londoner also liked Disney, and endorsed Central European Media as an overseas option. Also on his list: Polygram and Meredith, and in radio, Emmis and Evergreen.

Kaplan was particularly high on Renaissance Communications and Katz Media. He thought cable was in for a rebound and that the stocks would move as a group, although he specifically mentioned TCI and Comcast.

Gabelli expects great things of Chris-Craft and its associated investments (BHC and United Television). In the Spanish-speaking world he cited Telefonica and Televisa. Black Entertainment Television also came in for endorsement, as did Gaylord, Liberty Media, Time Warner, Viacom and LIN.

—DW



**Created by the
executive producer of
Entertainment Tonight...**

**Launched via
the strongest stations
ever assembled...**

**Promoted by
TV's top-rated marketing
team...**

**It's the biggest
new access show
of '96...**

**...And already cleared
in 52% of the country!**

REPRESENTING THESE GREAT STATION GROUPS:

NBC Owned Stations

Chronicle

Scripps-Howard

Meredith

Renaissance

Clear Channel

Gaylord

New World

Granite

Jefferson-Pilot

Post-Newsweek

Petracom

**AC
H O I**



- A new access magazine BY broadcasters FOR broadcasters
- A trendsetting partnership of NBC and New World
- Produced by JIM VAN MESSEL
(former executive producer of *Entertainment Tonight*)
- Supported by the promotion team that's made NBC #1
- **In Pre-Production for a Fall '96 launch!**



NEW WORLD/GENESIS DISTRIBUTION
NEW WORLD SALES AND MARKETING



John Reidy

We have positive feelings toward News Corp. We're quite aware that the Fox Network is currently in a slow period—and certainly 20th Century Fox Film is—but in the final analysis we're looking at an attractive stock price. Just in the past few weeks News Corp. has made a number of positive moves. It linked up with a consortium to attack Latin America video opportunities, including Globo in Brazil and Televisa in Mexico, and also Telecommunications' affiliate Invest Media. It closed an unprofitable paper in London and raised the price of another one. We do see a return to focus on profit—if not for the short term, over the longer term.

We are strongly recommending a company that we brought public earlier this year, Sinclair Broadcasting. The unique aspect of Sinclair is its pioneering in the TV duopoly business through the creation of local marketing agreements, or LMAs. Sinclair has been as high as 31, as low as 17, and is now about 20.

In the radio broadcasting area, I like American Radio, a somewhat smaller play than the industry leader, Infinity, which we also like. American Radio is headed by Stephen Dodge, who is a proven moneymaker.

We've particularly focused on News Corp.'s preference shares, which are now selling around 19. We believe they could reach the mid to upper 20s over the next 12 months. With Sinclair, which is priced around 20, the price could reach the upper 20s, and with American Radio, which is sell-

ing in the 23 area, the price could reach the high 20s.

One thing about cable is that it's not tied to short-term economics—if you like the economy or don't like the economy—which is important to TV and radio revenue. Cable is still so much driven by subscriber growth and services, rather than by advertising, that one can rest easy about the economy. And I think cable is due for a revitalization of interest. One, because the regulatory uncertainties should be eliminated; two, because subscriber growth has been pretty good, perhaps driven by promotion of the direct broadcast satellite business; three, and more important, there is a panoply of new services, including multichannel pay per view, telephony, both wireless and wired, and also the potential revenue from deployment of cable modems, which suggest that revenue growth should pick up over the next two to three years.

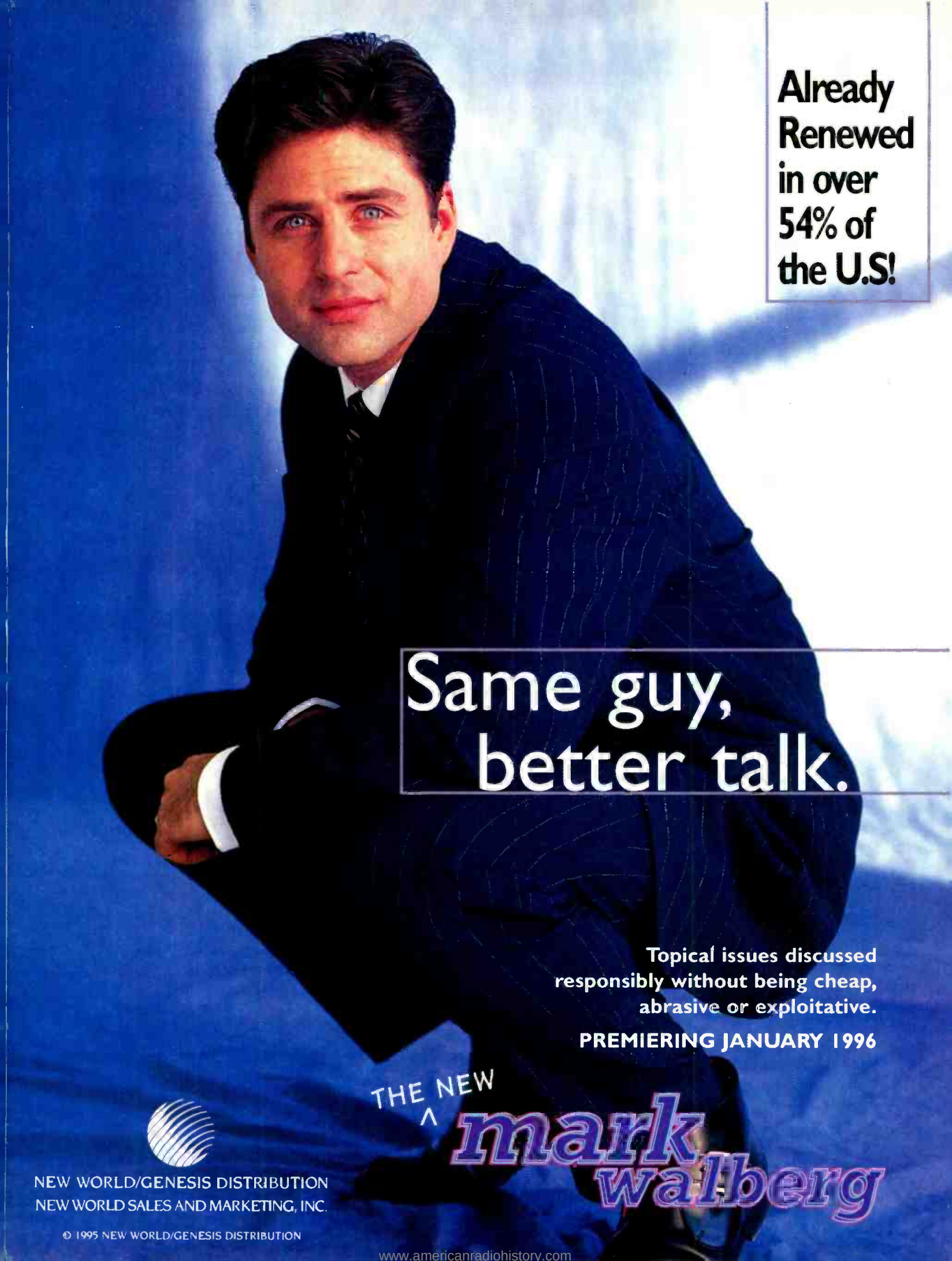
At the top of the list I put Tele-Communications Inc., which is now priced around 20. TCI, now separate from Liberty Media, can probably reach the mid to high 20s over the next 12 to 18 months. Comcast is not far behind. It's number three in the business, is trading just under 20, and I think that stock could get into the mid 20s. The attraction of Comcast is its multiple businesses, ranging from cable to cellular, and its participation in the PCS consortium with Sprint. QVC has been spectacular for Comcast, and I think the company is putting out some interesting anchors in programming.

Switching to the programming side—and I recognize it's not all of its business—Viacom is now in an attractive range. The stock is in the middle 40s, and we're looking for the high 50s

TAKING STOCK OF THE FUTURE

		CLOSE	52 WK	52 WK	MARKET	STOCKS MENTIONED BY:				
STOCK	SYMBOL	12/27/95	HIGH	LOW	VALUE	REIDY	REIF	LONDONER	KAPLAN	GABELLI
American Radio	AMRD	25 15/16	29 3/4	18 1/2	137.8 MLN	✓				
BSkyB	BSY	37 7/8	40	22 7/8	6.98 BLN		✓			
BHC Comm.	BHC	94	93 1/4	71 3/4	2.34 BLN					✓
Black Entertainment TV	BTM	22	23 3/4	14 3/4	443.6 MLN					✓
Central European	CETV	19 3/4	27 1/4	7 3/4	89.10 MLN			✓		
Chris-Craft	CCN	41 7/8	46 1/4	32 1/8	1.24 BLN					✓
Citicasters	CITI	22 3/4	26 5/32	10 21/32	462.2 MLN					✓
Comcast	CMCSK	18 3/8	22 3/8	13 3/4	3.49 BLN	✓			✓	
Disney	DIS	60 1/4	64 1/4	45	30.97 BLN		✓	✓		
Emmis	EMMS	30 1/4	35	13 1/2	330.3 MLN			✓		
Evergreen	EVGM	30 3/4	36 1/2	14	563.2 MLN			✓		
Gaylord Entertainment	GET	26 1/2	29	19 1/2	2.46 BLN					✓
Grupo Televisa	TV	23 5/8	34 1/8	12 1/8	2.57 BLN				✓	✓
Infinity	INF	37 3/8	38 1/2	18 21/32	2.04 BLN	✓	✓			
Int'l Family Ent.	FAM	17	20 5/8	12 1/8	541.5 MLN					✓
Katz Media	KTZ	16 3/4	21 7/8	14 5/8	235.8 MLN				✓	
King World	KWP	38 7/8	44 1/2	32 1/2	1.44 BLN		✓			
Liberty Media	LBTYA	26 7/8	29 1/4	21	3.8 BLN					✓
LIN TV	LNTV	30	39 3/4	22 1/4	874.9 MLN					✓
Media General	MEGA	30 1/4	38 3/8	27 1/4	796.8 MLN					✓
Meredith	MDP	41 3/4	42 1/2	22 5/8	1.13 BLN			✓		✓
News Corp.		25 1/2	25 7/8	20	10.56 BLN	✓	✓		✓	
PolyGram	PLG	51 7/8	66 1/2	45 1/8	449.6 MLN			✓		
Pulitzer	PTZ	46 3/4	53	30 3/4	784.1 MLN					✓
Renaissance	RRR	21 1/2	26 13/32	17	661.2 MLN				✓	
Sinclair	SBGI	17 1/4	31	16	96.3 MLN	✓				
TCI	TCOMA	19 13/16	21 1/4	12 1/2	14.74 BLN	✓			✓	
Telefonica	TMX	32 7/8	43 1/8	23	9.4 BLN					✓
Time Warner	TWX	37 5/8	45 5/8	33 5/8	14.58 BLN		✓			✓
Telecom. Int. Inc.	TINTA	22 5/8	26 1/4	14 3/4	2.37 BLN		✓			
United Television	UTVI	88 1/2	89 1/4	51 3/4	848.6 MLN					✓
Viacom	VIA	46 5/8	54 1/8	41	16.74 BLN	✓	✓	✓	✓	✓

Source: Bloomberg Business News

A full-page photograph of Mark Wahlberg. He is wearing a dark blue pinstripe suit, a white shirt, and a dark tie. He is leaning forward, looking directly at the camera with a slight smile. The background is a bright, cloudy sky.

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abrasive or exploitative.

PREMIERING JANUARY 1996



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THE NEW
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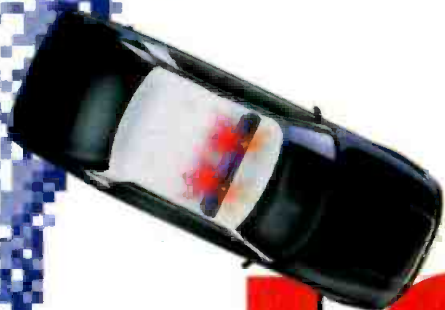
**mark
walberg**

www.americanradiohistory.com

#1 PACIFIC NORTHWEST

Portland / KPDX 7:30PM
6.9 Rtg / 12 Shr

REAL STORIES is #1 in Adults 18-49 (6.2 / 18), beating
WHEEL OF FORTUNE, ENTERTAINMENT TONIGHT,
MARRIED WITH CHILDREN and GOOD EVENING.



WE'RE LOCKING YOUNG AT

REAL STORIES has captured
the most-wanted numbers
from coast to coast, holding

#1 PACIFIC SOUTHWEST

San Diego / KNSD 6:30PM
8.0 Rtg / 14 Shr

REAL STORIES is #1 in Adults 18-49 (3.2 / 11), beating
News, ROSEANNE and MARRIED WITH CHILDREN.



#1 SOUTHWEST

Houston / KTXH 10:30-11:30PM
5.5 Rtg / 12 Shr

REAL STORIES as an hour is tied for #1 in Adults 18-49
(4.0 / 14) with David Letterman, beating Jay Leno,
NIGHTLINE, BAYWATCH and M*A*S*H.



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#1 MIDWEST
Milwaukee/ WITI 11:30PM
3.8 Rtg / 14 Shr

REAL STORIES is #1 in Adults 18-49 (**3.1/26**),
beating Tom Snyder, NIGHTLINE,
ENTERTAINMENT TONIGHT, BAYWATCH
and RICKI LAKE.

#1 NORTHEAST
Pittsburgh/ KDKA 7:30PM
8.8 Rtg / 14 Shr

REAL STORIES is #1 at KDKA, delivering the highest
7:30PM Adult 18-49 Rating (**4.4 / 12**) that the
station has received this decade.

#1 SOUTHEAST
Tampa/ WTVT 7:00PM
6.0 Rtg / 10 Shr

REAL STORIES is the #1 Adult 18-49 1st-run strip
(**4.7 / 12**), beating WHEEL OF FORTUNE and
INSIDE EDITION.

safe at #1 with young adults
18-49, in both prime access
and late night.

REAL STORIES
OF THE
HIGHWAY
PATROL

during the next 12 months. Viacom is not only a partner in the United Paramount Network, whose future remains to be seen, but it also has a rather substantial cluster of TV and radio stations contributing in the 10% to 15% range of cash flow. Viacom has 40% or so of cash flow coming out of cable programming and broadcasting. We believe Viacom can probably sell on a cash-flow basis at 10 to 11 times cash flow which, when you factor in the hidden assets, takes the stock up to the upper 50s.

Jessica Reif

I'll begin by focusing on a slightly different sector: filmed entertainment. The sector has been a real mixed bag in the past couple of months. Box office has slowed somewhat. And each of these companies is so diversified that any single film no longer affects the stock price or even the bottom line. Our absolute favorite stock in the group is Viacom. It's well diversified. It has one of the strongest management teams in the industry from the corporate level right down through each of the divisional layers.

Viacom is probably the fastest-growing company in the industry over the next, say, three to five years. We think growth will come from the domestic networks being expanded on a global basis. Paramount has seen a little bit of softness in its films, but that's something that tends to be cyclical, and on the television side it is now selling *Frasier* for fall 1997 and it thinks it will do something like \$3 million in episodes. We know '97 is going to be a great year on the filmed entertainment side. In 1998 *Star Trek: Voyager* goes into syndication [off UPN] and will provide another stream of solid earnings.

We think that the stock can trade at a multiple of 12 times cash flow, given a growth rate that we think will be at least in the mid-teens over the next three to five years, so we get a price target that's closer to 65 to 70 over the next 12 months. We're a little bit more aggressive on that one.

We're less bullish on the other companies in the industry in the short term, but long term we are very, very positive. The short term I would define as the next two quarters. I agree with John that News Corp. is a very cheap stock, probably the cheapest in the entire sector, but there is a lack of momentum in the short term—the earnings are somewhat weak.

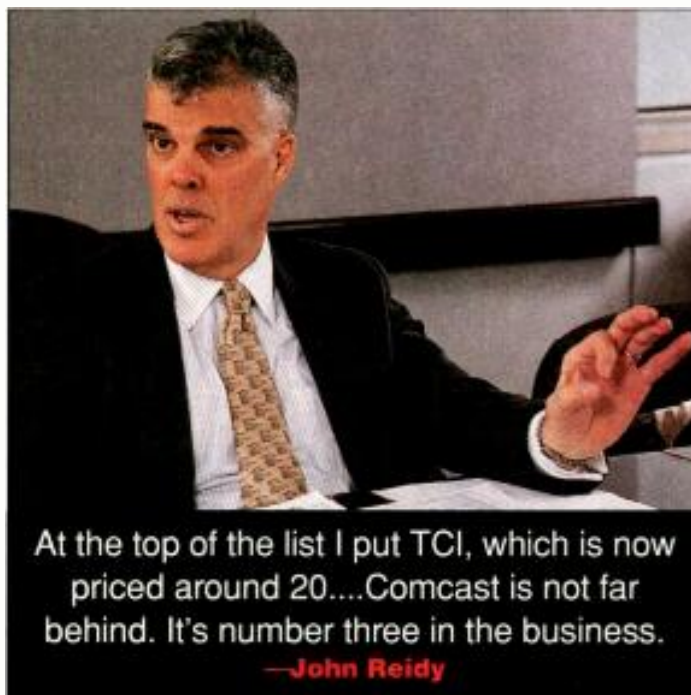
Film will have a terrible first half, possibly a better second half. We have to wait to see. Fox Broadcasting improved its distribution. Its VHF coverage is now up to almost 40% from 25% two years ago, but unfortunately its ratings are down so it's got to improve its programming—particularly if we're coming to a peak in the advertising cycle. Fox TV stations are doing well but also reflect what's going on at the network. And its publishing divisions have been flat-ish.

Longer term, the story is better. News Corp. has the best distribution system on a global basis, unquestionably. The DTH project in Latin America, given the partners—TINTA

[Telecommunications International Inc.], Globo and Grupo Televisa—basically has locked up the programming and the media powerhouses of the world. Star TV should be worth multiples of what BSKyB is currently worth [which is \$11 billion], over the next 10 years or so, but it will take a while to develop that market. So longer term we are big believers in News Corp. and it is the cheapest stock currently, but the company has to work through the somewhat choppy earnings that we see for the next few quarters.

We also like Disney long term, but we're concerned about the next couple of quarters—and to be fair to Disney, this is because it has incredibly difficult comparisons. It's almost unbeatable. Last year, Disney had "Lion King," and had a resurgence in the theme parks. In the first fiscal quarter of 1995 it reported almost \$450 million in operating profit in the film division alone. No other studio has ever reported that in a year. So it has incredibly tough comparisons coming up, and we expect that both the first and the second fiscal quarters earnings comparisons will be modest.

Long term, the Disney acquisition of CapCities should be very positive. It's the marriage of the absolute best, most creative software company with the best television distribution system in the U.S. However, it will be very difficult for them to improve on their margins, as they already have the best margins in their respective industries. The growth is more likely to come from incremental businesses—such as international or Disney supplying television shows to the ABC network that eventually will go into the syndication pipeline. So it's really more of a longer-term story in terms of what they can do to develop new businesses.



Time Warner is a stock that we like right now. There's definitely disagreement on this, but we think the acquisition of Turner Broadcasting is a huge positive—if it happens, of course. Unlike the Disney/CapCities merger, there's actually a lot of incremental cash flow that can be generated from this combination. As an example, Turner has been incredibly successful at developing new cable networks, and with access to the Time Warner library there probably will be a minimum of three new networks over a like number of years.

Our price target for Time Warner, pro forma for Turner Broadcasting, is roughly \$50, or about a 24% increase from current levels. Our price target for Disney is almost \$70, which is about a 13% increase. News Corp.'s price target is about \$25, a 15% increase. These are all 12-month price targets. And for Viacom, our price target is \$65 to \$70, which is a 45% increase from current levels.

Moving on to broadcasting, we're rapidly losing the companies in the industry to more diversified entities. Our favorite stock in the group currently is Infinity Broadcasting. We think it's extraordinarily well positioned for a change in the radio station ownership rules, which we believe will happen within the next year, either by a telecommunications bill

or by the FCC changing the ownership rules. Infinity now has a very strong balance sheet, and it's basically in only major markets and very, very well positioned to expand from here. Our price target for Infinity is about \$40 per share, or just over a 20% increase from current levels. Radio is a management-intensive business, and here we think we've really got the best and the most aggressive management around.

We like King World long term. The company will have to get new shows on the air, which we have full confidence it will do, but those shows also have to be successful. Investors won't know whether those shows work or not until fall '96, so it's one you just have to be patient with. Our price target for King World is almost \$45, which is just over a 10% increase from current levels.

Moving on to cable, I can't discuss specific names, but we are very, very positive on the group. We think 1996 will finally be the year that these stocks move. If they don't go up in '96 they aren't going up ever! The stocks are at historically low multiples. Historically, cable has traded at anywhere from seven to 13 times operating cash flow, at least based on our estimates, and most of the companies we follow are now between seven and eight times, really at the bottom end of the range. Subscriber growth has been fabulous in the last year, up almost 4% to 5% pre-Primestar. Advertising has grown at about 20%, and we think that will provide a new base of earnings for the cable operators, particularly as they cluster and can sell whole ADIs.

New services should come online in 1996. We hope that 1996 will be the year of the cable modem. Digital compression set-top boxes may actually come out before year-end. The only one I can mention in the group currently is a non-U.S. cable operator; TINTA, or TeleCommunications International Inc., one of our favorite stocks. TINTA is parent company TCI's play into markets outside the U.S., so it has a three-pronged business approach: video delivery, which is largely cable operations but it can be MMDS or DTH; programming, and telephony. Its three principal markets are the UK, through Tele-West and Flex-tech, both public companies; Argentina, where it owns 51% of Cablevision, and Japan, where it owns 40% of Jupiter and its partner is Sumitomo.

The key to TINTA is that it has access to parent company TCI's resources, which means that it's got access to deep pockets, it has access to technology, it has all of the management expertise of TCI, all of the access to programming that TCI has, like @Home. We expect it to be a global service that's a PC-based service via broadband cable. We think that TINTA has learned from its mistakes so it gets the opportunity not only to cherry-pick markets but to continually learn and improve on what it has done in other markets. As a result, it may have opportunities unmatched by any other company in the world. Our price target for TINTA is the low 30's. It's still roughly 25% above current levels.

We're strong believers in BSKYB's long-term outlook. It has a dominant market position that seems to be enhanced continually. It has pretty much locked in all of the sports rights, all of the film rights, for a long time, and by the time those rights expire its brand name will be ingrained in the UK. We don't see any challenge to BSKYB's dominance for at least five years, but short term the stock seems to be a little bit ahead of itself. And our price target is roughly where the stock is now, which is the high \$30 to \$40 range.

David Londoner

If you look at the top-down approach for broadcasting, clearly this fourth quarter was a very tough quarter and the first six months of 1996 are also going to have tough comparisons. In the second half, however, you'll have election spending, which is going to look good. But you have to question, when you get the income burst from election spending in a presidential year, whether you're going to get a multiple contraction on broadcasting stocks. That's going to depend on the outlook for '97. These difficult comparisons coming up immediately may be something of a problem for broadcasting stocks after we get a telecom bill.

The film business is intensely competitive at this point. We're running into spiraling costs, particularly for talent and marketing. You're looking at essentially flat domestic revenue, both home video and theatrical, which are the two biggest markets. Foreign is expanding nicely. But with the cost increases and the increase in the number of major films in release, we have entered a period of intense competition. Clearly one or two companies are

going to have the next "Forrest Gump" or "Lion King," but this is going to be a very tough period for most companies.

I don't mean to sound bearish, because you can take a top-down approach and these companies that we all follow are very, very individual. You can have a poor industry condition and a hit movie and do wonderfully. You can have a poor industry condition and an enormous increase in ratings and do fabulously. And that's really where you have to look. But as an overview, as a kind of background for both film and broadcasting, the near term is tough. And investors should look at it that way and forget the hype about superhighway delivery systems and the Internet.

On the other hand, there is a lot of money looking for investments. One of the things people don't easily focus on is that from the CapCities and CBS takeovers the amount of real cash coming into the market is \$15 billion. Other than the RJR deal, that is the largest amount of money that has ever been pumped into the stock market in any single industry group at any time. That money is going to be redistributed, and our job is to find the right candidates for our clients to invest in. Institutions collectively are suddenly going to get a great deal of money, and they're going to want to keep much



Our absolute favorite stock in the group is Viacom....[It] is probably the fastest-growing company in the industry.

—Jessica Reil

of it in the same entertainment/broadcasting sector. A substantial portion of that \$15 billion is going to be reinvested in this field. Viacom is our top choice for getting a large bulk of that reinvestment money. We like the stock here.

Disney, on a longer-term basis, is my pick for probably the best situation in the group, although very difficult comparisons in its first half, which is through March. Two things are going against it near term. One, the tough comparison with a very strong period a year earlier, and second, once the CapCities merger is completed, [Disney will go] on a much higher tax rate. It has to make up for the lower tax rate it reports in the December quarter by having an extremely high tax rate in the March quarter. But that's an increase that's going to hurt its second quarter.

I'm bullish for a number of reasons. Disney is—I'll exaggerate, but only slightly—the single best franchise in the world. If you take that franchise, which gives them a leg up to innovate products and go into new businesses, and couple it with a management that is brilliant at marketing and tight as a drum in finance, you've got what I consider the best long-range growth vehicle among the larger companies in the business.

What CapCities does for Disney is give it an ability to cross-promote, to highlight the products and services that it offers in a way that would be far more expensive if Disney didn't have the company. One of the things that Disney is going to take off on is international expansion, particularly international sports. ESPN is the groundwork for sports. The Disney brand name and the CapCities franchises are just a very powerful combination. You may have a stock that drifts for a little while; I don't know where it's going short term, but long term this is a great investment.

I would highlight also for 1996 the stock that we think just might perform the best in our group—a company called Central European Media. Schroder Wertheim was the lead underwriter for this company, which operates Nova TV, the privately owned network in the Czech Republic. It is clearly a far more speculative stock than most of the ones that I follow, but there is real dynamism. I don't think there's been a start-up in broadcasting history that has earned as much in its second year of existence as Nova TV, which will do somewhere north of \$40 million of cash flow in 1995, its second year in business. Central European owns two-thirds of the equity in the station. They've just started up Slovenia and Romania and in the latter half of 1996 or 1997 will start up what are near-monopoly franchises in Hungary and the Slovak Republic. So you've got this momentum going. If the company can come anywhere near replicating the success it has had in the Czech Republic, stockholders are going to have a very attractive investment.

Other than that, we like Polygram and Meredith Corp. The latter was a kind of sleepy company four or five years ago that management has revitalized. Margins are increasing in

broadcasting, market share is increasing in publishing, and it is acquiring more television stations.

Polygram's got a slow second half of 1995 but probably a very strong year in '96, and music is one of the great businesses we follow. Very little capital investment; diversified product line; huge net-free cash flow producers, with a protective competitive situation where it's very tough to break into the ranks of the top six distributors.

I think radio stocks have come down to the point where they're again attractive. A lot of money was made in radio stocks, and they got a little overextended. The business started going through a somewhat less robust advertising period, and these stocks have reacted. But I think they're down to particularly good value. We would highlight Emmis and Evergreen as two to look at. Emmis is one of the smaller capitalization companies; Evergreen is becoming a larger cap company.

Barry Kaplan

I'd like to focus on the broadcasters and the cable companies, which are the areas for which I'm responsible. We agree with the consensus on News Corp. and Viacom. But let me start in terms of my coverage, south of the border, and then come back and talk about some of the domestic companies.

Grupo Televisa is one of our favorite stocks and it is on our recommended for purchase list. When I talk about the stock these days, some people sort of cringe because they look at what's going on in Mexico and what's happened to the whole Mexican market generally, including this stock. But if you look at this company and you break it down, the

perception of the risk going forward, we think, is much greater than the reality. As far as Mexico goes, Televisa is the equivalent of a Disney, Time Warner and Viacom, all put together, and you could probably throw in a couple of other major companies. It overwhelmingly dominates the broadcast marketplace. In television, Televisa has about an 80% share of the revenue pie and over 80% share of the viewing audience in the marketplace. It is vertically integrated, producing about 80% of the total programming aired themselves. There has been some competition that's evolved over the last couple of years from TV Azteca, but frankly when you look at the numbers Azteca really has not made any meaningful inroads competitively.

But Televisa really goes well beyond just television. The company is the leading cable operator in Mexico City and recently sold a half interest in the cable operations to Tel-Mex. That should create quite a powerful franchise. Televisa is the leading magazine publisher in the country; one of the leading film producers, as well; one of the leading radio operators, and one of the leading recorded music companies. It just goes on and on.

Televisa also has substantial investments in companies that are outside of Mexico. U.S. Spanish language broadcast-



er Univision was acquired by a group led by Jerry Perenchio, Televisa and Venevision about three years ago. It was at the time a failing company. The investor group came in, basically replaced a lot of original production with programming out of the Televisa and Venevision libraries, and, at the same time, significantly improved the audience share. The cash flow has exploded over the last two years. They also own 40% of PanAmSat, which is not only a successful satellite operator in its own right but is going to be a key investor and provider of satellite capacity to the Latin American direct to home (DTH) satellite venture that has been discussed.

Televisa itself is also in a partnership with PanAmSat as well as the other companies that have been previously named here—News Corp. and TCI International and Globo—for the Latin American satellite direct-to-home venture. We think that venture has the potential to be much bigger than a lot of people think. Nobody knows what the exact number is, but we think there's something on the order of 100 million television homes

across Latin America, including the Spanish-speaking homes in the U.S., and that if this venture can penetrate 10% of that market with \$30 a month and 30% cash flow margins and you capitalize that at only 10 times, you're talking about a venture that's worth \$9 billion five years from now. Televisa will probably end up owning 15%-20% of that, plus it will own its 40% interest in PanAmSat, which will in turn own about 15% of the venture. So that could be a significant incremental value for them.

Although it has recovered from its low—at 22—it's down from a high of 74. A lot of the reduction of value has been real, a function of what's going on with the peso, but we think over the long term there's really quite significant upside. That would be one of our long-term favorites, although nobody knows how long it's going to take before the sentiment and the climate in Mexico improve.

In the near term I do have some concern about the broadcasting stocks. However, they have pulled back quite significantly from their highs. When business started to slow down all the stocks completely fell apart. So I think there's very limited downside from here, and the key issue in terms of upside is timing. We have focused on two names, relatively smaller names, on the broadcasting side. One is Renaissance Communications, which is on our recommended for purchase list. We think Renaissance is one of the finest operated group broadcasters in the business—primarily a stable of Fox affiliates. It's the largest non-Fox-owned Fox affiliated group, and it has really very much ridden the success of Fox but, at the same time, it's also done a lot of things very unique to them that have been very successful.

Mike Finkelstein, who runs the company, has what I think is an incredible eye for identifying unique opportunities that other people don't always see in acquiring stations, but perhaps one of his greatest skills or talents is discipline. He has largely

sat out for the past year or so this acquisition frenzy in television stations. He's done one significant deal, which was a swap: He acquired the former Fox affiliate in Dallas and swapped to Fox Renaissance's Denver station plus \$30 million. That deal has worked out great. The Dallas station has absolutely been a home run for Renaissance, and it's really bucking the trend in the industry in the third and fourth quarter, doing extraordinarily well. I think Mike will continue to maintain a disciplined approach but eventually will find some attractive acquisitions. There are also a number of duopoly/LMA opportunities in the Renaissance markets which could be very interesting if the rules allow it. So far Renaissance has sat out the LMA trend, but I think it will do some over the next year or so.

I think it will outperform the industry in terms of growth and cash flow. Even with the slowdown, we think the company will grow its cash flow 15% in 1996.

The other name we like a lot is Katz Media. It is not a true

broadcaster, per se, but it's a company whose economics depend very heavily on the broadcast industry. It was an IPO last April. Katz Media is the largest broadcast spot representative firm in the industry. The way we look at it, it is a company that very much shares fundamental economics with the broadcast industry but does not seem to get a broadcast stock-type multiple. The company is paid commissions on broadcast billings so its revenues are obviously very dependent on trends in the broadcast industry. It also, like the broadcasters, has almost no capital expenditure requirements and so is a substantial free cash flow generator. In an odd way, it is in a little bit of a race with the broad-



cast industry to see which can consolidate faster, and significant consolidation has been going on in the rep business and Katz has been the beneficiary of that for the most part. We think Katz will continue to increase its market share of the rep business at a fairly rapid pace. Katz has also been quite successful in moving into the cable rep business. It recently announced a deal to represent the Chicago Cable Advertising Interconnect, and we think you'll see Katz going forward making announcements about several other major-market interconnects. We think Katz is right in the middle of the cable spot advertising explosion that is just getting under way.

The stock trades at a little over seven times our estimate of 1996 cash flow. We have most of the TV broadcasters trading at about 9 times, so it's quite a material discount. But the economics are quite similar and we certainly think that stock could get from the high teens, where it is right now, into at least the low- to mid-20s over the next year.

I should step back and mention that Televisa's stock is 22 now, while our target is 30. Renaissance is about 21 right now and our target is the high 20s. Both are 12-month targets.

The reality of the cable stocks is that you can identify indi-

Continues on page 66

Telcom bill: A deal, but not done

Parties agree on key items; Dole says concerns remain about digital TV 'giveaway'

By Harry A. Jessell

It now seems more a question of when than what. As of last Friday (Dec. 29), key lawmakers and the Clinton administration had reached consensus on most major provisions of telecommunications reform legislation that promises to reshape the broadcasting, cable and telephone industries.

But when that consensus would lead to final congressional passage was still unclear. Most industry lobbyists think the House and Senate will wait until they return for the second session of the 104th Congress in late January.

But some were hopeful the House would take up the bill this week when members come back from their holiday recess to deal with the budget crisis. "We would like to bring it up...[this week]," said a spokesman for House Majority Leader Dick Armey (R-Tex.). "Nothing is definite. The earliest we could do it is Thursday" (Jan. 4).

Despite the many hard-won compromises and the support of most of the

affected businesses, the legislation's becoming law is no sure thing.

Senate Majority Leader Bob Dole (R-Kan.) told reporters last Thursday that the legislation has a number of problems, including what he characterized as the "giveaway" of spectrum to broadcasters for digital TV, according to the *New York Times*. The legislation gives second channels to broadcasters. But if the FCC decides to license extra spectrum, the measure says, the FCC "should" limit eligibility to incumbent stations. Critics—liberal and conservative—charge that the plan amounts to a giveaway of billions of dollars in public assets.

The legislation—the first major rewrite of telecommunications law in 61 years—is aimed at putting cable and telephone into each other's businesses and permitting local telcos into the long-distance business. It also would deregulate cable TV rates, although not for three years for most operators.

The measure would relax broadcast ownership limits, a move that likely

would accelerate the industry's already swift pace of consolidation. And it would extend broadcast licenses to eight years and make it more difficult for a third party to challenge a broadcaster for its license at renewal time.

The bill came together, nearly fell apart and finally began to take final form in the three days before the Christmas weekend. Vice President Gore called reporters Wednesday night (Dec. 20) to tell them the Democratic and Republican leaders of the House-Senate conference—senators Larry Pressler (R-S.D.) and Ernest Hollings (D-S.C.) and Representatives Tom Bliley (R-Va.) and John Dingell (D-Mich.)—had reached a compromise on controversial elements of the bill. What's more, he said, the compromise had the blessing of the White House, which had been threatening to veto the legislation as passed by the House and the Senate earlier this year.

Possibly because Gore grabbed the headlines for the compromise on Thursday morning, House Republican leaders protested the deal all day Thursday. But by the time the stories of their concerns hit the morning papers on Friday, the concerns had dissipated. As lawmakers headed home for the holidays, a draft of the final bill was being circulated and talk had turned to scheduling the bill for a final vote.

Key to the compromise were Republican concessions on broadcast ownership limits (see box). Instead of permitting ownership of two TV stations in a market, the compromise measure defers the question to the FCC. And instead of repealing all radio ownership limits, it eliminates national caps but retains significant local ones.

The compromise dashed two efforts in conference, both reportedly pushed by Fox, to further liberalize the bill. The first would have given the FCC explicit waiver authority to permit ownership in excess of the 35% cap. The other would have quashed the FCC attribution rule-making to tighten up its definition of broadcast ownership, which Fox feared would force it to count stations in which it has minority interest against the TV ownership cap. The cap limits a group to reaching no more than 35% of the nation's TV homes. ■

Coming to terms on ownership

Central to the pre-Christmas compromise on telecommunications reform was agreement on provisions to relax the broadcast ownership restrictions. As now written, the bill would knock out the 12-station cap on national TV ownership and increase the audience reach from 25% of all TV homes to 35%.

Other major provisions would:

- Require the FCC to consider relaxing the prohibition against owning more than one TV station in a market (the TV duopoly rule). The legislation would not affect existing local marketing agreements.

- Extend the FCC's liberal waiver policy on the rule barring common ownership of radio and TV stations in a market—the one-to-a-market rule—to proposed combinations in the top 50 markets.

- Relax the rule against owning two broadcast networks. A network could start a new network, but couldn't buy or merge with an existing one.

- Permit common ownership of broadcast networks and cable systems. The FCC would establish safeguards against companies with broadcast networks and cable systems from discriminating against unaffiliated TV stations.

- Require the FCC to review broadcast ownership rules every two years to determine whether they were still necessary.

- Repeal the prohibition against common ownership of TV stations and cable systems in a market, but keep in place parallel FCC rules.

The legislation also would liberalize radio ownership rules. In the largest markets—45 or more commercial radio stations—one company could own eight, but no more than five of a single service (AM or FM). In markets with 30-44 stations, the limits would be seven total, four of a kind. In markets with 15-29, six total, four of a kind. In markets with 14 or fewer, five total, three of a kind, as long as no one company owned more than half the stations. —HAJ



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Ober out at CBS News

Eric Ober is out as president of CBS News, effective Jan. 12. He confirmed his pending departure in a memo distributed to CBS News staffers last Thursday (Dec. 28). No word on a replacement, but speculation centered on Andrew Heyward, VP, CBS News, and executive producer, *CBS Evening News*. In his memo, Ober wrote: "Peter Lund has decided to make a change in the presidency of CBS News."

That change came despite Lund's endorsement of the division in a Dec. 18 interview in *BROADCASTING & CABLE*. "CBS News does as good a job as any other news organization in gathering the news and in reporting the news and in doing documentaries. In the broad spectrum of covering news, CBS News is unparalleled," he told the magazine's editors.

That praise notwithstanding, Ober's fate had been



CBS News President Eric Ober has been with the company for 30 years.

the subject of speculation for months, given continuing problems at the division—most notably the third-place positions of *CBS Evening News with Dan Rather* and *CBS This Morning*—and the company's "number-one priority" of boosting ratings performance.

Ober said he was "struck by how much I will miss the people" at CBS News, but he'll get a severance package to cushion the blow. Public documents show he signed a three-year contract earlier this year worth more than \$3.3 million. In addition, he received \$1.5 million in stock option payouts as a result of the Westinghouse acquisition of CBS.

Ober is credited with beefing up CBS's affiliate news feed and resurrecting its *CBS Reports* documentary series in his five-year tenure as head of news. —SM

EchoStar launch goes smoothly

Second try by Chinese puts high-power DBS bird into space

By Chris McConnell

EchoStar last week moved closer to joining the high-power DBS business with the launch of its first satellite.

A Chinese Long March 2E rocket boosted the company's Lockheed Martin-built satellite early Thursday morning (Dec. 28).

Although the satellite is not expected to reach its final orbital slot for another week, the successful launch by the Chinese rocket represented a victory for the DBS proponent. EchoStar had faced an uncertain launch picture during 1995 after an explosion last January destroyed the Apstar-2 satellite during a launch attempt onboard a

Long March rocket.

"We're certainly through with the lion's share of the risk," said EchoStar President Carl Vogel. "The Chinese did a wonderful job."

Vogel said the company hopes to launch its DBS service in February or March. The company's service, DISH Network, initially will offer 70 channels to subscribers. The company plans to boost that number to some 200 channels once a second satellite is launched onboard a Russian rocket this summer.

Subscribers will receive the programming through 18-inch dishes manufactured by EchoStar and Philips Electronics. EchoStar hopes to offer its hardware and programming packages for

less than the prices of high-power DBS competitors DIRECTV and United States Satellite Broadcasting Co. (USSB).

"Congratulations and best wishes," USSB Chairman Stanley S. Hubbard said of the launch. Hubbard also voiced empathy with EchoStar's prelaunch risk: "It all depends on that rocket working."

The successful launch was the latest in a string of good news EchoStar has received in past weeks. Despite a federal government shutdown, the FCC's International Bureau on Dec. 21 extended the construction permits of EchoStar as well as Directsat, a DBS licenseholder whose channels are controlled by EchoStar.

The license extension, which allowed EchoStar to go forward with the launch, had been opposed by TCI subsidiary Tempo as well as by former DBS licensee Advanced Communications Corp.

EchoStar also has acquired more DBS channels, paying about \$8 million to purchase the channel assignments of Direct Broadcast Satellite Corp. (DBSC). DBSC holds 11 channels at the 61.5 degrees west orbital slot and another 11 channels at the 175 degrees west slot. The transaction will require FCC approval. ■

FCC sets DBS auction schedule

The FCC plans to begin taking bids on DBS spectrum Jan. 24. Despite the government shutdown, the FCC on Dec. 21 announced its schedule for auctioning the channels it reclaimed in 1995 from Advanced Communications Corp. Medium-power satellite TV distributor Primestar had planned to use 28 of the channels to offer a high-power service, and MCI has said it will open bidding for the channels at \$175 million.

On Jan. 19 the companies will see who else is interested in the channels. That's when short-form applications for the auction will be due. The commission also will require upfront payments on Jan. 19. —CM

Broadcasting

January 1, 1996

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New talk sinks, sitcoms soar

New shows get low ratings marks, according to Petry sweeps analysis; 'HI,' 'Seinfeld' top sitcoms; 'Wheel,' 'Jeopardy!' still have all the answers

By Steve McClellan

A November sweeps analysis by Petry Television (based on the local Nielsen rating books) shows dismal performances by all the new-season talk shows, none of which are likely to return, says Petry Television Vice President and Director of Programming Dick Kurlander. (Three—*Carnie*, *Stephanie Miller* and *Danny!* [see below]—already have been canceled.)

Two new off-network sitcoms with high expectations, *Home Improvement* and *Seinfeld*, didn't disappoint in the November sweeps. Both delivered big ratings in their first syndication fall sweeps outing—taking a toll on access time period magazines and game shows.

Among the surviving new talk shows, *Tempestt* was rated highest for the sweeps, with a 1.7 household rating/5 share in daytime. The show was down 19% from its lead-in rating and down 26% from year-ago time periods,



BTV pulled the plug on low-rated talker 'Stephanie Miller,' but was delighted with strong showing by its off-net 'Home Improvement' (above right). At right, 'Seinfeld' numbers had Columbia executives smiling.

with double-digit declines across key demos. That pattern was also true for the other surviving new talk shows, including *George & Alana*, *Charles Perez*, *Mark Walberg* and *Gabrielle*.

Danny's done, for now

Calling it a commentary on the state of the talk show genre, Buena Vista Television pulled the plug on *Danny!*, the low-rated new strip hosted by former *Partridge Family* member Danny Bonaduce.

"We believed *Danny!* was a show worth nurturing, but this season's backlash against trash talk has unfortunately and ironically swept *Danny!* with it," says Mort Marcus, president of Buena Vista Television.

Marcus, referring to the political uproar over the content of some daytime talk shows, says that Bonaduce and his producers "have taken great pains to avoid sleaze and produce an upbeat, entertaining program."

Danny! boasted the best critical reviews of this season's freshman talkers, although praise from *TV Guide*, *Entertainment Weekly* and others never translated into ratings gains.

The last original episode was taped Dec. 22, with repeats scheduled to air through Feb. 2. The strip averaged a 1.3 national Nielsen household rating during its three-month run.

Marcus says Buena Vista is committed to doing another show with Bonaduce, widely rumored to be a late-night talker more along the lines of the call-in radio show Bonaduce also hosts on Chicago's WLUP-FM.

Bonaduce filled in as guest host for the last original episodes of *Stephanie Miller*, but his presence didn't do much for the show's ratings. His four-day stint in Miller's chair averaged a 1.5/6 in Nielsen's metered markets, compared with the 1.4/5 Miller posted in her last full week as host.

Nonetheless, there is speculation that Buena Vista will unveil plans at the annual NATPE International convention later this month for a late-night talk/comedy project starring Bonaduce.

—CL



Based on the ratings alone, says Kurlander, "none of the new talk shows should be back next year." Indeed, he says, they could be joined by additional low-rated talkers.

In 152 access markets, *Home Improvement* shot to the head of the class in off-net and beat all the first-run shows except veteran powerhouses *Wheel of Fortune* and *Jeopardy!* The Petry rundown (on which all the numbers in this story are based) shows *HI* with a 9.5 household rating/18 share with strength across the key adult demos as well as teens (32 share) and kids (30 share). Among women 18-34, *HI* delivered an average 28 share, with a 29 share among men in the same age group.

Seinfeld was number two among access sitcoms (105 markets) and beat much of the first-run fare in the time period. Its adult demos also were strong, although its kid and teen appeal was not as strong as that of *HI*. *Seinfeld* averaged a household 7.9/13, a 22

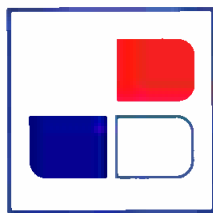
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share of the available women 18-34 and a 23 share of men 18-34.

Meanwhile, *The Simpsons*, in its second season in syndication, continued to perform well in access (94 markets), with an average 7.0/10 (household) and strong young adult, teen and kid demos.

Coach was fourth among sitcoms in access (23 markets), averaging a 6.5/12, essentially flat from a year ago but with a 23% drop from its lead-in rating in November. *Fresh Prince*, in its second season in syndication, averaged a 5.8/10 in 49 access markets, down 11% in ratings from a year ago but with an average 7% lead-in gain.

The only magazine show not showing a year-to-year ratings drop in access was *Extra*, which gained one-tenth of a rating point, to a 6.2/10.

The bad news was that ratings erosion for the two access game shows—*Wheel of Fortune* and *Jeopardy!*—accelerated in November. The good news is that they remained the number-one and -two shows, respectively, in syndication. *Wheel* averaged a 14.8/28 household rating and share. But the show dropped 3 household share points and 3 share points across key demos. *Jeopardy!* showed a similar pattern of decline.

Kurlander expects further ratings erosion for first-run shows with the demise of the prime time access rule next year. When the rule sunsets, sta-



'Wheel of Fortune' was in its familiar role of number one again.

tions in the top 40 markets will be able to program off-network sitcoms in access.

Entertainment Tonight remained the top-rated magazine, with an 8.0/13, down 5% in household rating, basically flat in the key women demos but down slightly among men.

Inside Edition was second among access magazines, averaging a 7.2/14, down 8% in rating from a year ago. The show also dropped sharply from its lead-in in November (down 21%) and showed double-digit declines across key demos. The same pattern held true

for *American Journal*, which averaged a household 6.5/13, down 14% in rating with an average 6% drop from its lead-in. Demos were also down across the board.

Hard Copy showed similar access declines, down 21% in household rating, to a 6.2/11, with a 15% drop in lead-in share and double-digit drops across the demos. Although *Extra* showed a slight household gain, it dropped 23% from its lead-in share. Its demo performance was mixed, with a 3% gain in women 18-34, a 15% spurt among adults 55-plus and a 21% drop among men 18-34.

The new and improved *A Current Affair* has yet to translate that status into ratings improvement. In its 25 access markets, the show dropped 23% in household rating to 6.0/10, with double-digit declines across key demos and a 9% drop from its lead-in. The same basic pattern held for the show in early fringe, where it was cleared in 57 markets during the sweeps.

Reality shows didn't fare any better in prime access. *Cops* averaged a 4.4/8, down 24% from its household rating year-to-year and 8% off its lead-in. The demos were down double digits across the board. The same pattern held true from *America's Most Wanted: Final Justice*, which averaged a household 4.3/7, down 20% in rating from the time period a year ago. *Real Stories of*

K-L boasts banner slate

The Kushner-Locke Company is having a banner development season with eight hour projects currently under consideration at ABC, CBS, NBC, Fox and UPN. According to company executives, the eight projects represent the most development ever for the independent program supplier.

"We are very fortunate to have attracted so many established, quality writers and highly respected creative talents, including many who are among Hollywood's top theatrical feature screenwriters," says Rob Dwek, president of television, Kushner-Locke.

Four of the company's eight projects are for ABC. *Purgatory* is about a big-city reporter who must prove herself by running a small-town daily before she can get a top editorial post. The pilot script was written by Laurie Elehwany whose credits include the theatricals "My Girl" and "The Brady Bunch." *Gargoyles* is a suspense hour about gargoyles that come to life to target a female architect. The project was written by Dan O'Bannon whose writing credits include "Alien" and "Total Recall." *Gun* is an anthology drama about a gun that winds up in the hands of a different character each week. The series will feature a variety of guest stars, writers and

directors. Also for ABC is the adventure drama *Road Docs* about two odd-couple doctors who take their practice on the road in pursuit of excitement and adventure. The pilot script was written by Lawrence Dworet ("Outbreak") and David Assail.

CBS has commissioned a pilot for *Wade Rivers*, an action/adventure show about a young scientist whose world travels bring him into contact with exotic cultures. The pilot was written by James Sadwith, who is also writing the pilot for *Gun*.

New York Dancers (working title) is a drama for Fox that follows the trials and tribulations of an aspiring dancer and her circle of artistic friends. *Sisters* writer Kathryn Pratt has written the pilot.

Black Bag Jobs is an action/adventure series for NBC. The show follows five young mercenaries, each of whom possesses a special skill. Peter Iloff, who wrote the theatrical "Patriot Games," is writing the pilot script.

UPN is considering *Infinity Plus*, a suspense drama about a special unit of the FBI dedicated to investigating a modern vampire society. Roderick Taylor, who wrote "The Star Chamber," and Bruce Taylor jointly wrote the pilot script.

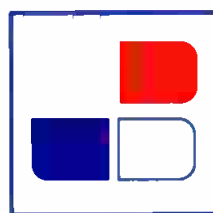
—SC

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the *Highway Patrol* averaged a 3.9/7, down 20% in rating from November 1994.

In early fringe, the new magazine *Day & Date* struggled in its first fall sweeps. The show averaged a household 2.4/9 in its 51 early fringe markets (45% of the U.S.), down 35% in rating from year-ago time periods. Group W Productions, which distributes the show, is telling stations it's committed to making *Day & Date* work (it airs on the Group W/CBS stations, which account for 33% of the U.S.).

In late fringe, where the new *LAPD*

has the bulk of its clearances, the show turned in a 1.5/7, with some modest gains from prior-year time periods.

In its first sweeps outing, *America's Funniest Home Videos* averaged a 3.2/8 early fringe rating, down 9% from year-ago time period ratings but up 19% from its lead-in. Highest demos were among kids and teens.

Among the veteran early fringe talk shows, *Oprah* was tops again, with a 9.1/28, followed by *Montel* (5.1/18), *Sally Jessy Raphael* (4.8/17), *Maury Povich* (4.4/10), *Ricki Lake* (3.8/12), *Jenny Jones* (3.5/12), *Geraldo Rivera*

(3.4/8) and *Donahue* (2.9/11).

Ricki and *Jenny* each received dozens of upgrades to early fringe this season. *Ricki* was in 144 early fringe markets, and its household rating was an average 25% less than year-ago time periods but 9% up from its lead-in. The show's young-adult demo appeal remained strong. The same pattern held true for *Jenny Jones* in early fringe.

In daytime, *Regis & Kathie Lee* continue to top the talk category, with a 5.5/26, flat from a year ago. *Sally Jessy* was second, with 3.6/16, while *Maury Povich* was third, with a 3.5/15. ■

Kids-show rush for fall

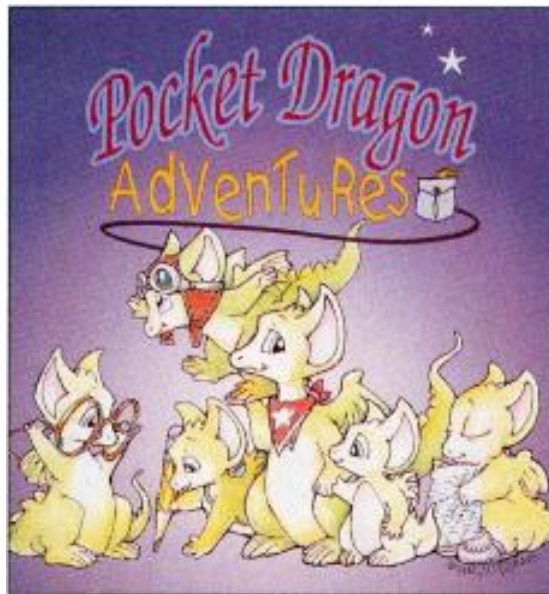
Several new animated series are added to growing roster

By Cynthia Littleton

As the NATPE convention nears, syndicators are hatching a host of children's projects for next fall.

Buena Vista Television will add animated shows *Duck Daze* and *Mighty Ducks* to its syndicated Disney Afternoon strip in September.

Duck Daze stars the ever-irascible Donald Duck as a globe-trotting TV cameraman for an entertainment news magazine. *Mighty Ducks* centers on the adventures of six mallard superheroes who also are stars of a professional hockey team. (*Mighty Ducks* is the name of the Disney-owned pro hockey team.) *Mighty Ducks* likely will have a network run next fall, just as the Buena Vista series *Timon & Pumbaa* and *Aladdin* have aired concurrently on CBS and in syndication.



Half-hour episodes of *Duck Daze* will run Tuesday through Thursday as part of Disney's two-hour children's block, with one episode of *Mighty Ducks* airing Friday and one episode of *Timon & Pumbaa* airing Monday. The



Bohbot is adding new titles, including 'Pocket Dragon Adventures,' to its Amazin' Adventures lineup. Disney is adding two new duck shows, including 'Mighty Ducks,' to its kids block.

remainder of Disney Afternoon for the 1996-97 season will comprise three returning shows—*Bonkers*, *Aladdin* and *Gargoyles*. One show in the current lineup, *Goof Troop*, will be retired.

Three hit weekly series will return as strips next fall: Summit Media's *Mega Man*, Bohbot Entertainment/New Line Television's *The Mask* and Bohbot's Amazin' Adventures anthology.

Mega Man already has been cleared as a strip in more than 50% of the country, including 19 of the top 20 markets, according to Shelly Hirsch, president and CEO of Summit Media.

Bohbot has sealed two-year deals in more than half the country for *The Mask* and Amazin' Adventures, a rotating series of half-hour animated shows that also will continue to run as a two-hour weekend block.

New producer for 'George & Alana'

Rysher Entertainment has signed a new executive producer for its struggling morning strip *George & Alana*.

Barbara Corday, former president of New World Television and Columbia Pictures Television, was replaced by Howard Schultz, former executive producer of Fox's *Studs* and Group W Productions' short-lived first-run strip *Jones & Jury*.

Despite persistent rumors that Alana Stewart's departure from the show is imminent, Schultz says Rysher has faith in the "chemistry" between the ex-spouses, former model Stewart and actor George Hamilton. Starting this month, Schultz will give *George & Alana* a subtle makeover by focusing more on Hollywood and making other subjects more topical. —CL

Two new titles will be added to the Amazin' Adventures lineup next fall: *Captain Simian & The Space Monkeys* and *Pocket Dragon Adventures*.

Bohbot officials hope to emulate the Fox Children's Network's success at branding by running Bohbot shows under the Bohbot Kids Network banner, complete with a Bohbot logo and interstitials.

Bohbot rival Saban Entertainment is considering a similar plan, reflecting industrywide concern that prime kids time periods will dry up when UPN and the WB Network expand their children's blocks during the next two years.

In the weekly arena, Summit Media has four new shows on tap for next fall.



Active Entertainment's 'Sky Dancers'

Pillow People is an animated series based on a line of bed sheets and home furnishings. The storylines and characters in another animated half-hour, *Power Animals*, are based on tales of the Chinese zodiac.

Dream Big is an FCC-friendly news magazine based on the home video line featuring kids-level reporting on topics ranging from spaceships to whales. *The Shelley T. Turtle Show* is aimed at teaching preschoolers about animals with a combination of an animated turtle host, live-action footage and puppetry.

Another new kids weekly blending live-action and animation is DIC Entertainment's *Inspector Gadget's Field Trip*. The popular Inspector Gad-

SYNDICATION MARKETPLACE

Geraldo vows to bow out

Geraldo Rivera says he will depart his self-titled first-run talker at the end of the 1997-98 season. In 1994 TriHune Entertainment announced it had renewed the show through 1998-99, but Rivera reportedly will not exercise his option to continue with the show when his contract expires in 1998. *Geraldo*, launched in 1987, has held its own in the ratings this season despite being downgraded in key markets to make way for new talk shows, all of which underperformed *Geraldo*'s year-ago averages.

'Springer' springs back in New York

NBC's New York O&O WNBC-TV has renewed Multimedia Entertainment's *Jerry Springer* for another year. Although some call it sensationalistic "trash talk TV," the show hosted by the former mayor of Cincinnati surged more than 20% this fall in national Nielsen household ratings and key women demos. *Jerry Springer*, now in its fourth season, has averaged a 2.9 household rating this season. *Springer* posted an average 4.5/17 in the 11 a.m. slot on WNBC during the November sweeps.

Syndication bound?

Disney's *Mike & Maty* show could be headed for syndication next year now that ABC plans to replace the daytime talk/variety hour next spring with a new talker hosted by the com-

edy duo known as The Mommies. Disney TV officials say *Mike & Maty*'s fate has not yet been decided. But sources say the studio has not forgotten that it took five sweeps periods before its first-run morning show franchise *Live with Regis & Kathie Lee* showed any signs of life.

Decisions, Decisions

MG/Perin is rethinking its plan to launch *Decisions, Decisions*, a daytime half-hour strip, next fall. Stations like the concept, but the show itself may need some "adjusting and tweaking" and could be expanded to an hour, says Richard Perin, president and CEO of MG/Perin. Marki Costello, granddaughter of comedian

Lou Costello, hosts the talk/reality hybrid in which the studio audience helps each guest resolve a personal problem. Although *Decisions, Decisions* may not be among MG/Perin's offerings at the NATPE convention next month, Perin says they will have a new health-oriented half-hour weekly and a weekly hour companion to *The Extraordinary*, which will be back to cover strange phenomena for a third season next year.

'ET' on Target

Paramount Domestic Television's *Entertainment Tonight* targeted Target shoppers over the holidays with an elaborate promotional campaign that will continue throughout 1996 with the *ET*-themed promotion—"Target Today. Entertainment Tonight"—and giveaways at the chain's 674 stores.

Revenge of Hercules

One week after it was beaten by *Xena: Warrior Princess*, MCA Television's *Hercules: The Legendary Journeys* came back with a vengeance to score its best Nielsen household and demo ratings ever. *Hercules* harnessed a 6.7 national Nielsen household rating for the week of Dec. 4, marking a 20% increase over the previous week when TV's mythic hunk was edged in the ratings by its spin-off, *Xena*. *Hercules* also hit season-to-date highs in the week of Dec. 4 with men 18-49 (4.8) and women 18-49 (4.2).

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec 10. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	13.1/225/98
2. Jeopardy!	10.6/219/98
3. Home Improvement	10.0/215/97
4. Oprah Winfrey Show	8.1/237/99
5. ESPN NFL Regular Season	7.9/3/71
6. Seinfeld	7.6/213/97
7. Buena Vista I	7.4/169/98
8. Entertainment Tonight	6.8/168/94
8. Simpsons	6.8/183/95
8. Star Trek: Deep Space Nine	6.8/234/98
11. Hercules, Journeys of	6.7/222/98
12. Nat'l Geog on Assignment	6.2/172/96
13. Roseanne	5.9/173/92
14. Inside Edition	5.8/166/90
15. Fresh Prince of Bel-Air	5.6/159/90
15. Home Improvement-wknd	5.6/189/84
15. Wheel of Fortune-wknd	5.6/162/71

get cartoon character is revived for a show described as a video field trip traveling everywhere from the Taj Mahal to Florida's Kennedy Space Center.

Other new weeklies up for grabs at NATPE will be Active Entertainment's

Sky Dancers, based on the popular girl's doll that flies with the aid of a slingshot-style launcher, and *Dragonflyz*, a futuristic companion series geared to boys.

Action Media Group has a pair of new weekly offerings from its Kooka-

nooga Toons animation studio. *Young Merlin's Quest* focuses on the legendary medieval magician's formative years. *Whiffle & The Moo*, narrated by comedian Jonathan Winters, chronicles the adventures of a little girl who hooks up with a lost dog from outer space. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Dec. 11-17

Week 13	abc	CBS	NBC	Fox	U/P/N
	14.5/22	11.6/18	11.6/18	7.2/11	2.9/4.5
MONDAY	8:00 78. The Marshal 6.8/11	13. The Nanny 13.2/20	47. Fresh Prince 9.5/14	53. Melrose Place 9.2/14	93. Star Trek: Voyager 3.8/6
	8:30 31. Almost Perfect 10.5/16	45. In the House 9.6/14			
	9:00 5. NFL Monday Night Football—Kansas City Chiefs vs. Miami Dolphins 17.8/29	23. Murphy Brown 10.9/16	18. NBC Monday Night Movie—Danielle Steel's 'Mixed Blessings' 12.7/19	90. Partners 5.2/8	100. Cop Files 2.4/4
	9:30 47. High Society 9.5/14			90. Ned and Stacey 5.2/8	104. Trial by Jury 1.7/2
	10:00 17. Chicago Hope 12.8/20				
	10:30				
TUESDAY	8:00 37. Coach 10.0/16	53. Martha Stewart's Holiday 9.2/15	37. Wings 10.0/16	57. Fox Tuesday Night Movie—Saved by the Light 9.1/14	103. Deadly Games 1.8/3
	8:30 44. Hudson Street 9.7/15		37. NewsRadio 10.0/16		
	9:00 8. Home Imprvmt 16.1/24	22. CBS Tuesday Movie—A Holiday to Remember 11.8/18	25. Frasier 10.8/16		108. Live Shot 1.3/2
	9:30 10. Roseanne 14.4/22		33. J Larroquette 10.3/15		
	10:00 10. NYPD Blue 14.4/23		25. Dateline NBC 10.8/18		
	10:30				
WEDNESDAY	8:00 43. Ellen 9.8/16	80. Ace Ventura 6.4/10	45. Dateline NBC 9.6/15	35. Beverly Hills, 90210 10.2/16	95. Sister, Sister 3.1/5
	8:30 58. Drew Carey 8.9/14	84. Bless This House 6.0/9			94. Pinky & the Brain 3.3/5
	9:00 18. Grace Under Fire 12.7/20	71. Stars in the Making 7.5/12	50. Garth Brooks Special 9.4/15	70. Party of Five 7.9/12	97. The Wayans Bros. 2.5/4
	9:30 30. Naked Truth 10.6/17		61. Christmas in Washington 8.5/15		97. Unhap Ever After 2.5/4
	10:00 21. PrimeTime Live 12.2/21	79. People Yearbook '95 6.5/11			
	10:30				
THURSDAY	8:00 74. The Commish 7.2/12	53. Murder, She Wrote 9.2/15	3. Friends 18.8/30	76. Living Single 6.9/11	
	8:30		6. The Single Guy 17.0/27	81. The Crew 6.3/10	
	9:00 41. Sinatra—80 Years My Way 9.9/16	81. Murder, She Wrote 6.3/10	2. Seinfeld 21.2/32	76. New York Undercover 6.9/11	
	9:30	87. 48 Hours 5.5/9	4. Caroline in/City 18.3/28		
	10:00		1. ER 24.1/39		
	10:30				
FRIDAY	8:00 25. Family Matters 10.8/20	71. Due South 7.5/14	63. Unsolved Mysteries 8.4/15	89. Strange Luck 5.3/10	
	8:30 28. Boy Meets World 10.7/19				
	9:00 32. Step by Step 10.4/18	63. Diagnosis Murder 8.4/14	50. Dateline NBC 9.4/16	37. The X-Files 10.0/17	
	9:30 41. Hangin' w/Mr. C 9.9/17		63. Homicide: Life on the Street 8.4/15		
	10:00 14. 20/20 13.1/24	75. Picket Fences 7.1/13			
	10:30				
SATURDAY	8:00 85. Jeff Foxworthy 5.9/11	52. Dr. Quinn, Medicine Woman 9.3/17	68. NBC Movie Special—It's a Wonderful Life 8.0/14	8. Miller Lite: Tyson—Mathis Fight 16.1/28	
	8:30 87. Maybe This Time 5.5/10				
	9:00 71. Saturday Night at the Movies—Willy Wonka and the Chocolate Factory 7.5/13	28. Touched by an Angel 10.7/18			
	9:30	23. Walker, Texas Ranger 10.9/19			
	10:00				
	10:30				
SUNDAY	7:00 59. Am Fun Home Vid 8.8/15	16. 60 Minutes 13.0/22	92. Time-Life Civilizations 4.0/7	81. Space: Above and Beyond 6.3/11	100. Pinky & the Brain 2.4/4
	7:30 14. Am Fun Home Vid 13.1/22				104. Simon 1.7/3
	8:00 33. Lois & Clark 10.3/16	36. Cybill 10.1/16	53. Mad About You 9.2/15	47. The Simpsons 9.5/15	97. Sister, Sister 2.5/4
	8:30	61. Almost Perfect 8.5/13	60. Hope & Gloria 8.6/13	67. Martin 8.1/12	102. Cleghorne! 2.0/3
	9:00 66. ABC Sunday Night Movie—Dare to Love 8.3/13	7. CBS Sunday Movie—The Christmas Box 16.6/26	12. NBC Sunday Night Movie—Christmas Vacation 14.1/22	68. Married w/Child 8.0/12	107. First Time Out 1.4/2
	9:30			86. What's So Funny? 5.8/9	106. Unhap Ever After 1.5/2
	10:00				
	10:30				
WEEK AVG	10.7/17	9.9/16	11.2/18	9.1/15	UPN: 2.3/3; WB: 2.3/4
STD AVG	11.6/19	9.6/16	11.9/20	7.6/12	UPN: 3.2/5; 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

Park's place in TV, newspapers

New owners may bow out of radio business; seek individual deals for stations

By Elizabeth Rathbun

The new Park Communications Inc. is exploring selling its radio stations so it can concentrate on its 106 newspapers and on expanding its TV holdings, says broker Brian Cobb of Media Venture Partners.

The 18 radio stations will be sold individually, Cobb says, citing several reasons: Although each market boasts an AM-FM combo, in no market is there a duopoly; the new owners of Park face the choice of buying more FMs and creating duopolies, or selling. Also, "radio's in such demand" that prices are high now, Cobb notes. Parks' plans to explore the sales were announced last Wednesday.

Lexington, Ky.-based Park Communications owns WNLS(AM)-WTNT(FM) Tallahassee, Fla.; KWLO(AM)-KFMW-FM Waterloo, Iowa; KJJO(AM)-KMJZ(FM) St. Louis Park/Minneapolis, Minn.; KWJJ-AM-FM Portland, Ore.; WNAX-AM-FM Yankton, S.D.; WDEF-AM-FM Chattanooga, Tenn.; WTVR-AM-FM Richmond, Va.; KEZX(AM)-KWJZ(FM) Seattle and WHEN-AM-FM Syracuse, N.Y. The company recently sold WPAT-AM-FM Paterson, N.J., for \$103 million and WNCT-AM-FM Greenville, N.C., for \$3 million ("Changing Hands," Nov. 13, 27, 1995).

As for TVs, Park already owns WBMG-TV Birmingham, Ala.; WTVQ-TV Lexington, Ky.; KALB-TV Alexandria, La.; WUTR-TV Utica, N.Y.; WNCT-TV Greenville, N.C.; WDEF-TV Chattanooga and WJHL-TV Johnson City, both Tennessee, and WTVR-TV Richmond and WSLS-TV Roanoke, both Virginia.

Founded by Roy Parks in 1965, Park Communications was sold last May to investors Donald Tomlin and Gary Knapp for \$711.4 million. Although it was reported at the time of the sale that the team had no broadcast or newspaper experience, "they're much more comfortable and can grow quicker being in television and newspaper," Cobb says. Park's president is Wright M. Thomas, a longtime Park executive.

Park's 106 newspapers are scattered across 12 states and provide steady sources of income because of their near-monopoly positions, Cobb says.

Benedek buys Brissette

Benedek Broadcasting Corp. is paying \$270 million in cash and stock for Brissette Broadcasting Corp.'s eight network-TV affiliates. That amounts to 11-12 times cash flow, says CEO Paul Brissette. He's thrilled with the price:

"It's a big number." That big number was encouraged by the fact that the station-sale market is hot and because the deal was for "eight network affiliates going at one time," he says.

Another big number is the total number of TVs that Rockville, Ill.-based Benedek will own if the FCC approves the deal: 22. That's 10 over the current station-ownership limit of 12, and the largest TV-station group in the U.S., Benedek says. The company plans to seek a waiver of the FCC cap. On-again, off-again telecommunications legislation pending in Congress would eliminate the national cap.

With or without the bill's passage, "We think [this sale] is reasonable and we think it's logical," says Benedek President Jim Yager. The group still will be a small one in terms of viewership because the stations are in small and midsize markets, but when it comes to going digital, stations will need the "critical mass" of a group behind them to afford the technology, he says.

The FCC "probably shares our opinion that critical mass is important," he says.

Benedek was the highest bidder for the stations, Brissette says, although the next-highest bidder, whom he declined to name, was close. The sale, announced by Brissette in September, was conducted by Goldman Sachs & Co. The agreement was reached Dec. 18, but early in the process Brissette



Paul Brissette says the right opportunity could lure him back into TV station ownership.

reported that the bidding was "so hot it's beyond the point of believability."

Asked why he is selling all his stations, Brissette replies, "Money." He earlier was trying to add to his group, but when those deals didn't pan out, he and lender General Electric decided "if you can't buy, you gotta sell."

Sold were WHOI(TV) Peoria, Ill. (ABC); WWLP(TV) Springfield, Mass. (NBC); WILX-TV Onondaga/Lansing, Mich. (NBC); KOSA-TV Odessa (CBS) and KAUZ-TV Wichita Falls, both Texas (CBS); WTRF-TV Wheeling, W.Va. (CBS), and WMTV(TV) Madison (NBC) and WSAW-TV Wausau, both Wisconsin (CBS).

Benedek already owns WTVY-TV Dothan, Ala.-Panama City, Fla.; WIFR-TV Rockford-Freeport, Ill.; WBKO-TV Bowling Green, Ky.; KDLH-TV Duluth, Minn./Superior, Wis.; WTOK-TV Meridian, Miss.; KHQA-TV Quincy, Ill./Hannibal, Mo.; WYTV(TV) Youngstown, Ohio; WHSV-TV Harrisonburg, Va., and WTAP-TV Parkersburg, W.Va.

Although there are no plans to consolidate stations, the group will be able to afford better national news coverage, and regional news and sports operations may be possible in the future, Yager says.

Benedek also expects to close shortly on its \$60.1 million purchase of Morris Communications Corp.'s KCOY-TV Santa Maria/Santa Barbara/San Luis Obispo, Calif.; WIBW-TV Topeka, Kan.; KMIZ-TV Columbia/Jefferson City, Mo.; KGWC-TV Casper/Riverton, Wyo., and KGWN-TV Cheyenne, Wyo./Scottsbluff, Neb./Sterling, Colo. ("Changing Hands," Dec. 11, 1995).

The company now will take a breather from buying, Yager says: "We're going to digest what we've just acquired."

Gray gets TVs—and more

Also sold Dec. 18 were John H. Phipps Inc.'s WCTV-TV Thomasville, Ga./Tallahassee, Fla., and WKXT-TV Knoxville, Tenn. Terms were not disclosed, but speculation was that the cash deal was a pricey one: Not only is WCTV-TV the top-ranked station—by far—in the market, but it is the only VHF station in the market. Phipps has owned WCTV-TV since 1955; it bought WKXT-TV in 1992

for \$5.77 million.

Both stations are CBS affiliates, but that's sheer coincidence, says Ralph W. Gabbard, president of the buyer, Gray Communications Systems Inc. Gabbard also is chairman of the CBS Affiliate Board. Rather, WCTV-TV and WKXT-TV are "two very good markets that fit our profile," Gabbard says. That profile is one that concentrates on college towns in the Southeast.

Gabbard, who ran Gray's Broadcast Group until he was named president of the entire company last month, says the company's goal was to buy one station a year (see "Fifth Estater," page 69). So far this year, it has bought three stations, he says. The other is WRDW-TV Augusta, Ga., purchased for about \$34 million ("Changing Hands," April 17, 1995).

Gray already owns WJHG-TV Panama City, Fla.; WALB-TV Albany, Ga.; WKYT-TV Lexington and WYMT-TV Hazard, Ky., and KTVE-TV Monroe, La./El

Dorado, Ark.

FCC waivers will be required for signal overlaps between the new Tallahassee holding, WJHG-TV Panama City and WALB-TV Albany, Gabbard says. Though Gabbard is optimistic that the deal will go through, one knowledgeable observer gives it a 50-50 chance. "That does not make [the deal] a slam-dunk at the FCC," the observer says.

Along with Phipps's TV stations, Gray is acquiring Phipps's PortaPhone, a communications and paging business in the Southeast, and its Tallahassee-based satellite and production business. With PortaPhone, Gray will take over Phipps's bids for \$1.38 million worth of MMDS wireless cable spectrum in the FCC's ongoing auction. "It's a good companion business and it's highly profitable," Gabbard says.

The likewise-lucrative satellite and production business is actually five

satellite trucks affiliated with the Tallahassee TV station that do so much outside work that they were spun off into their own company, Gabbard says.

The deal also included some real estate owned by Phipps, including a plantation in Thomasville and a Radisson Hotel in Tallahassee. The property was immediately spun off to an undisclosed New York investment group, however, and is not included in the price.

The new stations give Gray eight network affiliates, six of which are rated number-one in their markets, Gabbard says. Gray also owns the daily *Albany* (Ga.) *Herald*, two five-day-a-week newspapers in Georgia, and seven advertising weeklies in southwest Georgia and North Florida.

Phipps officials did not return several telephone calls seeking comment. But Gabbard says the younger generation of the family-owned company is not interested in broadcasting. ■

Changing Hands

The week's tabulation of station sales

Proposed station trades

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

This week:

TVs □ \$270,000,000 □ 8

Combos □ \$7,858,598 □ 3

FMs □ \$4,950,000 □ 8

AMs □ \$1,753,000 □ 2

Total □ \$284,561,598 □ 22

So far in 1995:

TVs □ \$3,587,475,545 □ 140

Combos □ \$2,480,610,569 □ 222

FMs □ \$778,426,481 □ 361

AMs □ \$102,919,747 □ 207

Total □ \$6,974,890,248 □ 930

TV

WHOI(TV) Peoria/Bloomington, Ill.; **WWLP(TV)** Springfield/Holyoke, Mass.; **WILX-TV** Onondaga/Lansing, Mich.; **KOSA-TV** Odessa/Midland and **KAUZ-TV** Wichita Falls/Lawton, Tex.; **WTRF-TV** Wheeling, W.Va./Steubenville, Ohio, and **WMTV(TV)** Madison and **WSAW-TV** Wausau/Rhineland, Wis.

Price: \$270 million (\$225 million cash; \$45 million stock)

Buyer: Benedek Broadcasting Corp., Rockford, Ill. (A. Richard Benedek,

chairman/CEO); also owns WTVY-TV Dothan, Ala./Panama City, Fla.; WIFR-TV Rockford/Freeport, Ill.; WBKO-TV Bowling Green, Ky.; KDLH-TV Duluth, Minn./Superior, Wis.; WTKO-TV Meridian, Miss.; KHQA-TV Quincy, Ill./Hannibal, Mo.; WYTV(TV) Youngstown, Ohio; WHSV-TV Harrisonburg, Va., and WTAP-TV Parkersburg, W.Va., and is buying KCOY-TV Santa Maria/Santa Barbara/San Luis Obispo, Calif.; WIBW-TV Topeka, Kan.; KMIZ-TV Columbia/Jefferson City, Mo.; KGWC-TV Casper/Riverton, Wyo., and KGWN-TV Cheyenne, Wyo./Scottsbluff, Neb./Sterling, Colo.

Seller: Brissette Broadcasting Corp., Boca Raton, Fla. (Paul Brissette, CEO); no other broadcast interests

Facilities: WHOI: ch. 19, 2,240 kw visual, 224 kw aural, ant. 636 ft.; WWLP: ch. 22, 4,170 kw visual, 417 kw aural, ant. 877 ft.; WILX-TV: ch. 10, 309 kw visual, 61.7 kw aural, ant. 970 ft.; KOSA-TV: ch. 7, 316 kw visual, 39.8 kw aural, ant. 741 ft.; KAUZ-TV: ch. 6, 100 kw visual, 20 kw aural, ant. 1,021 ft.; WTRF-TV: ch. 7, 316 kw visual, 30.9 kw aural, ant. 960 ft.; WMTV: ch. 15, 1,050 kw visual, 105 kw aural, ant. 1,161 ft.; WSAW-TV: ch. 7, 316 kw visual, 63.2 kw aural, ant. 1,210 ft.

Affiliations: WHOI: ABC; WWLP: NBC; WILX-TV: NBC; KOSA-TV: CBS; KAUZ-TV: CBS; WTRF-TV: CBS, ABC; WMTV: NBC; WSAW-TV: CBS

COMBOS

KACY(AM)-KSMB(FM) Lafayette, La.

Price: \$4.4 million

Buyer: Powell Group Inc., Baton Rouge (Nanette N. Kelley, president/17.17% owner); is buying KSCJ (AM) Sioux City, Iowa-KSUX(FM) Winnebago, Neb. ("Changing Hands," Dec. 11, 1995)

Seller: Media Properties, Birmingham, Ala. (Rish Wood, president); no other broadcast interests

Facilities: AM: 1520 khz, 10 kw day, 500 w night; FM: 94.5 mhz, 100 kw, ant. 1,079 ft.

Format: AM: sports, talk; FM: top 40

WCSY-AM-FM South Haven, **WYTZ(FM)** Bridgman (formerly WCSE) and **CP** for **WZTY(FM)** Hartford (formerly WAFU), all Mich.

Price: \$3.088 million

Buyer: WSJM Inc., St. Joseph, Mich. (William R. Walker, secretary/39.87% owner); also owns WSJM(AM)-WIRX(FM) St. Joseph. Walker also owns 53.26% of WTDY(AM)-WMGN(FM) Madison, Wis.; 49.92% of WOSH(AM)-WVBO(FM) Oshkosh and WFDL(FM) Lomira, Wis.; 22.9% of GP of WIXC(FM) Essexville, Mich.; 22.51% of WMAY(AM)-WNNS(FM) Springfield and WQLZ(FM) Taylorville, Ill.; 20.97% of WIZM-AM-FM La Crosse, Wis., and 4.05% of WCHT(AM)-WGLQ(FM) Escanaba, Mich.; and is 47.64% owner of general partner of and 72.53% of limited partner of KOSP(FM) Willard, Mo.; LP of and 12.5% owner of GP of WJO-FM Watertown, Wis.; 4.08% of GP of WEAQ(AM)-WIAL(FM) Eau Claire and WECL-FM Elk Mound, Wis.,

and is LP of WIXC(FM) Essexville, Mich. He also is non-attributable stockholder of WJMC-AM-FM Rice Lake, Wis. (7.67%) and WCFX(FM) Clare, Mich. (6.63%).

Seller: WCSY-AM-FM: CoSY Broadcasting Inc., South Haven, Mich. (Donald L. Anderson, president/96% owner). Anderson is an officer of other seller, Dunes Broadcasting Inc. WYTZ, WZTY: Dunes Broadcasting Inc., South Haven, Mich. (Arlene M. Anderson, president/owner). Anderson is VP and 1% owner of other seller, CoSY. **Facilities:** WCSY(AM): 940 khz, 1 kw day, 6 w night; WCSY-FM: 98.3 mhz, 2 kw, ant. 400 ft.; WYTZ: 97.5 mhz, 1.9 w, ant. 413 ft.; WZTY: 103.7 mhz, 3 kw, ant. 328 ft. **Format:** WCSY-AM-FM: adult contemporary; WYTZ and WZTY: not on air

WDNY-AM-FM Dansville, N.Y.

Price: \$370,598

Buyer: Miller Media Inc., Dansville (Mark and Julia Miller, co-owners); no other broadcast interests

Seller: Dan-Way-Coa Broadcasting Inc., Dansville (Tom Wamp, president); no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 93.9 mhz, 570 w, ant. 741 ft.

Formats: Adult contemporary, talk

RADIO: FM

WGER(FM) Saginaw, Mich.

Price: \$4.2 million

Buyer: Fritz Broadcasting Inc. (Jock Fritz, president/CEO); also owns WSGW(AM)-WIOG(FM) Saginaw, WRQN(FM) Bowling Green and WTOD(AM)-WKKO(FM) Toledo, Ohio

Seller: F-B Communications Inc., Cleveland (Jack FitzGerald, president)

Facilities: 106.3 mhz, 2.1 kw, ant. 381 ft.

Format: Soft adult rock

Broker: Richard A. Foreman Associates

KFIE(FM) Merced, Calif.

Price: \$450,000

Buyer: First Yosemite Corp., Merced (Edward G. Hoyt Jr., president/owner). Hoyt has interest in KYOS(AM)-KABX-FM Merced and KZFT-FM.

Seller: Nineveh Inc., Modesto, Calif. (Ronald Malik, principal); no other broadcast interests

Facilities: 106.3 mhz, 2.95 kw, ant. 476 ft.

Format: Spanish

KBCH(FM) Kings Beach, Calif.

Price: \$300,000

Buyer: Vernon Miller, Reno

Seller: Kidd Communications, Reno

(Chris W. Kidd, owner); owns KJRC-AM South Lake Tahoe and is applying to build FM at Gridley, both Calif.

Facilities: 107.7 mhz

RADIO: AM

KPPC(AM) Pasadena, Calif.

Price: \$825,000 for stock

Buyer: Personal Achievement Radio Inc., Palo Alto, Calif. (N. John Douglas, president/owner). Douglas owns KSJX(AM) San Jose, Calif., and 51% of WBPS(AM) Dedham, Mass., and KGOL(AM) Humble, Tex. He is selling KMAX(FM) Arcadia, KBAX(FM) Fallbrook, KEST(AM) San Francisco, KWIZ(FM) Santa Ana, KAXX(FM) Ventura and KOBO(AM) Yuba City, all Calif.; WVVX(FM) Highland Park, Ill.; WNDZ(AM) Portage, Ind., and WNJR(AM) Newark, N.J., and his 90% interest in KECR(FM) El Cajon, Calif.

Seller: KPPC Radio Inc., Westport, Conn. (Jeffrey D. Warshaw, president/21.69% owner). Warshaw also is president of Connoisseur Communications, New York and owns WXLN(FM) Moline Ill.; KJOC(AM) Davenport and KBOB-FM Muscatine, both Iowa; WFDF-AM/WDZZ-FM Flint, Mich., and WBBW-AM-WBBG-FM and WRTK-AM/WHOT-FM Youngstown, Ohio, and is buying WFRL-AM/WXXQ-FM Freeport/Rockford, Ill., and WROK-AM/WZOK-FM Rockford

Facilities: 1240 khz, 250 w

Format: Inspirational, ethnic

KTFI(AM) Twin Falls, Idaho

Price: \$300,000

Buyer: AM 1270 Co., Twin Falls (Stephanie S. Johnson, VP/owner); no other broadcast interests

Seller: Veis Communications Inc., Twin Falls (Terry M. Veis, president); no other broadcast interests

Facilities: 1270 khz, 5 kw day, 1 kw n

Format: Adult standards, MOR

WARD(AM) Pittston, Pa.

Price: \$275,000

Amplification

FCC documents show the sale of KMAX(FM) Arcadia-Pasadena, KAXX(FM) Ventura, KBAX(FM) Fallbrook and KWIZ-FM Santa Ana, all Calif., to Odyssey Communications Inc. is worth \$38 million, not \$30 million as reported in Dec. 4, 1995, "Changing Hands." The deal breaks down this way: \$25 million for KMAX; \$9.567 million for KWIZ; \$2.1 million for KBAX, and \$1.333 million for KAXX. The seller is Douglas Broadcasting Inc.

Buyer: Robert C. Cordaro Inc., Dunmore, Pa. (Robert C. Cordaro, president/owner). Cordaro jointly owns 35% of WKQV(FM) Olyphant, Pa.

Seller: Ward Broadcasting Corp., Duryea, Pa. (Dorothy Ward, president); no other broadcast interests

Facilities: 1550 khz, 10 kw day, 500 w night

Format: News/talk

Broker: Gordon P. Moul & Associates

KBIX(AM) Muskogee, Okla.

Price: \$149,000

Buyer: Oklahoma Sports Properties Inc., Tulsa, Okla. (Fred M. Weinberg, president/owner); also owns KTRT(AM) Claremore, Okla. Weinberg also owns 50% of KRLV(AM) Las Vegas.

Seller: D&E Broadcasting Inc., Muskogee (David Edwards, president); no other broadcast interests

Facilities: 1490 khz, 1 kw

Format: News/talk, info

KZEE(AM) Weatherford, Tex.

Price: \$117,000

Buyer: Granbury Communications Inc., Weatherford (Charles and Sally Beard, 80% owners); no other broadcast interests

Seller: Richardson Commercial Corp., Bellevue, Wash. (Judy H. Richardson, principal)

Facilities: 1220 khz, 500 kw day, 8 w night

Format: Country gold

WQQW(AM) Waterbury, Conn.

Price: \$60,000

Buyer: Unity Broadcasting Network-NY Inc., New York (Sydney L. Small, president); owns WWRL(AM) New York

Seller: Richard D. Barbieri Sr. and John A. Corpaci, Waterbury (each 33.3% owners before sale, 0% after sale)

Facilities: Not available

50% of construction permit

for WWJZ(AM) Mount Holly, N.J.

Price: \$15,000

Buyer: Edgar Cramer, Mount Holly

Seller: Marion Vivian (executor), Brookfield, Conn.

Facilities: 640 khz, 50 kw day, 950 w night

WCIE(AM) Spring Lake, N.C.

Price: \$12,000

Buyer: W&V Broadcasting Enterprises Inc., Raeford, N.C. (William Hollingsworth, president/owner)

Seller: Evangel Christian School Inc., Lakeland, Fla. (Joseph Perez, principal)

Facilities: 1450 khz, 1 kw

Format: Not on air

Deals in limbo while FCC shut down

Government furloughs block completion of sales, mergers, other commission actions

By Chris McConnell

Disney and Time Warner are not the only ones waiting for the FCC to go back to work.

In addition to the two megamergers pending at the FCC, industry onlookers cite a slew of smaller transactions—many involving radio licenses—that cannot close while commission staff remain on furlough. They also point to another level of normally routine business, such as station modification requests and requests to extend temporary authorizations, that the government shutdown is holding up.

"There are a lot of transactions going on," says Washington lawyer John Pelkey, who estimates that the current shutdown and November's furlough have held up about 20 radio station deals he is handling. Washington lawyer Harry Cole counts 25-50 stations represented by his firm that are awaiting some form of FCC approval: "It's just kind of a bizarre situation."

Both agree that the shutdown and subsequent delay in deal closings will affect the year-end financial statements of some broadcasters. Pelkey places some of the blame on November's shorter shutdown, which he says came at the worst possible time. Because public notices for the transactions were stalled, deals that would have become final this week will not become final until after Dec. 31, he says.

Others point to pending deals where the FCC has approved the actual license transfer but must still approve the holding of a broadcast license by a subsidiary company. Although normally a routine process, it now stands to hold up transactions or force the parties to write post-closing obligations into their contracts, one industry onlooker says.

Broadcast lawyers also cite a series of normally commonplace issues that now are on hold. One lawyer points to special temporary authorizations (STAs) that are expiring and cannot be renewed until the commission returns. And Pelkey cites a broadcaster seeking to change call letters as part of a marketing campaign.

Pelkey and others describe last week's delays as a nuisance but predict that the situation will worsen this week when executives return from holiday vacations and business activity picks up.

Pelkey and Cole also point to tomorrow's (Jan. 2) deadline for filing petitions to deny or competing applications for radio station license renewals in Florida. A delay in the deadline will leave the Florida broadcasters waiting to see if they will face any challenges to their renewal requests, Pelkey says.

The shutdown also is keeping the pleading cycle open in Time Warner's acquisition of Turner Broadcasting System. On Dec. 11 Time Warner responded to comments by the Small Cable Business Association and the

U.S. Telephone Association that voiced concerns about the merger's impact on program availability. The record in the case normally would have closed seven days later with the response from SCBA and USTA, but now cannot close until the commission returns. One source is worried that the shutdown has given the two groups extra time to prepare their responses.

Others worry about the shutdown's impact on the other multibillion-dollar merger pending at the FCC. Although Disney is not facing the same financial pressure Westinghouse did to wrap up its network purchase, the company is anxious to implement its management strategies for the merged companies, one source says.

Industry onlookers also point to the furlough's impact on business outside the commission. The NAB's Jeff Baumann fears the shutdown may have inhibited the commission's contribution to the ongoing must-carry battle. Turner Broadcasting has asked the Supreme Court for an expedited review of December's appeals court decision upholding must carry, and the NAB and the Justice Department last week submitted their responses to the motion.

Another broadcast industry representative takes a different tone, maintaining that the shutdown has kept the FCC out of any legislative discussion of broadcast spectrum auctions: "Some of these things have silver linings." ■

The Supreme Court should hear and decide the cable industry's appeal of must-carry laws during the current court term, Turner Broadcasting Sys-

tem and others have told the court. In a "motion to expedite," the cable companies asked the court to consider their appeal at a Jan. 19 conference, enabling justices to hear and decide the case before fall 1996. The motion follows the December 1995 decision by a three-judge panel to uphold the must-carry law. Pushing for an expedited review, the challengers to the law cited the October 1996 deadline for choosing between must-carry and retransmission consent status. "A decision this term would enable broadcast stations, cable operators and cable programmers seeking carriage to know in advance whether there is any election to

be made," the cable companies said.

University of California-Berkeley economics professor Joseph Farrell is replacing Michael Katz as the FCC's chief economist. Last

November, Katz announced that he would leave the commission on Jan. 1, 1996.

DBS, wireless cable and other competitors have made strides, but cable still enjoys "market power" in local multichannel video programming markets, the FCC says. The commis-

sion's second assessment of competition in the video marketplace reports that cable controls about 91% of the country's subscribers to multichannel video distributors. ■



Washington Watch

Edited By Chris McConnell

L.A. radio ratings questioned

Arbitron's fall book shows drop for English-language stations, prompting group of broadcasters to ask company for re-examination of survey

Radio

By Donna Petrozzello

After watching listener shares for their stations plunge in the latest fall Arbitrends report, a group of Los Angeles radio broadcasters has asked Arbitron to re-examine its survey of the market.

According to Los Angeles radio insiders, audience share for the market's English-language stations collectively dropped by one-third in the latest Arbitrends report that measured listening for September through November 1995. Meanwhile, several Spanish-language stations in the market saw their audience shares increase in the same report.

Dissatisfied with the Arbitrends results, KLOS(FM) General Manager Bill Sommers contends that Arbitron's fall report is "unreliable" because the company has not accurately surveyed the market's Hispanic population. Listener share for KLOS dropped half a share point between summer 1995 and the latest Arbitrend, according to one Los Angeles broadcaster.

Sommers says that one point of contention among English-language broadcasters is Arbitron's inability to note exactly how many diaries were sent to exclusively Spanish-speaking households in the last survey. Sommers

wants that information and wants Arbitron to "break out ethnically" listening shares for Hispanic, Asian, black and Caucasian respondents in the fall survey to show distinct listening habits for those groups.

Pierre Bouvard, Arbitron radio station services general manager, met with the Los Angeles-area broadcasters in late December to address their concerns, but he was not available for comment for this story.

In addition, several broadcasters of both English- and Spanish-language stations have asked Arbitron to include communities in the counties of Riverside-San Bernardino and Oxnard-Ventura in its survey of the greater Los Angeles metro market. Arbitron now includes only Los Angeles and Orange counties in its Los Angeles metro survey.

Spanish-language broadcaster Richard Heftel, president/general manager of KTNQ(AM)-KLVE(FM) Los Angeles, says that including those additional counties will "dilute the Hispanic population" of the market. He also argues that smaller stations in outlying counties will be at a disadvantage if they are lumped into a larger metro survey.

However, Sommers says Arbitron's boundaries of the Los Angeles metro should more closely mirror the state's definition of metro, which he says includes Los Angeles, Orange, River-

side-San Bernardino and Oxnard-Ventura counties. Yet, before Arbitron will consider reconfiguring the Los Angeles metro, more than 50% of the area broadcasters must request the change.

Sommers and other English-language broadcasters also have asked Arbitron officials to include a letter in the Los Angeles fall survey book, due out the week of Jan. 8, indicating that the book is flawed because of skewed Arbitrend results and an "inaccurate" sampling of Hispanic listeners.

At stake, claims Sommers, are millions of dollars in advertising revenue. "Los Angeles is the number-one radio revenue market in America, and it will cost stations literally millions because of these wobbles," Sommers says, referring to the downturn in audience share in the latest Arbitrends.

Heftel, along with other Spanish-language broadcasters, argues that Spanish stations suffered a 30% audience loss in one Arbitron survey period some 18 months ago. The drop was significant but short-lived, Heftel says, as the "audience came back" in subsequent surveys. He says the audience for English-language stations also may return in the next survey period.

Heftel says Arbitron explained the dip in Spanish listening at the time as a statistical "wobble" in share numbers and did not issue an explanatory letter on behalf of Spanish-language broad-

First expanded-band station off to clear start

The nation's first expanded-band AM station, WJDM Elizabeth, N.J., is expected to increase its programming to 24 hours by mid-January.

WJDM, which debuted an adult contemporary music mix weeknights on its new 1660 khz frequency in early December (it had been at 1530), was the first of hundreds of AM stations awaiting an FCC assignment for an expanded-band frequency. Owner and president John Quinn says the station's 1 kw signal has been heard from Maine to Maryland.

But Quinn has been tight-lipped about what type of programming he will choose as a 24-hour format. "I can't tell you what it is, but it's going to be something this area has never had before and something it desperately needs," he says.

Quinn serves as chairman of the National Association of Broadcasters committee for the expanded AM band and says that WJDM met certain criteria that qualified the station for

preferential treatment from the FCC. Specifically, WJDM broadcasts to a community of at least 100,000 that had no nighttime service on a clear-channel AM.

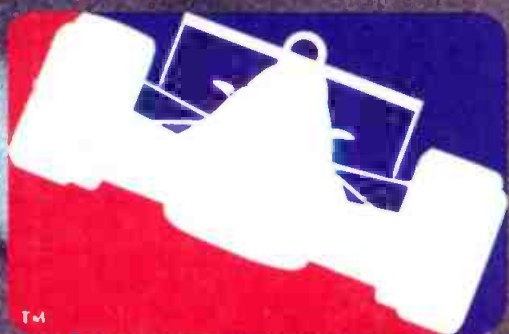
Quinn contends that he may continue broadcasting music on 1660 because the "signal sounds tremendous." He estimates there are 290 million radios in circulation nationwide equipped to receive an expanded-AM-band signal.

"This is the best thing the FCC has done for AM in years and we're setting an example of what can happen when you have good spacing between stations," Quinn says. "People didn't realize how good these signals can sound."

From 10 a.m. to 6 p.m. weekdays, WJDM 1660 simulcasts its sister 1530 signal, which is leased-time to a religious broadcaster. At 6-10 p.m. weeknights, WJDM broadcasts music. On weekends, the station simulcasts special-interest shows with 1530 during the day and at 6-10 p.m.

—DP

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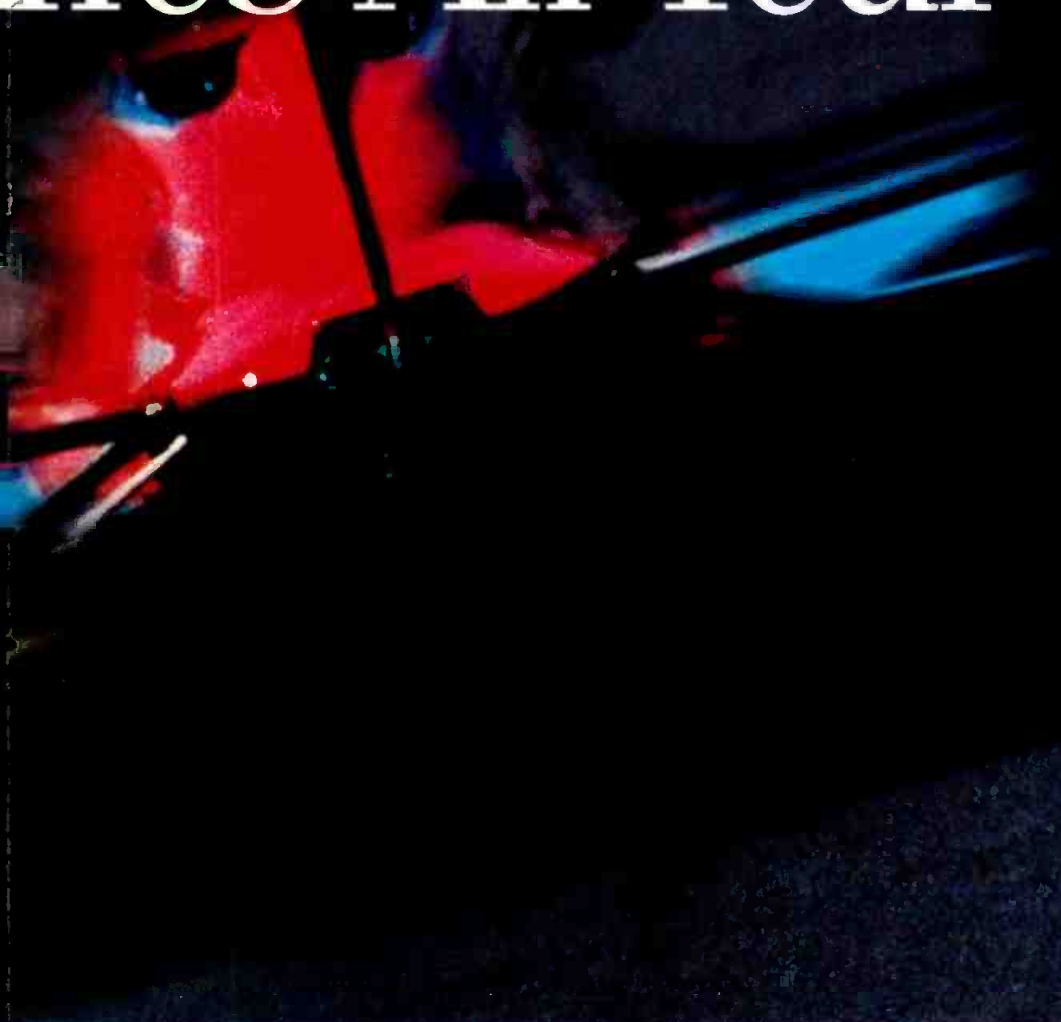
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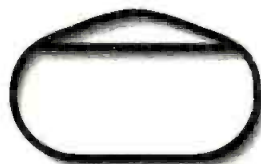


THE IMS RADIO NETWORK



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Loudon, New Hampshire
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September 15, 1996
Las Vegas, Nevada
4:00 pm Eastern (Live)



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casters. He contends that the company should not issue a letter to explain the loss of audience for English-language stations either.

"Unless Arbitron knows something they are not telling us, there is no reason they should write a letter," Hefel says. "Arbitron has been using the same methodology for an awfully long time in a lot of markets, and they stand behind their numbers. I suppose some of the stations may try to put out a collective statement questioning the book, but I don't see that as producing very much," he says.

Unlike several English-language broadcasters, Hefel says Arbitron's methodology has improved, and was partly responsible for Spanish stations' increases. Listener share for KLVE jumped 1.5 points between summer 1995 and the latest Arbitrends, according to an area broadcaster.

Among the changes, Arbitron recently replaced its primarily English-speaking interviewing staff with bilingual English-Spanish interviewers, which makes it easier for Spanish-speaking listeners to participate in the survey, Hefel says. In addition, he

says. Arbitron's sampling size mirrors population changes in Los Angeles and Orange counties, which are becoming increasingly Hispanic.

"Basically, the demographic make-up of these communities is becoming more and more Hispanic," Hefel says, noting that Hispanics account for almost 40% of the Los Angeles County total population. "It's Arbitron's job to report what is going on."

Another meeting between Los Angeles-area broadcasters and Arbitron officials is scheduled for early January, Sommers says. ■

R I D I N G G A I N

CSI is EEO middleman

In an effort to help radio broadcasters meet EEO minority job recruitment standards, newly launched Compliance Surety Inc. (CSI) aims to make it easier for stations to find minority applicants. Acting as a middleman, the company distributes job listings from radio stations to national and regional minority-focused organizations and universities. In turn, the organizations agree to post the listings.

Says CSI President Conrad Naef: "People in radio said their biggest problem was communicating with the minority organizations that can supply qualified applicants for jobs. Our service will significantly reduce the time and expense involved in advertising and distributing available employment opportunities."

Naef notes that stations not complying with EEO laws have been fined upward of \$35,000 by the FCC. For a flat \$120 annual fee, stations can contract with Colorado Springs-based CSI. Stations are charged an additional \$25 to have CSI send its job listing to 15 outlets.

Hefel tallies 7% boost in cash flow in fourth-quarter

Hefel Broadcasting Corp. reported a 7% increase in broadcast cash flow for the fourth quarter, to \$4.6 million, compared with a total \$4.3 million for fourth quarter 1994.

In addition, Hefel claimed a 59% increase in net revenue, to \$18.7 million, for the fourth quarter over \$11.8 million during the same quarter of 1994. A net income of 1 cent per share, or \$11,000, was recorded for the

latest quarter, compared with a net loss of 21 cents per share in fourth-quarter 1994, according to Hefel financial documents.

MultiVerse hires Grunow

MultiVerse Networks has contracted with Detroit-based Grunow & Associates to represent national ad sales for several syndicated radio programs to advertisers in Michigan and Ohio. Those shows include *The Dr. Laura Schlessinger Show*, *The Ken Hamblin Show* and *The Gary Burbank Show*. MultiVerse will continue to handle national ad sales for those programs elsewhere throughout the country.

Katz Radio's Olds sees 7% revenue hike in 1996

Katz Radio Group President Stu Olds had predicted a 5.7% increase in ad revenue from national radio advertisers during 1996 over 1995 and a 7% increase in combined national, local and network revenue for 1996.

Olds anticipates that annual revenue increases will remain at 7% each year until 1999. He and other radio industry executives expect 1995 year-end radio revenue from

Talking radio in the Oval Office

President Clinton greets Bob Callahan, president of ABC Radio Networks, at the White House. The two met following Clinton's weekly radio address, which is fed exclusively by ABC News to ABC affiliates and other radio networks on Saturdays at 10:06 a.m.



national, local and network advertisers to total \$11.6 billion, or roughly \$1 billion over 1994 totals.

EIA to test Eureka-band DAB starting Jan. 31

The Electronic Industries Association plans to field-test the European Eureka 147-band system of digital audio broadcasting in San Francisco at the end of January.

Although this L-band technology has been accepted as the DAB model in Europe and Canada, it has met with skepticism in the U.S. because of the transmitter reconfiguration and frequency allocation that its implementation would require.

SW allies with MediaAmerica

Radio program syndicator SW Networks has announced a joint venture with advertising rep firm MediaAmerica. MediaAmerica staff will supplement SW Networks sales staff to rep SW's syndicated programming, except for talk shows hosted by Mario Cuomo and Alan Dershowitz. MediaAmerica represents more than 60 national radio programs, including EFM Media's *The Rush Limbaugh Show*.—DP

Cable

January 1, 1996



“I’ve been reading the magazine since I was a 15-year-old DJ. Later, as a radio station owner, I read it for news of ownership changes. Now that I run a cable network I rely on **Broadcasting & Cable** for its in-depth coverage of the entire communications industry. It’s a must read.”

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Northwest Cable News launches

Retrans channel to meet regional news need, say executives

By Jim McConville

The Pacific Northwest has become the latest region of the country to get a 24-hour regional cable news network with the Dec. 18, 1995, launch of Northwest Cable News (NWCN).

NWCN, owned by King Broadcasting (whose parent is the Providence Journal Company), serves cable subscribers in Oregon, Washington and parts of Idaho and plans to extend its coverage farther north and east.

The network draws on the resources of its four owned TV stations—KGW Portland, Ore.; KREM-TV Spokane and KING-TV Seattle, both Washington, and KTVB Boise, Idaho—which serve as bureaus and provide news feeds into its Seattle headquarters.

NWCN, the country's 10th regional all-news channel, is the first such network to employ the Avid digital news-gathering system, which uses network nonlinear editors and servers to speed newsgathering and delivery.

NWCN launched with 100 employees, including eight field reporters. Its news reports are updated every two hours, with a fresh hour airing four times a day.

King Broadcasting, with an estimated \$5 million invested in the new network, expects to turn an operating



Northwest Cable News network's executive team (l-r): Larry Blackstock, director of operations, NWCN; Craig Marrs, president and GM, NWCN, and Brian Lay, director of operations and technical support, KING-TV.

profit in 2000.

So far the network is carried by 55 cable systems in its tri-state region, including MSOs Tele-Communications Inc. (21 systems), Falcon Cable (eight systems), Century Cable and Viacom (four each). NWCN officials say the network has secured 1.1 million households and expects to reach 1.8 million by the end of 1996.

"It's simply a matter of channel capacity, and we already have those agreements in place," says Craig Marrs, general manager, NWCN. "It's a matter of just waiting [for] cable operators to develop enough capacity to put us on."

NWCN is the by-product of the company's retransmission consent negotiations, which opened up a second cable channel for its four TV stations.

The network plans to expand its region. It has an agreement in principle with KMIA-TV Yakima, Wash., to cover the northeast corner of the state. The network also is working on deals in Medford and Eugene, both Oregon, and is talking with BCTV Vancouver to provide news coverage in British Columbia.

Ironically, a delay in NWCN's original 1993 launch date allowed the network to install Avid Technology's state-of-the-art nonlinear news reader. The system records sound and pictures on a central video server that allows editors to manipulate material at desktop monitors, then play it back directly from the server.

"It gives us a very quick turnaround with the material and allows us to produce a lot of variations very easily," says Brian Lay, director of operations

All that Jazz? You BET!



BET on Jazz, the all-jazz cable network scheduled for launch by Black Entertainment Television Jan. 15 (Martin Luther King Day), will kick off with a special six-hour lineup starting at 6 p.m. Programming will include interviews with jazz artists and a sample of programming to be available on BET on Jazz. Regular BET on Jazz programming begins at midnight on

the 15th. Network programming acquisitions to date include jazz concerts and specials from Filmoption International and TCB Releasing Ltd. Filmoption will provide hour concerts featuring current and past jazz greats B.B. King, Buddy Rich, the Dave Brubeck Quartet, Koko Taylor, Duke Ellington, Billy Holiday and others. BET on Jazz's regular daily programming will include *Jazz Central*, nightly 6-8 p.m.; *Jazz Vocalists*, 8-9 p.m.; *Jazzy Moods*, 9-10 p.m., and *Classic Concerts*, 10-11 p.m. Other weekly programming will include *Jazz Discovery*, which airs Monday and Saturday 11 p.m.-12 a.m. Other programs filling the 11 p.m.-12 a.m. nightly slot include *Festivals* on Tuesday; *Jazz Fusion* on Wednesday; *Straight Ahead* on Thursday; *Uncut* on Friday, and *Bobby Jones* on Sunday. —JM

and technical support for KING-TV.

Marrs says the network fills a void in the region's TV news coverage. "We aren't competing against the local broadcasters or against the CNNs of the world," he says. "There's a need for a regional application of news that is simply unmet." ■

U.S. Cable nets line up to invest in Canada

New law will boost limits on foreign ownership of broadcasting and cable

By Rich Brown

Oppportunity is knocking for U.S. cable and broadcast companies looking to expand into the traditionally hard-to-reach Canadian market.

The Canadian government in February is expected to sign into law a government policy raising the limit on foreign ownership in Canadian cable and broadcast companies from 20% to 33.3% of voting stock. The new rules also say that foreign investors can own an unlimited number of nonvoting shares (the old rules said that Canadians needed to own 80% of the total equity).

U.S. cable programmers are lining up to invest in as many as 40 would-be cable networks applying for licenses this month before the Canadian Radio-Television & Telecommunications Commission. The application deadline is Jan. 11, and the CRTC will hold hearings in May to determine which services make the cut.

Services applying for Canadian licenses this month are expected to mirror several programming genres now available in the U.S., including cartoons, history, comedy, financial news, science fiction and food. Applications are said to include a would-be regional sports service from a team made up of top Canadian cable operator Rogers Cablesystems Limited, Canadian pro-

USA makes it six in row

USA averaged a 2.3 prime time rating (1,524,000 homes) during 1995, marking its sixth consecutive victory or tie for the most-watched basic cable network of the year, according to A.C. Nielsen data supplied by various cable networks. Virtually all of the basic cable networks enjoyed higher ratings than in 1994, thanks in part to coverage of the O.J. Simpson trial and the improved performance of original movies on various networks.

Original movies helped boost the numbers for the second most-watched basic cable network in prime time, TNT, which averaged a 2.0 rating for the year (1,294,000 households). The average gross audience delivered by titles like *Broken Trust* in 1995 helped boost TNT's original movie ratings by 33% over last year. TBS took third place in prime time for the year with a 2.0 rating representing 1,284,000 homes. Turner's CNN network placed 81 programs on the list of the year's 100 highest-rated programs, thanks to its coverage of the Simpson trial and the Oklahoma City bombing and its aftermath.

Excluding those networks that enjoyed large prime time gains as a result of Simpson trial coverage, networks experiencing the largest percentage gains over last year were Lifetime (36%), Nickelodeon (33%), The Learning Channel (25%), The Sci-Fi Channel (17%), TNT (11%) and Discovery (10%).

—RB

1995 vs. 1994: Basic Cable Network Ratings

	PRIME TIME (Mon.-Sun., 8-11 p.m.)				FULL DAY (Mon.-Sun. 24 Hours)			
	1995		1994		1995		1994	
	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)
USA	2.3	1,524	2.3	1,443	1.1	708	1.1	679
TNT	2.0	1,294	1.8	1,088	1.0	658	0.9	568
TBS	2.0	1,284	1.9	1,204	1.2	762	1.2	770
ESPN	1.7	1,098	1.7	1,096	0.8	516	0.8	478
NICK	1.6	1,038	1.2	753	1.5	925	1.0	634
LIFE	1.5	905	1.1	664	0.8	504	0.6	377
CNN	1.2	771	1.0	619	0.9	580	0.8	361
DISC	1.1	737	1.0	606	0.6	397	0.5	319
A&E	1.0	633	1.1	614	0.7	424	0.8	442
TNN	1.0	610	1.0	609	0.5	309	0.5	296
FAM	0.9	582	0.9	547	0.4	271	0.4	237
MTV	0.7	409	0.7	390	0.5	305	0.5	289
WGN	1.0	393	1.1	370	0.6	244	0.6	215
TOON	1.4	255	1.3	137	1.0	178	0.8	90
CNBC	0.4	245	0.2	127	0.2	115	0.2	87
Headline	0.3	196	0.3	175	0.3	182	0.3	166
TLC	0.5	193	0.4	131	0.3	113	0.3	82
Sci-Fi	0.7	148	0.6	93	0.4	96	0.4	62
Prevue	0.4	148	0.4	124	0.2	78	0.2	69
fx	0.7	143	—	—	0.5	81	—	—
Comedy	0.4	132	0.4	111	0.2	71	0.2	68
E!	0.4	122	0.3	73	0.3	103	0.2	57
Court TV	0.5	102	0.2	25	0.6	122	0.2	24

Lifetime defines its Total Day as M-F 7:30 a.m.-2:30 a.m. and Sa-Su 10 a.m.-1 a.m.; M-F 7:30 a.m.-1:30 a.m. and Sa-Su 10 a.m.-1 a.m. in 1994; A&E Total Day M-F 8 a.m.-4 a.m. and Sa-Su 7 a.m.-3 a.m.; M-Su 8 a.m.-4 a.m. in 1994; Discovery Total Day M-Su 9 a.m.-3 a.m.; E! Total Day M-Su 9 a.m.-3 a.m., and E! Prime Time 6 a.m.-midnight; TNN Total Day M-Su 9 a.m.-3 a.m.; TLC Total Day M-F 6 a.m.-3 a.m., Sa-Su 9 a.m.-3 a.m.; 1994 Court based on average on 1994 monthly NCAR's; all others based on M-Su 6 a.m.-6 a.m. 1994: 1/3/94-12/25/94. 1995: 1/2/95-12/24/95. Non Report Weeks excluded from averages. A.C. Nielsen data supplied by Turner Broadcasting System.

grammer CTV and U.S. cable programming giant Liberty Media.

During the CRTC's last round of license hearings in June 1994, the commission OK'd 10 new services. About 20 English-language and 10 French-language cable networks are licensed by the CRTC, and some of those existing services have U.S.-based minority partners with 20% stakes.

U.S. cable programmers with stakes in Canadian networks likely will boost ownership under the new rules. ESPN, for example, bought a 20% piece of Canadian sports service The Sports Network last July with an option to boost that to 33.3% if the laws changed.

Similarly, Country Music Television Inc. (jointly owned by U.S. companies Gaylord Entertainment Co. and Group W Satellite Communications) plans to exercise an option with Canadian partners Rogers Communications and RAWLCO Communications Ltd. to boost their stake in the Canadian network CMT: Country Music Television from 20% to 33.3%.

U.S. cable programmers have long

Canadian DBS: It's legal

High-power direct broadcast satellite television is about to enter the Canadian market for the first time...legally, that is.

DBS service is already available to Canadians who use "gray market" dishes and false U.S. addresses. But Canadians soon will have a legal alternative via two DBS services—ExpressVu and Power DIRECTV—just approved by the Canadian government.

Power DIRECTV is 20% owned by a unit of GM Hughes Electronics, owner of the U.S. DBS service DirecTV; GM's 80% partner is Power Broadcasting, a unit of Power Corp. of Canada. ExpressVu is all-Canadian, owned by telco giant BCE, Tee-Comm Electronics and Western International Communications.

The CRTC does not plan to consider further applications for direct-to-home distribution until six months after the two newly licensed DTH services begin operations, expected sometime later this year. —RB

sought a bigger piece of the Canadian pie but have been limited by strict regulations designed to maintain high levels of Canadian programming content. A handful of U.S.-based networks—including A&E, CNN, TNN, HLN and TLC—are permitted to telecast in Canada because their programming is not considered to be in direct conflict with Canadian networks.

The new foreign ownership laws in Canada also may provide investment opportunities for U.S.-based MSOs looking to expand their system ownership. Canadian cable system operators, like their U.S. counterparts, are finding themselves strapped for cash as they upgrade their plant and buy up smaller systems in preparation for telco competition. ■

AMC makes first network ad buy

By Jim McConville

If you can't beat 'em, join 'em—then beat 'em" might be the motto of American Movie Classics, which hopes to draw viewers from network TV with its first ad campaign to include national broadcast network buys.

AMC will launch the \$8 million "Saturday Classics on AMC" campaign Jan. 3 to boost viewership of its weekly Saturday 5 p.m. movie slot. AMC has done spot broadcast advertising in the past, but it marks the network's first national network TV advertising.

Leslie Singer, vice president of marketing, AMC, says the campaign, aimed at a 35-49-year-old demographic, will serve to "raise brand awareness and create a viewing habit, but also to drive viewers to cable."

The 12-week campaign, featuring movies starring John Wayne (January), Marilyn Monroe (February) and Doris Day (March), will include 30-, 15- and 10-second commercial spots to appear on NBC's *Today* show, ABC's *Good Morning America* and NBC and ABC network news. Ads also will appear on *Siskel & Ebert*, the syndicated movie review program.

Besides network advertising, AMC will run spots on cable networks Discovery, The Family Channel, Nick at Nite and The Nashville Network.

AMC will use a combination of 30-, 15- and 10-second TV spots, with longer spots running the first week of each month. Its campaign also will feature network radio spots and print ads in local media and in *TV Guide*.

AMC launches the campaign in the face of additional competition in the nostalgia market from cable networks FXn: Movies from Fox; Turner Classic Movies (TCM), and Encore. ■

Return of the Saturday matinee

American Movie Classics is not the only cable network plugging its Saturday movie. Turner Broadcasting's The Cartoon Network and movie exhibitor General Cinema plan to begin test marketing "MaTOONays," a joint campaign to promote the cable network by recreating the Saturday afternoon matinee that used to be a feature of local theaters.

A three-market test begins in theaters in Boston and Washington

and in nine General Cinema theaters in Fort Lauderdale/ Miami, Fla. The matinees will run weekly Jan. 27—Feb. 24.

Each week, MaTOONays will feature a new "World Premiere Toons" cartoon short, along with a family-oriented feature motion picture such as "The Flintstones" or

"Casper."

The test also will feature a music video and promos for The Cartoon Network. —JM



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CTTV—U.S. Court of Appeals for D.C. at-
8 decision granting license renewal to Fox
TV (TV) Los Angeles, rejecting challenge of
sting.

GOES PUBLIC—Broadcasting industry's
ulation went public Tuesday at Commerce
on telecommunications reform. Fox's Pres-
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of broadcasting industry. They said
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i-fi project Tomorrow
temingway will head
al Park West.

YMARKET MERGER
EO Barry Baker confirms
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cations are nearing conclu-
acted to be merger between
panies. New company is said to
illon. Baker says River City will
could be finalized within week.

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Keymarket owns 9 AMs and 10 FMs, with purchase of addi-
tional AM-FM combo pending: River City owns seven TVs, 1
FM and 4 FMs. Star Media Group is brokering deal. "There is
50/50 chance of deal being completed at this time," says bro-
ker Bill Steding.

RATE RELIEF—Cable industry representatives told Senate
Commerce Committee yesterday they need relief and they
need it now. National Cable Television Association President
Decker Anstrom said any telecommunications reform "must in-
clude rate relief for cable." Anstrom said cable will not be able
to compete with telcos in local telephony unless it can attract

capital. Banks will be reluctant to
increase their investment in in-
dustry without rate relief,
Anstrom said. Small cable com-
panies around country are col-
lapsing under weight of current
cable regulations, said Richard
Cutler, Small Cable Business
Association board member. Sen-
ators Olympia Snowe (R-Maine)
and Jay Rockefeller (D-W.Va.),
who represent large rural states,
expressed concern that dereg-
ulating cable rates could lead to
dramatically higher cable bills.

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is firm go for fifth season after clearing 60% of country for
1995-96. Top markets that will carry show next season include
WCBS-TV New York, WMAQ-TV Chicago and WRC-TV Washing-
ton.

Marquee value

Sports and entertainment marketing has a new player with the formation of the Marquee Group, a New York-based marketing services company.

Former Madison Square Garden head Robert M. Gutkowski unveiled the Marquee Group at a New York press conference. The company will provide marketing, management, sales and production services.

Marquee will comprise two existing companies—Sports Marketing Television International, a sports event marketer, and Athletes and Artists, a sports and entertainment talent agency—which will be absorbed into the new company in exchange for an equity stake.

Marquee's initial stable of sports/entertainment assets, inherited from Sports Marketing Television and Athletes and Artists, includes the Breeders Cup horse race, True Value's sponsorship of Major League Baseball; CFA College Football; the Isuzu Celebrity Golf Championship, and college football's Senior and Sun bowls.

The company next year will produce New York Giants and New England Patriots preseason NFL football

games. Gutkowski also announced that Marquee has signed a production deal with Pierre Cossette, who has produced the Grammy Awards and other TV musical specials.

Marquee is being capitalized by New York media investment firm Sillerman Co. Sillerman has invested \$35 million in Marquee so far and may add as much as \$75 million.

Marquee officers include SMTI founders Michael Trager and Michael Letis, who will be executive vice presidents/directors, and Arthur C. Kaminisky and Louis J. Oppenheim, principals/co-owners of Athletes and Artists. Gutkowski also has tapped two of his former MSG executives. Past MSG marketing head Lee Burke will serve as senior VP, while former MSG head of finance Jim Sileo will be chief financial officer.

Zing trouble

Zing Systems, an interactive company based in Englewood, Colo., and headed by former MTV president John Reardon, has filed for bankruptcy. The company was run by a limited partnership comprising Tele-Communications Inc., Comcast Corp., Continental

Cablevision and Newhouse Broadcasting Corp.

Murrow minutes

The Disney Channel and Voice of America in February will debut *This I Believe*, based on the Edward R. Murrow radio show of the early 1950s. Former CBS News correspondent Charles Kuralt will host the series of five-minute segments that will present interviews with Elie Wiesel, Isaac Stern, Jack Kemp, Norman Schwarzkopf, Martina Navratilova and others.

Fireproof news

CNNfn suffered no serious damage to its New York City headquarters after a fire above the network's newsroom on Dec. 24. Clean-up crews worked around the clock to repair water damage and prepare the business news network for its launch last Friday (Dec. 29).

New season for 'Outer Limits'

Showtime will start the second season of its *Outer Limits* science fiction anthology on Jan. 14. The second season debuts with a two-hour special featuring two episodes back to back. Episodes will include "A Stitch in Time," starring Amanda Plummer, and "Resurrection," starring Nick Mancuso. Twenty-two episodes are now in production.

Golf Channel signs with Americast

The Golf Channel has signed a carriage agreement with Americast, the partnership formed by regional telephone companies Ameritech, GTE, BellSouth, Southwestern Bell Corp. and the Walt Disney Co. to develop their own cable delivery systems. As part of the agreement, The Golf Channel is being used in Southwestern Bell's cable trial, launched last month in Richardson, Tex. The Golf Channel is one of 60 cable networks offered to a 2,000-home test group.

New life for 'Bandstand'

VH1, beginning Jan. 2, will air classic episodes of *American Bandstand* Monday-Friday at 12:30 and 10 p.m. ET as well as Saturday at 11 a.m. and 7:30 p.m. The network will air half-hour installments featuring musical performances from 1975-85 that have not been seen since then.—RB

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Dec. 11-17, 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	5,604	8.3	5.8
2. <i>NFL Prime Time</i>	ESPN	Sun 7:00p	2,961	4.4	3.1
3. <i>NBA Regular Season</i>	TBS	Wed 7:58p	2,641	3.9	2.8
4. <i>How the Grinch Stole Christmas</i>	TBS	Sun 7:30p	2,504	3.7	2.6
5. <i>America's Funniest Videos</i>	TBS	Mon 7:35p	2,246	3.3	2.3
6. <i>Silk Stalkings</i>	USA	Sun 10:00p	2,241	3.4	2.3
7. <i>A Very SNICK Christmas</i>	NICK	Sat 8:30p	2,236	3.4	2.3
8. <i>NFL SportsCenter</i>	ESPN	Sun 11:06p	2,217	3.3	2.3
9. <i>Rugrats</i>	NICK	Tue 6:30p	2,178	3.4	2.3
10. <i>Cartoon Mondays</i>	NICK	Mon 6:30p	2,158	3.3	2.3
11. <i>A Very SNICK Christmas</i>	NICK	Sat 8:00p	2,139	3.3	2.2
12. <i>Movie: 'Star Wars'</i>	USA	Wed 8:00p	2,125	3.2	2.2
13. <i>Rugrats</i>	NICK	Sun 10:00a	2,122	3.3	2.2
14. <i>Rugrats</i>	NICK	Fri 6:30p	2,116	3.3	2.2
15. <i>Rugrats</i>	NICK	Thu 6:30p	2,108	3.2	2.2

Following are the top live pay cable programs for the week of Dec. 11-17, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Boxing: de la Hoya-Leija</i>	HBO	Fri 11:02p	3,525	14.6	3.7
2. <i>Boxing: de la Hoya-Leija</i>	HBO	Fri 10:38p	3,122	12.9	3.3
3. <i>Movie: 'Richie Rich'</i>	HBO	Tue 8:00p	3,077	12.7	3.2
4. <i>Boxing: de la Hoya-Leija</i>	HBO	Fri 11:10p	2,778	11.5	2.9
5. <i>Boxing: de la Hoya-Leija</i>	HBO	Fri 9:52p	2,628	10.9	2.7

Technology

January 1, 1996

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★★★★★Covering Campaign '96★★★★★

This the first in a series of monthly special reports that will be featured in the Technology section. These specials will take an in-depth look at specific operational and engineering issues in the broadcast and cable industries, focusing on new products, unique applications and business trends within the hardware and distribution markets.

TV networks gear up for Election '96

A jam-packed August will be among the big challenges in covering the political arena

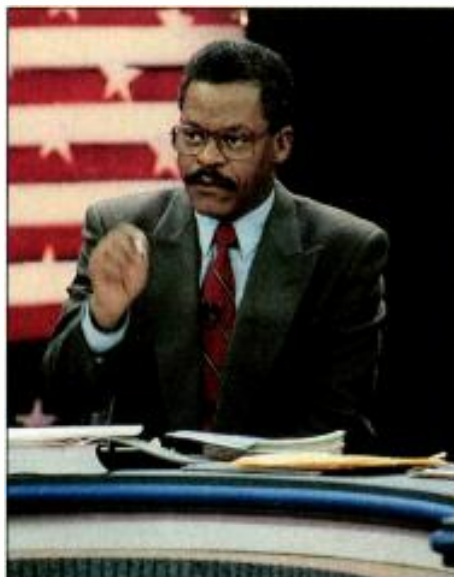
By Glen Dickson

Campaign coverage is never easy. But as the Big Four television news operations—ABC, CBS, CNN and NBC—look ahead to the 1996 presidential and congressional races, they see more technical and logistical hazards than usual.

"The scheduling this year is horrible on a lot of levels," says Dave Bohrman, NBC News executive producer for special events. "Everything's in August, as opposed to spaced out through the summer. There's only one week between the Republican and Democratic national conventions, and essentially every piece of television technology that we have will be in Atlanta for the Olympics for the whole month and a half ahead."

Because there are only six days between closing ceremonies in Atlanta and NBC's first broadcast from the Republican convention in San Diego, "there's no way we're going to be able to move most of the broadcast technology from Atlanta to San Diego in time," Bohrman says. Since NBC won't be able to draw upon all its resources in Atlanta in time for San Diego, Bohrman says the network will be forced to gear up (and pay for) a completely separate operation.

Besides the Olympics, the big news operations are lamenting the back-to-back scheduling of the national political conventions, which will make it hard to leverage personnel and equipment from one convention to the other (San Diego ends on Aug. 15, and the Democratic event in Chicago starts on the 26th). Most plan to build separate mini-stations in San



CNN's Bernard Shaw during the 1992 campaign

Diego and Chicago to generate coverage, including anchor locations, a mobile production unit and several SNG trucks.

"Unlike last time, there's no way that we can build one, break it down, move it, build it and then break it down again," says Don DeCesare, CBS News vice president of operations. "It's extremely unfortunate, because it's going to cost us a lot more to do it this way."

Operating two separate convention facilities probably will mean deploying separate technical and management staffs. "We'll have to plan very carefully in terms of manpower," says Mark Smith, ABC News director of operations for special events. "We'll need to leave people behind to clean up and knock down."

The convention venues also have different challenges. The San Diego Center has a ceiling height of 27 feet;

the networks' three-tier anchor booths measure roughly 33 feet, which will require knocking them down a tier. The Democratic site, the United Center in Chicago, is an arena similar to Madison Square Garden, home of the last Democratic convention. There, the networks will anchor from luxury skyboxes, which will require retrofitting.

Luckily, the Republican National Committee's original plan of holding the last night of its convention at Jack Murphy Stadium has been scrapped, which will save the networks the trouble of building a third operations center. Nobody was enthusiastic about that idea, says Steven Springer, CNN assistant director for special events.

"That was just going to be a nightmare for all of us, a logistical nightmare and a technical nightmare, because Jack Murphy Stadium is on the other side of the mountains from the convention center," says Springer.

"There's no clear line of sight—you couldn't even do a single hot microwave feed from Jack Murphy to the convention center. We'd have to either construct fiber to go through the mountains and come out the other side, or put it up in the sky on a satellite and bring it back down. None of those were particularly preferable options."

Springer estimates that CNN will spend some \$2 million at each of the conventions.

On the technology side, there won't be many changes for the Big Four in field acquisition or production technology for primary or convention coverage. The standard for field acquisition is still Betacam SP, and while all the networks are experimenting with nonlinear editing, only CBS thinks it might



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Because a signal that's good enough for NTSC may hide flaws that can become problems down the road.

In today's broadcasting and production communities, new video servers and non-linear editing systems are being tested and evaluated. To accomplish their goals of fast multi-channel access and storage efficiency,

most servers rely on video compression. And to help reduce picture distortions caused by high levels of compression, most systems use pre-filtering and sub-sampling to reduce the data that must be compressed. Instead of studio quality 4:2:2 component signals, they work with 4:2:0. Or 4:1:1. Or even 3:1:1.

These sampling structures produce pictures that are acceptable for some applications and may look okay to the eye. But even with no compression, they can prove to be inadequate for high-quality broadcast video productions. Because

once chrominance and/or luminance information has been lost through pre-filtering and sub-sampling, it can never be restored.

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SONY

★★★★★Covering Campaign '96★★★★★

use it during the campaign. The big push for new technology is for election night.

"All the networks are aggressively looking at real-time graphics for election night," says Bohrman. They're also considering virtual sets, but no network has made concrete plans to use them yet.

For the convention and primary feeds, the networks all plan to use a mixture of Ku-band satellite and fiber backhauls. NBC will rely heavily on both local and long-distance fiber for its production of the New Hampshire primary, says Jack Bennett, manager of field operations for NBC News: "AT&T has fibered the Manchester area extensively, so we'll probably only use microwave and satellite for backup feeds and short hops. We'll take AT&T fiber back to the gateway, and then Vyvx lines back to New York."

Although ABC's Smith says the network hasn't "signed off" on its transmission plans for New Hampshire yet, the costs of going all-satellite or all-

fiber "come out very close to the same dollar figure."

CNN will bring its triple-path SNG trucks to Manchester to provide the main backhaul to Atlanta. But the cable network will use fiber for local transmission within New Hampshire, says Springer.

CBS hopes to use a Vyvx fiber connection to experiment with some new archiving technology during the conventions, says DeCesare, allowing personnel in the field to access robotic archives in New York.

"We have a robust archive database, but it's all text," says DeCesare. "We're going to migrate that from all text first to a database that incorporates representative still frames of video, and then secondly into a database that will incorporate motion video for searching capabilities."

CBS is working with IBM to develop a software application for this task. The goal is to have two servers, one for storage and one hooked into a robotic digital linear tape archive. The online

server will store a certain amount of recent material (everything in the last 48 hours, for example), while archived material will be stored in a "nearline" environment in the digital linear tape archive. Editors, journalists and producers will be able to access the material via dedicated PCs.

"They will query the archive, and the system will find what they're looking for and put it up for them to see," says DeCesare. "If what they're looking for happened in the last 48 hours, they're going to see it instantly available off the online server."

For older material, the software application would search the archives and draw up both textual lists and video clips, says DeCesare. CBS is talking to IBM, StorageTek and EMC about supplying the robotic archive and is considering IBM and others for the servers.

"If we can do this in the convention setting, we would save ourselves a lot of time and trouble," says DeCesare. "A lot of energy is wasted chasing tapes around at a convention." ■

Fox enters the campaign fray

Network is developing staff and facilities for national coverage

By Glen Dickson

Fox will be making a big push into the national news arena with the 1996 campaigns. While it has dropped earlier aspirations to be credentialed as a network (BROADCASTING & CABLE, Oct. 2, 1995), which would improve its positioning and space allotment at the Republican and Democratic conventions, Fox plans to have a heavy presence at all campaign events and is rapidly assembling the resources to do so.

According to Emily Rooney, Fox News's director of political coverage and special events, Fox will "be there as a force," servicing the Fox affiliates and O&Os with a "major newsgathering operation."

"We don't want full-fledged network status," says Rooney. "We're not members of the White House pool. It makes no sense to do that, because one of the qualifying factors is that you



Fox will get a lot of use from its SNG trucks in Iowa, New Hampshire and elsewhere.

have a certain amount of prime time programing on."

Although Fox still has no plans for a nightly newscast, the network will air special reports on the campaign, including a Sunday morning program.

Rooney says that affiliates are eager for network-provided coverage for their local newscasts. That support will come from Fox News's national desk in Washington, which is housed and technically staffed by Reuters through

a leasing agreement.

"D.C. will be the hub for campaign coverage," says Rooney. "We don't have the proper studio yet, but we're...building a studio and hope to have that up and running soon."

Fox also is hiring a production staff and developing a management structure. Rooney says it's doubtful that a full engineering staff will be in place by summer, so Fox may still rely heavily on freelancers. Currently, Fox is putting together a political unit, equipped with cameras and edit packs, to follow the campaign day-to-day.

Although Rooney won't disclose the cost of the new personnel and equipment essential to a national coverage effort, she says the affiliates will have to help defray it: "But the network is going to subsidize a great deal, so the affiliates won't be feeling the full brunt."

According to John Laberdie, chief engineer for Fox News, the new 18,000-square-foot Washington facility will be located near Capitol Hill. "It's a little different than everybody else," says Laberdie. "We'll just be supplying feeds to the [Fox News] Service.... There won't be any 24-hour news channel soon."

The plant will be built from a mix of old and new technology. The tape format will be Beta SP with Sony online editors; while Fox does have some Avid Media Composers in its New York facility, Laberdie is undecided about using nonlinear for hard news in Washington. On the other hand, the facility may use some disc-based Tektronix Profile cache machines for playout.

"The production control room also will be an edit room," says Laberdie. "There will be a component serial digital switcher, but the majority of the facility still will be analog."

Fox will use the Avid Netstation newsroom system, with the O&Os tied together over a wide area network (WAN), says Laberdie, adding, "We'll also try to get as many of the affiliates as we can, with ISDN lines for voice and full and partial T-1 [lines] for most of the data."

In the meantime, Fox will head to Iowa and New Hampshire in February, employing the SNG trucks and flyaway unit it purchased last fall. "We'll probably have to leapfrog [coverage of the two]," says Jon Schwenzer, director of operations for Fox News. "They're back-to-back

operations, and we'll be doing reports prior to the event itself."

For New Hampshire, Fox will use two of its dual-path uplink trucks and will be joined by at least one affiliate (Kansas City affiliate KSHB-TV has expressed interest).

Some satellite feeds will be uniliteral, going to Fox's two full-time transponders: one C-band on the Galaxy 6 satellite and one Ku-band on the K4 bird. Fox probably also will use fiber backhauls from Vyvx; the New York headquarters already has seven incoming fiber lines and may handle some feed turnaround.

"It would be fairly simple to take the inbound feeds, assemble raw footage and send it back out through our network C-band uplink," says Schwenzer. "We'll be doing direct feeds from New Hampshire as well. Things that we don't turn around and edit here [in New York], we'll send out directly, like our top-of-the-hour 'generics,' as well as custom feeds for individual stations, which will go up on a Ku-band transponder."

For a home base in Manchester, N.H., Fox News will work out of WMUR-TV (an ABC primary affiliate, and secondarily a Fox affiliate through an LMA). "They've just built a new facility, and we've snagged space in the new building," says Schwenzer. "We're putting in some editing bays, and we'll provide work space, phone lines and power for our affiliates as well. Affiliates who want to join us can just park themselves up there." ■

Fox digital buy

Fox affiliate KCPQ(TV) Seattle has purchased more than 20 Panasonic D-5 digital component VTRs and a dozen all-digital broadcast monitors. The purchase is valued at \$1.5 million and represents the largest domestic sale of D-5 equipment, according to Panasonic. KCPQ plans to use D-5 for master control, production and post-production, dubbing, archiving, spot playback and satellite feed recording and playback. KCPQ Chief Engineer Larry Brandt says the uncompressed D-5 format's ability to record and play back HDTV signals in the future was a key selling point.

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C-SPAN branches out

Cable channel splits its presidential and congressional coverage

By Glen Dickson

For its coverage of the 1996 political campaigns, public affairs cable programmer C-SPAN is taking a two-tiered approach. C-SPAN 1 will focus on the presidential race, while C-SPAN 2 will be devoted to the congressional contests.

"That's a whole new angle for us," says CNN spokesperson Robin Scullin. "We hope it helps viewers hunt around for what they want to see."

C-SPAN is also launching its second C-SPAN School Bus today (Jan. 1), following up on the successful educational efforts of its original mobile

classroom, introduced in 1993. The two buses will be the foundation of First Vote '96, C-SPAN's initiative to boost voting among 18-to-21-year-old voters who will be participating in the electoral process for the first time.

The two vehicles will divide their focus between the Republican and Democratic presidential races, with one bus following a path to the Republican convention in San Diego and the other heading to the Democratic gathering in Chicago.

"The new bus has full production capabilities," says C-SPAN Senior Producer Barry Katz. Equipment includes two robotically controlled Panasonic M-2 cameras and one portable unit, M-2 VTRs, permanent and portable audio mixers, tungsten lighting, a character generator and an IFB communications system from RTS. Of course there is also audiovisual gear dedicated to onboard education, such as VHS decks, laserdisc players and color monitors.

"We're planning on purchasing some sort of tagalong satellite dish as well so we can go live from that bus," says Katz. "For the first three or four months of the campaign, one of our



uplink trucks will travel with it. It will definitely be used for some production in Iowa and New Hampshire."

The Road to the White House again will be C-SPAN's main campaign program, says Scullin. The cable network will be present at all the primaries and conventions, including the Libertarian party convention in Florida.

Katz now is coordinating coverage for the Iowa caucus and the New Hampshire primary in February: "We'll have our own crews and satellite trucks for each location. In Iowa, we'll have a very small studio for remotes, and we'll be anchoring

out of Washington. We'll be using Ku-band satellite and microwave within the Des Moines area for our feeds on caucus night."

C-SPAN will deploy 35-40 programming and technical staff for primary coverage, while the conventions will require about 75 personnel, says Katz.

For the New Hampshire primary, C-SPAN will build a complete studio and operations center in Manchester. Although the network will rely on satellites for some local feeds, the main backhaul to its Washington headquarters will be over Vyvx fiber. "We've looked at satellite time and weighed the costs, and we've decided to go with 24-hour fiber," says Katz. "Since we're an event-oriented network, fiber gives us an advantage over occasional satellite time."

From Feb. 16 to 21, *The Washington Journal*, C-SPAN's morning program at 7-10 a.m., will be anchored out of New Hampshire, with all graphics and IDs added in Washington.

C-SPAN plans to use a mixture of fiber and satellite backhauls for its convention coverage in August. "We'll go on the week before, operating from a satellite truck and a consortium of independents," says Katz. ■

CableLabs' board of directors has approved a 1996 budget of \$14.1 million, a 7.8% increase over 1995 numbers. The budget breakdown is as follows: \$9.9 million for operations, \$3.7 million for the research funding pool and almost \$500,000 for capital equipment. The research funding pool in 1996 will be used to fund specific research projects, with a focus on establishing interfaces for cable modems, as well as to hire new staff.

Post Perfect, New York, has created the new open for *Late Show* with David Letterman, along with *Late Show* production company World



Wide Pants. The open was composited on an SGI Onyx workstation running Discreet Logic's Flame effects software. For a scene in the Brooklyn Diner site, a disk-based motion-control technique, based on camera-mounted sensors, was used to capture camera moves and transcribe them to digital code. This data was then downloaded into Prism software running on the Onyx to produce 3-D animations.

KAMR-TV Amarillo, Tex., an NBC affiliate, has just installed a Sony DVS-8000 composite digital switcher and DME-3000 Digital Multi Effects graphics system in its newly constructed news control room. The station purchased the DVS-8000 with a composite-to-component digital conversion kit for future upgrade. "One of the switcher's selling points was its conversion capability," says KAMR-TV's chief engineer Ken High. The station broadcasts two hours of news daily, including a half-hour block at 5 p.m. that debuted in September.

—GD

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High-Speed Modems

Canadian MSO goes high-speed with Motorola

Shaw orders 100,000 CyberSURFR 10 mbps modems

By Harry A. Jewell

Motorola has landed another big cable modem order. Shaw Communications, Canada's second-largest cable operator (1.5 million subscribers), will take delivery of 100,000 Motorola CyberSURFR cable modems and Cable Router network interfaces late this year. The deal is valued at roughly \$50 million.

Shaw will lease the modems to subscribers willing to pay for high-speed access to the Internet and other online services. The modems operate at up to 10 megabits per second, hundreds of times faster than conventional telephone modems.

"Our customers are clamoring for technology that will enable them to tap into the full multimedia capabilities of the Internet and other online services," says the company.

Shaw and major U.S. cable operators see high-speed data services—datacom—as an important new business in 1996: more immediate than telephony, more real and economical than interactive TV. The operators talk of offering datacom service for \$20-\$40 per month. At first, operators will include the modem in the price of the service. But once standards are set, it's expected that consumers will buy them as they now do telephone modems.

Motorola has emerged as



the early leader of the high-speed technology. At the Western Cable Show in November, the company announced deals to supply 350,000 modems to three top cable operators—200,000 units to Tele-Communications Inc., 100,000 to Comcast and 50,000 to Time Warner.

"Some people are calling us the Rookie of the Year," says Douglas Robertson, Motorola's director of business development, multimedia group. Motorola accounts for 450,000 of the 650,000 modems ordered by cable operators in 1995, Robertson says.

Just days after the Dec. 18 Motorola/Shaw announcement, Toshiba America said it had sold 50,000 modems to Time Warner for deployment in three systems starting this summer. Hewlett-Packard announced a 150,000-unit order from Comcast in November. Zenith, LANcity and others have supplied modems for use in small trials.

Motorola's advantage is its robust upstream capability, says Robertson. The CyberSURFR modem permits users

to transmit data at 768 kilobits per second, far faster than they could over a telephone ISDN line. That capability is increasingly important, especially for telecommuters and small businesses, he says: "Cable modem users are going to be creators as well as users of content."

Motorola is among the manufacturers and cable operators committed to developing a standard for 10 mbps cable modems by April. The effort is being conducted under the aegis of CableLabs.

Calendar

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

Jan. 29-Feb. 1—ComNet '96, networking conference and exhibition, presented by International Data Group. Washington Convention Center, Washington. Contact: (800) 545-3976.

Feb. 21-24—"Interactive Newspapers '96: What's Hot, What's Not," conference sponsored by The Kelsey Group, *Editor & Publisher*, INMA, National Newspaper Association and Suburban Newspapers of America. Hyatt Regency Embarcadero, San Francisco. Contact: 609-921-7200.

March 17-20—Interactive Entertainment Congress '96, presented by the Institute for International Research. Wyndam Palm Springs Hotel, Palm Springs, Calif. Contact: Jo Mayeroff, (800) 999-3123.

April 17-18—i•MAGIC (innovative multimedia achievement in the global interactive community) awards festival sponsored by Select Media Inc. New York Information Technology Center, New York City. Contact: Erin Fitzgerald, (212) 431-8923.

Cable Telco

Cable close to phone service in California

State OKs entry by 31 companies; sets interconnection rules

By Harry A. Jenell

Cable operators in California have moved closer to providing dialtone. The California Public Utilities Commission has authorized 31 companies, including several affiliated with major cable operators, to provide local telephone service in competition with the likes of Pacific Bell and General Telephone of California and share in the state's \$7 billion-a-year business.

In its Dec. 20 order, the commission also adopted rules governing interconnection between competitors and incumbent telcos. As new entrants, the competitors need to interconnect with incumbents so that their customers can be assured of the ability to make or receive calls from anywhere.

The new rules kick in today (Jan. 1), but competition is still some time off. Most companies will need several months before they are ready to begin signing customers, according to the PUC, and others may require one or two years.

Continental Cablevision, which received approval to offer service to 14 million people in Southern California, hopes to begin testing in third quarter 1996 and to roll out commercial service in 1997.

Other authorized cable competitors: NewTelco, a partnership of Sprint, Tele-Communications Inc., Cox and Comcast; Teleport Communications Group, a venture of TCI, Cox, Comcast and Continental; Century Communications

Corp., and Time Warner.

PacBell and General Telephone, which together account for 90% of the telephone business in the state, also were among the 31. They were authorized to compete in each other's territory.

Late this month or early next, the commission is expected to adopt a second set of rules. Among other things, they will cover number portability—the ability of customers to switch from an incumbent to a competitor and keep their telephone numbers; access to the telcos' poles and conduits, and access to the telcos' network control software.

In the same order, the PUC also is expected to authorize resale carriers, companies that would provide competitive local service simply by leasing local facilities from the local telcos.

"You need both orders to have a complete foundation for competition," says Alan Gardner, vice president, regulatory/legal affairs, California Cable Television Association.

Online advertisers at Discovery

Discovery Channel Online has lined up five advertisers for its Web site. Miramax Films, IBM OS2, CompuServe, Nynex Interactive Yellow Pages and Bahamas Tourism will be advertising on the online service. Up to a quarter of the opening screen of a story sponsored on the Web site will be devoted to an ad, with sponsor logos appearing on all subsequent pages.

The PUC's recommended terms for interconnection agreements are sufficient to insure competition, says Gardner. But PacBell has already indicated its unwillingness to accept the recommended terms, he says.

If competitors are unable to privately negotiate an agreement with the incumbent telco, they may ask the PUC to intercede, Gardner says.

Under its six-year-old New Regulatory Framework—NERF in California parlance—the PUC also allowed the telcos to forgo a 15% rate decrease over the next three years. The decision will save PacBell \$683 million and General Telephone \$187 million.

To CCTA's chagrin, the PUC opted not to tie the rate break to the telcos' conducting interconnection negotiations in good faith. "If they complied with all the commissioner requirements, they could keep the money as a reward for good conduct," Gardner says.

CCTA favors the PUC's authorizing resale carriers because they can enter the market early and "condition" the market, Gardner says. "It gets people used to the fact that there is competition."

But the association is worried that the rates at which the resale carriers lease local facilities will be so low as to preempt competition from cable operators and other competitors with their own local facilities. "We don't [think] they should get too steep a discount," Gardner says.

Online legal library

Just like their print counterparts, online publishers can run into libel trouble. To help, the New York State Bar Association and the Libel Defense Resource Center are compiling legal articles about online libel and censorship and are making them available through Lexis and NYSBA's soon-to-open Web site. "Our hope is to provide practical answers to serious real-life issues," says Steve Lieberman, a Washington lawyer who chairs the NYSBA's subcommittee on defamation and new technologies. The NYSBA Web site (<http://www.nysba.org>) will not be ready to receive visitors until mid-January at the earliest.

TW asks for help

Time Warner Communications has asked the Ohio Public Utilities Commission to help it conclude a telephone interconnection agreement with Ameritech. The PUC last August gave Time Warner the OK to compete with Ameritech in 37 Ohio counties. But the cable company has been frustrated in its efforts to negotiate a deal for interconnecting its telephone networks with those of Ameritech—vital if Time Warner telephone customers are to make or receive calls outside the Time Warner systems.

More cable for Ameritech

Ameritech picked up its ninth cable TV franchise—this one for Greendale, Wis., a suburb of Milwaukee with a population of 15,000. Ameritech will overbuild the system of cable incumbent Time Warner with a two-way, 90-channel network. The system, which is to be up and running by the end of this year, will cost more than \$1 million to build. Programming will be supplied by Americast, a joint venture of Disney, BellSouth, Ameritech, GTE and SBC Communications.

Classifieds

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General Managers. Growing network affiliated group is seeking experienced General Managers. Must have two to three years of management experience. Sales knowledge a must, team oriented, creative, thinking outside the envelope, computer literate and experience with budgets and forecasting. Opportunity to grow within and participate with equity. Please respond to Box 00645 EOE.

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Local Sales Manager - WTLH TV, FOX 49, Tallahassee, Florida is looking for Local Sales Manager to lead local sales effort to a new plateau. Candidates should have proven ability in new business development, special events and sales promotions. Must have strong leadership, interpersonal, organizational and computer skills. Growing station in beautiful, growing market being purchased by growing group of FOX affiliate owner. Send resume or fax with salary requirements to Frank Watson, General Manager, WTLH-TV, 1203 Governors Square Boulevard, Suite 501, Tallahassee, FL 32308. Fax 904-942-7907. WTLH, Inc. is an Equal Opportunity Employer.

HELP WANTED SALES

Traffic Assistant. WGRZ-TV. Buffalo, New York. NBC 2 is seeking to fill an opening in its Traffic Department. Applicant must have TV or Radio traffic experience, good math and accurate typing skills. Must work efficiently and accurately under pressure. Send resume to: Marilyn Terranova, Traffic Manager, WGRZ-TV/NBC 2, 259 Delaware Avenue, Buffalo, New York 14202. No phone calls. WGRZ-TV is an Equal Opportunity Employer.

Television Sales: High energy, computer literate, local salesperson to work in our Myrtle Beach office. Knowledge of ratings, Marshall Marketing, BMP and Windows functions are an added plus. Fast growing UPN affiliate looking for a salesperson who's not afraid to knock on doors and generate new business. If you want to join a team that wants to win, send your resume to: Lee Camp, Sales Manager, WWMB-TV 21, 2411 Oak Street, Suite 206, Myrtle Beach, SC 29577. EOE/MF.

HELP WANTED SALES

Sales Manager: WLUK, the new FOX 11 in Green Bay is seeking a leader for our sales department. Candidates should possess strong creativity, energy and superior coaching skills in order to guide a great sales team to the next level. Ability to sell the highest rated NFL Football team in the country, the Green Bay Packers, a must. Experience marketing a well-established (and recently expanded) news a plus. Send resume to Jim Schuessler, Vice President and General Manager, WLUK-TV (FOX 11), 787 Lombardi Avenue, Green Bay, WI 54304. No phone calls, please. The SF Broadcasting Companies are Equal Opportunity Employers.

Sales Leader! Team Player! If you can lead a station with the right programming and growing news, we need you! If you can coach and sell quality, we need you! If you can build local and create new revenue streams, we need you! If you want a growing company, growing station, beautiful facility and beautiful city, you need us! Send or fax verifiable credentials to Evelyn Babcock, WAKA, 3020 East Boulevard, Montgomery, AL 36116, or fax 334-272-6444

Regional AE/Co-Op Specialist/Station Promotion Coordinator. West Texas, CBS affiliate, seeks a Regional AE/Co-Op Specialist/Station Promotion Coordinator. Duties include regional sales, development of local co-op advertising, and coordination of sales promotions. A minimum of three years prior sales experience and/or degree preferred. Seek a self-motivator with good presentation and computer skills, reliable transportation, and a good driving record. Send resume to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76903. EOE.

Midwest affiliate searching for Traffic Manager. Must be proficient in all aspects of traffic. Send resume, salary requirements by January 5. Women and minorities encouraged to apply. Submit to: Tom Combs, WLFI-TV, P.O. Box 2618, West Lafayette, IN 47906. EOE.

General Sales Manager: Aggressive Texas NBC affiliate is seeking a General Sales Manager with a minimum of two years of management experience. Must be team-oriented, creative and experienced with budgets and forecasting. Please respond to Box 00635 EOE.

Marketing Specialist. One of America's leading FOX affiliates, KMPH FOX 26, Fresno, California, is seeking an experienced broadcast salesperson. Support includes Scarborough Research, BMP, award winning creative. This is an excellent opportunity for a highly motivated individual wishing to join a growing, progressive company, Pappas Telecasting. Two years experience and a proven track record of new business development required. Send resume to: Personnel Department, 5111 East McKinley Avenue, Fresno, CA 93727. No phone calls please. An EOE - M/F/D. Women and minorities are encouraged to apply.

Local Sales: WTNZ FOX 43 in Knoxville, TN seeks a highly motivated and creative individual to direct, hire, train and evaluate our sales team. Previous FOX affiliate and local sales management a plus. Execution of sales strategies, pricing packaging, and incentive programs a must. Send resume and references to GSM Tim Greenier, P.O. Box 43, Knoxville, TN 37901. Please, no phone calls. EOE.

TELEVISION SALES OPERATIONS COORDINATOR

KABC-TV has an immediate opening for a Television Sales Operations Coordinator who will assemble and time out daily local logs with information from: film, promo, PSA, sales departments and syndicators. Selected candidate must be detail-oriented and have ability to handle multiple tasks simultaneously and meet daily deadlines. Knowledge of network operations and familiarity with JDS systems and AS400 preferred.

Please send your resume to:
**KABC-TV, Attn: M. Gorgenson,
Manager Sales Service, Dept.
TSC/BC, 4151 Prospect Avenue,
Los Angeles, CA 90027. Equal
opportunity employer.**



Account Executive: Immediate opening in the Tampa/St. Petersburg, Florida market (15th DMA) for an experienced television Account Executive. Must have excellent communication, presentation and organizational skills. Marketing and promotional experience is a plus. Candidates should have substantial agency and direct account experience and be comfortable with the latest PC based sales tools. Send resume and references to Larry McCabe, Candace Portmann at WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33716. Hubbard Broadcasting is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

UHF Broadcast Engineer. Religious television network in Mobile, AL. Transmitter maintenance, microwave, translator, trouble shooting and repair master control, video tape and audio production systems. FCC or SBE certifications preferred. Travel required. Only resumes with salary requirements will be considered. Forward to Chief of Staff, P.O. Box 81521, Mobile, AL 36689. 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.

Technical Director: WABC-TV is seeking an experienced Technical Director with proven skills in live production and news shows. Candidates must be experienced with Grass Valley switchers and effects systems. Must be able to work under pressure. Experience is required. Please send resume to: Bill Kirkpatrick, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

TV Maintenance Engineer. Growing Southwest UPN affiliate has an opening for a TV Maintenance Engineer. Candidate must have the ability to troubleshoot a variety of studio broadcast equipment to the component level. Computer literacy and RF experience a plus. FCC License or SBE Certification preferred. Send resume, references and salary requirements to: Personnel, KUPN-TV, 920 South Commerce, Las Vegas, NV 89106. EOE. Women and minorities encouraged to apply. No phone calls please.

Maintenance Engineer: Position requires at least five years experience maintaining studio, control room, and transmission equipment in a broadcast television environment. Expertise is required in component-level repair of video, audio, and digital equipment and installation of broadcast systems. A degree in electronics or equivalent training is necessary. Please send resume to: Bill Beam, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

ENGINEER

Television Systems Maintenance

KABC-TV has an opening for a broadcast television systems Maintenance Engineer. The successful candidate will have, in addition to a broadcast maintenance background, a thorough knowledge of mobile KU Uplink and news operational considerations. Please send resume to:
**KABC-TV, Attn: D. Converse,
Director of Engineering, Dept.
ENG-BC, 4151 Prospect Ave.,
Los Angeles, CA 90027. Equal
Opportunity Employer.**





WE'RE LOOKING FOR AN ALL-STAR LINE-UP of broadcast professionals

Based on the tremendous success of our DIRECTV® service in the U.S., Hughes Communications, Inc. will be launching a joint venture in Latin America beginning in 1996. This is your chance to show your expertise...internationally. You will be based in our new Central Broadcast Center in Long Beach, CA, the most sophisticated facility of its kind in the world.

If you have relevant experience, you could become part of our all-star line-up. Candidates with English/Spanish and/or English/Portuguese are highly desirable for these opportunities:

BROADCAST OPERATIONS SHIFT SUPERVISORS

Supervise on-air activities, troubleshoot and resolve all broadcast-related issues and manage operations staff. Requires 6+ years broadcast experience. (Job Code: BC/BOSS)

BROADCAST CONTROL OPERATORS

Monitor all on-air activities, check and measure quality of incoming, in-plant and transmitted broadcast signals and confirm integrity of daily broadcast schedule. (Job Code: BC/BCO)

SUPERVISORS, PLAYBACK & RECORD SYSTEMS

Oversee and supervise video tape playback, record and duplication shift and support on-air operations. (Job Code: BC/SPAR)

PLAYBACK & RECORD OPERATORS

Operate video-related technical equipment used for on-air programming playback/recording, produce composite reels for promo channels and commercial roll-ins and perform database housekeeping and backup of critical data files. (Job Code: BC/PARO)

MAINTENANCE TECHNICIANS

- Satellite uplink antennas/RF - Digital compression/analog (Job Code: BC/MT)

SUPERVISOR, TELECOMMUNICATIONS

Oversee daily telecommunication system operation and maintenance activities. (Job Code: BC/STELE)

MEDIA LIBRARIANS - Videotape

Responsible for storage, retrieval, inventory and tracking of all taped program materials. (Job Code: BC/MLIB)

PROGRAM PREPARATION TECHNICIANS

Responsible for identifying technical impairments and time-coding, compiling and duplication of programming. (Job Code: BC/PPT)

EDITORS - Videotape

Perform a wide variety of corrective and creative automated videotape editing. (Job Code: BC/EVID)

RESOURCE SCHEDULING COORDINATORS

Coordinate scheduling of all operational facilities and staff assignments. Requires scheduling experience in a broadcast/cable environment. (Job Code: BC/RSC)

We offer a highly competitive compensation and benefits package and the opportunity to make a significant impact in our new venture. For prompt consideration, please forward your resume to: Hughes Communications, Inc., c/o Cameron-Newell Advertising, P.O. Box 56236, (indicate appropriate job code), Sherman Oaks, CA 91403. Equal Opportunity Employer M/F/D/V.

HUGHES
COMMUNICATIONS
A HUGHES ELECTRONICS COMPANY

Chief Engineer. Looking for experienced CE, highly qualified in all areas of broadcast engineering to oversee/maintain transmitter and studio equipment. SBE certification, FCC general license required. Send resume w/salary requirements to Box 00653 EOE.

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.

Chief Engineer. NBC-affiliate, group-owned station in Reno, Nevada has an immediate need for a Chief Engineer. Applicants must possess strong skills in repairing Sony 1" and Betacam VTR's; ability to analyze microwave and satellite equipment; electronic experience and broadcast experience preferred; must be able to lift and carry heavy equipment; must possess a commercial driver's license with a clean record. Send resume/salary history to: John Finkbohner, Operations Manager, KRNV-TV, Sierra Broadcasting Company, 1790 Vassar Street, Reno, Nevada 89502 or fax to (702) 322-3738. EOE.

Chief Engineer: Growing, aggressive FOX television group has immediate opening for "hands on" Chief for its Scranton, PA affiliate. Qualified individual will possess proven leadership ability, demonstrated technical ability in both studio and transmitter design and maintenance, and be a team player. Send resume and salary history to Lee Carpenter, Corporate Chief Engineer, Pegasus Broadcast Television, P.O. Box 10888, Jackson, Mississippi 39289. EOE.

Broadcast Engineer. WJCT TV has an opening for an engineer with minimum 3 years broadcast experience to maintain television transmission, studio and computer equipment. FCC license and/or SBE certification desirable. WJCT is presently transitioning to serial component digital technology. Upgrade includes installation of NLE, DAW, Graphics and Video Server Systems. Send resume and salary requirements to Human Resources, WJCT, 100 Festival Park Avenue, Jacksonville, FL 32202. EOE.

HELP WANTED NEWS

Weekend Anchor-Producer/Reporter-Photographer. KOLN/KGIN-TV is looking for an individual to anchor the top-rated weekend newscast in the market. Applicants must be strong journalists, with the ability to communicate sincerely with the viewers. Candidates must also be able to tell stories by talking with "real people," not just officials. Please send resume with cover letter, and a non-returnable videotape sample of work to: Lori Lembrich; KOLN/KGIN-TV, PO Box 30350, Lincoln, NE 68503. Application deadline: 1/10/96. EOE.

Classifieds

Weekend Sports Anchor/Reporter. WXIN FOX 59, a Renaissance Communications Corporation station, has an opportunity available in this top 25 market for a Weekend Sports Anchor/Reporter. Selected candidate will possess a minimum of three years commercial TV experience and the natural ability to anchor, report, write, produce and edit with a strong knowledge of auto racing. College degree preferred. Responsibilities will include anchoring weekend newscasts and writing, producing, shooting and editing. For consideration, send cover letter, noting desired position and where learned of job, resume and non-returnable tape by January 5, 1996, to: Personnel Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in disqualification. EOE. Job offer contingent upon results of substance abuse testing.

Weekend Co-Anchor - KGUN 9 (ABC) Tucson, AZ. (A Lee Enterprise station). Minimum 2 years anchoring experience along with strong reporting and live skills. Non returnable tape along with resume to Carmen Thomas, KGUN 9, 7280 East Rosewood, Tucson, AZ 85710. No telephone calls please. EOE. Posting closes December 28, 1995.

Wanted: Co-Anchor who wants to live in the "Last Best Place." Must be an experienced communicator with great air, writing and producing skills. Send 3/4 or VHS tape to: George Mills, News Director, KULR-TV, 2045 Overland Avenue, Billings, MT 59102. EOE.

WVIT, Connecticut's NBC Station, an aggressive news station leader of live, local and latebreaking news, is seeking: 1) News Reporter - 2 years TV experience, live shots, strong writing, hard news abilities, anchoring a plus. VHS or 3/4" non-returnable tape and resume to Steve Schwaib, News Director. 2) News Producer - take charge, live, creative with strong writing. Send tape, resume to Nancy Andrews, Assistant News Director. 3) Director - extensive experience in directing and switching live, fast-paced newscasts. Grass Valley 1600 switcher, 3-Channel ADO, Quantel Still Store, Chyron Superscribe. Not entry level. Send tape, resume to Bill Mendoza, Production Manager. WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

Television News Reporter. Award winning news operation looking for General Assignment Reporter. Aggressive, self-starting individual with 2-3 years reporting experience, be able to visualize stories, and have experience with live shots. We have all the toys and the management commitment to do news the way it should be done. Send resume and tape to Director of News, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821. EOE/Drug-free workplace.

Sports Anchor/Reporter. Midwest network affiliate on the move is looking for a Sports Anchor who can grow with us. We need someone who can tell good sports stories, as well as shoot, edit, write and anchor fast paced segments. EOE. Please send tape and resume to Box 00648 EOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@8C.CAHNERS.COM

TV Photojournalists/Video Editors. NPPA award-winning staff in Top 25 Midwest market is expanding again. We are looking for 2 sharpshooting, award-winning photojournalists. Successful candidates will be willing to travel, fly frequently in our news chopper, enterprise and produce stories on their own. 5 years experience preferred. Must be able to shoot and edit under daily deadline pressure. If you think you're good, prove it to us. We are looking for the best. Send resumes and tapes to: Bob Weinzierl, Chief Photographer, WTHR-TV, 1000 North Meridian Street, Indianapolis, IN 46204. Women and minorities encouraged to apply.

Senior Producer/Weekends. Emmy award-winning number one southeast news operation is looking for a top-notch Producer to oversee five weekend newscasts. Candidates should have a minimum of three years line producing experience, be capable of handling an expanding Saturday and Sunday on-air product, and have supervisory skills. Knowledge of Newstar computer system is a plus. Send resume, non-returnable tape, critique and a brief news philosophy to Peggy Carpenter, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201. EEO.

Segment Producer WHDH-TV, the NBC affiliate in Boston, is looking for a creative News Segment Producer. Successful candidate must have excellent field producing and writing skills, ability to supervise off and on-line editing. Rush tape and resume (no phone calls) to: Cliff Cohen, Executive Producer, Special Projects, WHDH-TV, Inc., 7 Bulfinch Place, Boston, MA 02114. An EEO Employer.

Reporter: WJW-TV, Cleveland's hottest news operation is looking for a strong story teller with good live skills. Must be enterprising, creative and part of our Eight Is News philosophy. Minimum 5 years experience. Send non-returnable tape of recent work to: Kathy Williams, News Director, 5800 South Marginal Road, Cleveland, OH 44103. No phone calls. EOE.

Reporter. Join the news team just honored as Best in the Twin Cities! KMSP-TV, Minneapolis-St. Paul, needs 2 experienced Reporters - one is available immediately, other 4/1/96. Minimum 3-5 years broadcast experience required. Your tape should prove you have all the basic skills plus an ability to tell stories in creative, non-traditional, innovative ways. Tapes to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls! EOE.

Promotions Producer: WTVR NewsChannel 6 is looking for a News Promotion Producer who thrives on writing creative copy that attracts viewers. Ability to edit and meet tight deadlines a must! Non-linear editing experience helpful. If you want to help take NewsChannel 6 to that next level, send a resume and non-returnable tape to: Sandra Fowler-Jones, Marketing Director, WTVR NewsChannel 6, 3301 West Broad Street, Richmond, VA 23230. M/F. An Equal Opportunity Employer. No phone calls please.

VICE PRESIDENT, NEWS

NBC 5 Chicago is actively recruiting for a VP, News to provide leadership and manage the Channel 5 News. The VP, News is responsible for fostering an environment that produces demographic dominance and market leadership in the coverage of local breaking news, enterprised stories, local weather and sports, and special reports. Duties include responsibility for NBC 5's news gathering, production, news programming and presentation; ensuring the integrity of editorial and news content which reflects our sensitivity to diversity issues and our commitment to our diverse audience; personnel management that develops the best talent available for an environment conducive to idea sharing, optimal communication, and constructive feedback; development and monitoring of department budget; professional and constructive interaction with all other departments creating station teamwork, trust and mutual support.

Applicants must have an established record of success in responsible positions in television programming, production and/or management. There is a strong preference for previous experience as a News Director in a competitive news market. Prior affiliation with highly successful, competitive news operation is key, as is reasonably well developed financial oversight and budgeting skills. A premium is placed on proven ability as a creative thinker capable of working well with a range of personalities and styles. The candidate must be a person of integrity who engenders respect from peers, subordinates and superiors.

Interested applicants should send a cover letter and resume to:



Janet M. Lopez
NBC 5, Employee Relations Department
454 North Columbus Drive
Chicago, IL 60611
Attn: Job# B/C9512VP
NATIONAL BROADCASTING COMPANY
AN EQUAL OPPORTUNITY EMPLOYER

Promotion Producer/Editor. Aggressive Top 50 station is looking for a news-minded Writer/Editor to produce hard-hitting topical and series promotion, as well as edit station promotion projects. Our last producer/editor took his Promax Gold Medallion Award to a Top Ten market! Are you his replacement? Experience on Matrox editing system preferred. Send tapes and resumes to: Personnel, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773.

Position: Sports Anchor/Reporter: Top 40 ABC affiliate seeks Weekend Sports Anchor/Reporter. Will join established 4 person sports staff on daily sportscasts and longform sports specials. We value intelligence and humor! Two year minimum on-air experience. Some photography required. Send tape and resume to: Kerry G. Oslund, News Director, WZZM-TV, P.O. Box Z, Grand Rapids, MI 49501. Applications accepted through January 5th, 1996. EOE.

Classifieds

Producer: WJW-TV, Cleveland's news leader, is looking for a Producer with strong writing skills, creativity and ability to craft newscasts that reflect our Eight Is News philosophy. Send non-returnable tape to: Kathy Williams, News Director, 5800 South Marginal Road, Cleveland, OH 44103. No phone calls. EOE.

Producer/Director: WESH-TV, a Pulitzer Broadcasting Station, and NBC affiliate in Orlando, Florida is looking for a creative individual who loves to direct news and live programs. Applicant must have a minimum of 5 years television production experience, with previous experience directing news essential. Also, desire experience in producing and directing special projects and live event programs. Send resume to: Rick Scharf, Production Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls please. An Equal Opportunity Employer.

Producer/Director. Qualified candidates must be experienced at directing fast-paced, technical-challenging newscasts, as well as producing and directing a variety of live and taped sports and special events. Computer editing and minicam skills are a plus. If you're skilled, versatile and ready to join the number one station in the market, send your resume and non-returnable tape to: Patrick Linehan, Production Manager, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

Producer. WLTX-TV is looking for an experienced Producer who is more than a show stacker. Good writing, organizational, and time management skills a must. If you are looking to work at a station with a growing news organization, have creative ideas and routinely beat your competition, send your tape, resume and references to Emmy Powell, News Director, WLTX-TV, 6027 Devine Street, Columbia, SC 29209.

Producer Wanted. Aggressive, creative, dynamic, crazy. Must be at least 3 of 4. Which are you and why? Medium market Producer position is open now. Send aircheck (no more than 3 days old), along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. M/F. EOE.

Photographer. WLTX-TV is looking for a sharp shooter who is an excellent, visual storyteller. Live truck experience a plus. No beginners. No phone calls. Send tape, resume, and references to Emmy Powell, News Director, WLTX-TV, 6027 Devine Street, Columbia, SC 29209.

Photographers/Editors. WTXF/FOX Philadelphia needs aggressive Photographers and Editors for expanding award winning news operation. Applicants should have strong NPPA shooting and editing skills to join this visual driven newsteam. Applicants must also have live ENG experience. Please send tape and resume to: Personnel Director, WTXF/FOX Philadelphia, 330 Market Street, Philadelphia, PA 19106. EOE. M/F.

Photographer/Live Truck Operator: WTVD-TV, a Capital Cities/ABC owned and operated station is looking for someone who can do it all. Candidate must be able to deliver a high story count. Quality and speed must go hand in hand. Live microwave truck operation experience required. SBE certification a plus. If you're flexible and a hard worker, send tape/resume to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE. No phone calls.

Newschannel 8. Producer. Regional 24-hour cable news channel serving metro Washington, D.C. seeks line newscast Producer. Relevant college degree and minimum 2 years TV newscast producer experience required. Please send or fax (703-912-5599) resume and salary history to: Newschannel 8, HR Department, 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

News: 11 p.m. Producer for Sunbelt ABC affiliate. Live, work and play in beautiful, warm, sunny Myrtle Beach/Florence, SC. Must be able to produce a very high energy, fast paced, visually compelling 11 p.m. show involving many wipes, live shots, etc. Show stackers don't apply. Rush tape, resume and writing samples to: Katherine Bontemps, Executive Producer, WPDE-TV, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

News Technical Manager: Primary responsibilities include supervision of the news technical operation, ENG/SNG technician staff and news equipment maintenance. Qualified candidate must possess excellent leadership, organizational and technical skills. Send resume immediately to: Dale Werner, Engineering Manager, KPRC-TV2, P.O. Box 2222, Houston, Texas 77252-2222.

News Technical Manager: Primary responsibilities include supervision of the news technical operation, ENG/SNG technician staff and news equipment maintenance. Qualified candidate must possess excellent leadership, organizational and technical skills. Send resume immediately to: Dale Werner, Engineering Manager, KPRC-TV2, P.O. Box 2222, Houston, Texas 77252-2222.

News Reporter-- Dominant NBC affiliate in 93rd market seeks Reporter with live experience. College degree preferred. Resume/tape to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

News Promotion Writer/Producer. Tribune Company's CLTV News, the Chicago-area 24-hour regional news operation, has an immediate opening for a News Promotion Writer/Producer. This Producer is responsible for creating and editing on-air spots and print materials. Previous TV experience producing on-air news promotion announcements required; demonstrated writing skills are essential. To apply, send tape, resume and salary history/requirements to: Director of Marketing, CLTV News, 2000 York Road, Suite 114, Oak Brook, IL 60521. Any phone calls will disqualify the applicant from consideration. We encourage females and minorities to apply.

News Director: NBC affiliate in Elmira, NY (167th DMA) has opening for News Director. Must possess confidence, creativity, news experience, and leadership skills necessary to lead the market's dominant news station. Must be able to teach and motivate news staff with diverse experience levels. Duties include produce and co-anchor noon news. Send resume to: General Manager, WETM-TV, Box 1207, Elmira, NY 14902. Smith TV of NY is an Equal Opportunity Employer.

News Director: Hands on, take-charge individual needed to provide the leadership to create, exciting, relevant newscasts. Must have at least two years experience as successful newscast producer; must be able to enterprise and create compelling story opportunities and to inspire and motivate others to do so. Strong people skills and teamwork essential. Samples of produced newscasts required upon request. Send resume and salary requirements to: Bill Nichols, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808. No phone calls. EOE.

News Anchor/Reporter. WNWO-TV is seeking an Anchor/Reporter with at least five years reporting and anchoring experience. Candidate should be mature with good writing and editing skills. Send resume and non-returnable tape to: News Director, WNWO-TV, 300 South Byrne Road, Toledo, Ohio 43615. No phone calls please. Deadline: January 5, 1996. WNWO-TV is an Equal Opportunity Employer.

News Anchor. WATE-TV6 is looking for a News Anchor to help lead us into the 21st century. A solid journalism background is required with anchoring experience. Heavy emphasis will be placed on news writing, reporting, leadership skills and community involvement. This is a dual anchor situation. Only experienced journalists who are interested in long term employment need apply. Interested parties send resumes to: WATE-TV6, Attention: Personnel, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer.

Meteorologist. WLTX-TV is looking for an experienced Meteorologist for possible future opening. We are looking for someone with strong on-air presence, weather promotional ideas, thorough knowledge of forecasting, and who can take us to the next level in our weather department. No phone calls. Send most recent tape, resume, and references to Emmy Powell, News Director, WLTX-TV, 6027 Devine Street, Columbia, SC 29209.

Meteorologist. Alabama's news leader is looking for a top notch Meteorologist. Applicant should be a capable weather forecaster with a meteorology degree. NWA and AMS seals are a plus. A minimum of one year broadcast experience is preferred. Meteorologists at WBRC-TV are responsible for preparing and presenting forecasts for daily news programs. They must also monitor emergency weather providing viewers with timely updated information. Send resume and non-returnable tape to James Spann, Chief Meteorologist, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. WBRC-TV is an Equal Opportunity Employer.



San Diego's Best
is looking for:

**PRODUCERS &
ON-AIR TALENT,**

PRODUCERS-

Can you make the mundane interesting? That's what we need. Looking for people with varied experience.

Morning Show Hosts-
News and Talk Show experience is required, plus the ability to absorb a lot of information and process it quickly. Send resume and non-returnable tape to:

**KUSI-TV
Human Resources
ATTN: NEWS
P.O. BOX 719051
San Diego, CA 92171**

(No phone calls please!)

KUSI is an equal
opportunity employer.

Associate Producer/Tape Editor. WTOL-TV is looking for a talented Associate Producer/Tape Editor who has a desire to become a producer. Ideal candidate will be a great writer as well as editor and would be able to produce newscast if needed. Applicant will work with producer to create a high story count, graphic intensive, fast paced newscast. Must be able to work under daily deadline. College degree preferred. Send resume to Personnel Administrator-44, WTOL-TV, 730 North Summit Street, Toledo, OH 43604. No phone calls, please. WTOL-TV is an Equal Opportunity Employer.

Associate Producer. Award-winning, major-market Local Programming Unit seeking a highly-motivated individual to fill the role of Part-Time Associate Producer. Candidates should have excellent organizational, writing, interviewing, and communication skills. Sports specials, parades, medical specials, live sports, events and human interest; if you can do it all well, we want to hear from you. Tapes and resumes to Brian Leopold, Executive Producer, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

EXECUTIVE PRODUCER

NBC 5 Chicago is actively recruiting for an Executive Producer for the Channel 5 News. This executive is responsible for editorial content and operational functions as well as contributing to the creativity of news programs. The EP must define and execute the strategic format and news-gathering techniques to meet stylistic goals of news programs in collaboration with other news managers for station's program targets and mission; develop and implement strategy for aggressive coverage of daily news stories, major and breaking news stories, and stories for sweeps periods while maintaining the audio, video, production, graphic and content integrity of news programs. Will manage news producers, newswriters and other news staff in an environment where diverse ideas and opinions are respected and valued as the key to teamwork.

Looking for someone with 3 to 5 years of TV news management experience in a competitive news market, preferably to 30. Background must include previous work as a TV News Producer, as well as a proven record of successes showing superior journalistic judgement, pre and post production knowledge, and leadership qualities that get people motivated and working together. Must have the ability to make critical, priority decisions under extreme deadlines on an ongoing basis. Personnel management skills are crucial.

Interested applicants should send cover letter and resume to:

**Janet M. Lopez
NBC 5, Employee Relations Department
454 North Columbus Drive
Chicago, IL 60611
Attn: Job# B/C9512EP**



**NATIONAL BROADCASTING COMPANY
AN EQUAL OPPORTUNITY EMPLOYER**

Anchor/Reporter: Must be able to write effective broadcast copy and deliver it comfortably on the air, edit video, factually re-write copy, conduct interviews, and meet all deadlines and work schedules. EEO. Please send tapes and resumes to: EEO Officer, 8 Foresight Circle, Grand Junction, CO 81505.

Associate Producer. WXIN FOX 59, a Renaissance Communications Corporation station, has a position available effective January 1, 1996, for an Associate Producer to provide offline editing of news and station promos; writing and producing news topicals, series promos, public affairs programs and PSA's; and coordinate Weatherline recordings. Must work well under frequent tight deadlines. 1:00-10:00 PM work schedule. Beta editing a must, strong creative writing abilities, news promotion experience preferred and knowledge of key production elements including lighting and camera skills. College degree in TV production preferred. Position will report to the Advertising/Promotion Manager. For consideration, send cover letter, noting desired position and where learned of job, resume and non-returnable 3/4" tape by January 8, 1996 to: Personnel Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in disqualification. EOE. Job offer contingent upon results of substance abuse testing.

Senior Promotion Director: CBS affiliate looking for a creative, energetic "top gun" who wants to write and produce riveting news promotion and who can provide direction and leadership for all on-air promotional efforts. Must have 5 years hands-on promotion experience, a strong technical background with knowledge of editing equipment, ability to create, develop, and manage projects, and a desire to work in a team environment with the "best team in town." Please send resume with salary history and tape (non-returnable) to Julia Stone, Marketing Director, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

Promotions Director. Successful candidate must be able to promote all aspects of commercial TV station. Direct and hands-on experience in writing, shooting, and editing of audio and video sources. Must be a forward thinker, creative with flair, energetic with superb organizational skills and have demonstrated positive results involving civic organizations, media outlets and the viewing public. Should have BA degree and 2 to 3 years of commercial TV experience and knowledge of editing equipment. Please send resume to LaTanya Swinney, KMID-TV, P.O. Box 60230, Midland, TX 79711. EOE.

HELP WANTED PROMOTION

TV Promotion Editor. Promotion Editor wanted by Mid-Atlantic affiliate expanding promotions department. 3/4" editing and writing experience required. Degree or equivalent experience a must. Avid experience a plus. Send tape and resume to: Jeff Goldsmith, Promotion Direction, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Promotion Producer. KSDK, NBC St. Louis affiliate seeks a self-motivated creative services Writer/Producer. Spots must sizzle! Writing must sizzle! If you work to win we want you on our team. Degree. If that's you send tape and resume to KSDK-TV, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Promotion Director. Ellis Communication's FOX affiliate WUPW seeks experienced Promotions Director for immediate opening. Requires strategy, creative thinker with hands-on knowledge in developing on-air news promotion, media planning, and all on-air production (including graphics and ID's). You'll help develop overall marketing strategy with regard to community events, on-air contests, PSA's, creative direction -- the whole package. Send resume to General Manager, WUPW FOX 36, Four Seagate, Toledo, OH 43604. Ellis Communications is an Equal Opportunity Employer.

KLAS is looking for a news topical pro who can produce/write/edit great topicals and hit deadlines. Send tape/resume to: Terry McFarlane, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Controller. WGRZ-TV. Buffalo, New York. Media business needs competent individual to supervise accounting and payroll department, coordinate monthly financial statement, prepare and evaluate financial results. Experience in credit/collections, payroll/personnel, and data processing with in-depth knowledge of Lotus 1-2-3. Must possess at least an undergraduate degree with a major in accounting and three years management/accounting experience. CMA or CPA a plus. Send resume to: Personnel Director, WGRZ-TV/NBC 2, 259 Delaware Avenue, Buffalo, New York 14202. No phone calls. WGRZ-TV is an Equal Opportunity Employer.

Immediate opening for Controller in fastest growing city in U.S. KUPN-TV, Las Vegas UPN affiliate is looking for a hands-on, self starting, experienced Controller. Knowledge of System 36, J.D.S. Accounting, Microsoft Excel, Columbia Traffic/Billing a must. Working knowledge of Peter Storer Program Financial Management System preferred. Responsibilities include monthly financial statements and general ledger as well as Accounts Payable/Receivables, Personnel, EEO and Insurance issues. The qualified candidate will have an Accounting Degree with CPA a plus. Send or fax resume, references and salary requirements to: Personnel, c/o Lambert Television, 1999 Avenue of the Stars, 5th Floor, Los Angeles, CA 90067. Fax: 310-553-3928. EOE. Women and minorities encouraged to apply. (Fax: 702-382-1351).

Assistant Controller. WXIN FOX 59, a Renaissance Communications Corporation station, has an immediate opening for an Assistant Controller in the Business Office. Necessary qualifications include an Accounting or Business degree, CPA preferred and experience with computerized general ledger and spreadsheet applications. Broadcast experience helpful but not required. Position will insure accuracy of source entries to general ledger, supervise the completion of month-end closing and financial reports, maintain computerized records for program payables and fixed assets and the communication of financial activity within the departments. Monthly and year-end deadline pressures. For consideration, send resume and cover letter, noting desired position and where learned of job by January 12, 1996 to: Personnel Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. No phone calls. EOE. Job offer contingent upon results of substance abuse testing.

HELP WANTED PUBLIC RELATIONS

Public Affairs Director. One of the nation's fastest growing broadcast groups is seeking a Public Affairs Director for St. Louis' newest ABC affiliate. Applicants must have experience working in television, producing, developing and implementing public service campaigns, along with experience working with programming, news and sales. Knowledge of the St. Louis metropolitan area and its diverse communities and strong community contacts a must. Superior communications, writing, and public speaking skills and the ability to project a positive and professional image required. Must demonstrate superior organizational, supervisory and administrative abilities. For consideration, submit resume, tapes, references and past salary history to: River City Broadcasting, 1215 Cole Street, St. Louis, MO 63106. EOE.

HELP WANTED PRODUCTION

TV Assistant Commercial Production Editor. Assistant Commercial Production Editor sought for an experienced and creative individual to assist in editing commercials and industrial videos. Good working knowledge of linear and non-linear editing systems. Willing to train but no beginners, please. Ace editor, Ampex Vista Switcher, ESS Still Storer, Dubner, Abekas DVE and Avid Media Composer 1000. Send tape and resume to: John Cannon, Production Manager, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Operations Supervisor/Program Producer. Pittsburgh's 24 hour local cable news channel (PCNC) seeks a computer friendly person to supervise on-air computerized operations. Some computer programming skills a must. Additionally, this person will have the opportunity to produce several weekly talk shows. Strong organizational and communication skills required along with creativity and desire for excellence. Please send resumes and tapes to: Mark Barash, WPXI, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Newschannel 8. Graphic Artist. Regional 24-hour cable news channel serving metro Washington D.C. seeks Graphic Artist. Relevant college degree and minimum 1-2 years TV computer graphic experience required. Please send or fax (703-912-5599) resume and salary history to: Newschannel 8, HR Department, 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

Graphic Artist/Designer: We're looking for a top notch, experienced Graphic Artist to work in a place that an artist will love! You'll have freedom to work on graphics and 3D animation for news, promotion, and commercial production. If you're a small person in a big department or a big person in a small department and want to be #1, we have the job waiting for you. You'll work on the Grass Valley Graphics Factory HALO System. (We have a lot of computers, so computer experience is helpful too.) If you want a chance to work for a great company with great benefits, send a resume and demo tape to: Human Resources Director, KFVS12, P.O. Box 100, Cape Girardeau, MO 63702. Equal Opportunity Employer. A pre-employment drug screen is required.

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We're seeking an individual with experience switching live, fast-paced news programs. In addition, you'll serve as crew chief for all studio productions. Experience on the Grass Valley 300, 250 or 3000 switcher and a working knowledge of the Abekas DVE, Quantel Picture Box or similar still store are essential. The ability to work a flexible schedule in a fast paced, high pressure environment is a must.

How to apply

For confidential consideration, please send your resume, indicating salary history and requirements, to: Employee Relations, CNBC, Dept TT-TD, 2200 Fletcher Avenue, Fort Lee, NJ 07024; or fax (201) 585-6275. We are an equal opportunity employer.

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Online Editorial and Production Openings

Online media is exploding — and we're leading the way! Now you can join the movement, with CompuServe. We're a well-established organization offering a wide range of high-visibility opportunities in the rapidly expanding online marketplace. We're not computer people — we're media professionals from television, newspaper, magazine, book publishing and related fields. It's a whole new media institution...and an exciting opportunity for you to be part of a team of enthusiastic, talented media professionals who want to help create an on-line service for everyday people.

Managing Editor

You'll manage the day-to-day operation of our online service, supervising writers, editors, producers, freelancers, contractors and editors. Must be deadline-driven, focused but flexible, confident with computers/new technologies, and up-to-date with the evolving world of online. Requires at least 5-10 years of line experience managing a busy daily TV, radio or newspaper operation, with a strong background in writing or editing, and knowledge of design.

Creative Development Executive

Working with content specialists, including writers, researchers and experts, you'll create, plan, develop and execute development projects in a wide range of content areas. Requires at least 3+ years' experience developing content for general audiences across a broad range of categories (cooking, fitness, politics, cars, etc.); experience taking ideas from concept through finished media products; and a background in TV, radio, newspaper, magazine or publishing. Must be creative and outgoing, with an in-depth understanding of the marketplace and competition, and the ability to identify opportunity and build teams.

Creative Development Executive — Kids

You'll be responsible for developing content for children of all ages (pre-school through teenage), working with a team of writers, researchers, editors, and others to develop this online material. Must be playful and highly creative, with direct experience producing, editing, writing, creating magazines, books, TV, software and/or video for the children's market. Ability to talk to children as a peer is a must, and some child development and/or education coursework is helpful.

Section Editors

Opportunities exist to create, plan, develop, produce and manage content in our online News, Sports, Money, Entertainment, or Life (hobbies, travel, cooking, home, etc.) sections. Requires at least 5+ years' experience writing, editing, or producing, with comprehensive knowledge in one of the above areas. You should not only have a strong background in the subject matter, but be well read and current on latest developments. Must be an idea person, a good manager, a great writer and an even better editor. Experience as a deal-maker is a plus.

Editor

Associate Editor

Assistant Editor

Writers, TV and radio producers, magazine and newspaper editors are ideal candidates for these positions — all levels of experience encouraged to apply, including seasoned professionals and specialists. You'll have editorial responsibility for one or more related areas, such as sports, entertainment, money, or lifestyle; in addition to writing and working with editors. You'll also adapt works from other media for online use, communicating with cyber members of your community. Requires comprehensive knowledge of multiple content areas and related categories, proven writing abilities, ability to be flexible and work as part of a team.

Make your move to the future of media...online media with CompuServe. We offer competitive salaries and attractive benefits which include tuition assistance. For immediate and confidential consideration, please forward your resume, complete with salary requirements, by mail to our World Headquarters: **CompuServe, 5000 Arlington Centre Blvd., Columbus, Ohio 43220, Attn: ADBC 3002.** Resumes may also be forwarded via CompuServe Mail: **76516.1173** or via the Internet: **76516.1173@csi.compuserve.com** An H&R Block Company. Equal Opportunity Employer, M/F/D/V.

Creative Director, WQED Pittsburgh, Pittsburgh, PA. WQED Pittsburgh, the corporate parent of WQED 13, WQEX 16, WQED-FM and Pittsburgh Magazine, has a challenging, immediate opening for a full-time Creative Director to oversee a two-person staff. Creative Director will be responsible for establishment of a corporate look for all on-air and print materials, will work with producers on local and national productions, on-air promotions, freelance designers and oversee print production. BA/BS in Art/Design and five years experience in TV/Broadcast including background in print, computer knowledge of graphics and design software, excellent written and oral/communications skills and three years in a supervisory role required. Submit resume and salary requirements in confidence to: (no telephone calls, please): WQED Pittsburgh, Human Resources Department, 4802 Fifth Avenue, Pittsburgh, PA 15213. An Equal Opportunity Employer.

Commercial Videographer/Producer - WCIV-TV, Charleston, SC seeks experienced Commercial Field Videographer/Producer to join our production team. Ideal candidate will have superior production skills, ability to creatively field produce, light and shoot location video. Minimum two years experience in electronic field producing and editing. Send non-returnable demo tape, resume and references to Robert Forsyth, Production Manager, WCIV, PO Box 22165, Charleston, SC 29413. No phone calls please. EEO, M/F.

Commercial Production Director Wanted - Strong production background needed to create great commercials for small market TV in Southwest. Hands on experience with Ampex AVC Switcher and ADO. Experience with Avid Media Composer preferred. Salary \$18,000 to \$20,000 depending on experience. Resume to Box 00640 EOE. Women and minorities encouraged.

Art Director. KDNL-TV, the ABC affiliate for St. Louis, has an immediate opening for a Station Art Director. Candidates must possess at least 3 years of experience in television graphic art, with the ability to manage a small staff of designers. It's a unique opportunity for a design professional, prepared to oversee a state-of-the-art broadcast facility. We have the latest in Quantel Paint Box technology, complimented by not one but two Silicon graphic systems. Send a non-returnable demo tape and resume to Phil Michael, Director of Marketing, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. (314) 436-3030. KDNL-TV, An Equal Opportunity Employer.

AUDIO VISUAL PRODUCTION SPECIALIST

The VA Medical Center, Allen Park, Michigan is currently recruiting for an Audio Visual Production Specialist. Applicants must have one year of specialized experience in video production. This includes video editing, video camera operations and studio operations.

For further information, contact:

Human Resources
Management Service (OSB)
(313)562-6000 x3620;
Monday thru Friday,
8:00 a.m. to 4:30 p.m.

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A Newsie With A Design Sense, Or An Artist With A Nose For News? You Decide.

It's not the usual Paintbox/Macintosh position. We're looking for someone who knows news, who also has a great feel for design. Someone with good paintbox chops. Who can create graphics that help tell the story, not just take up space. Work in Art, report to News. Full-time.

Who are we? We're the NBC affiliate in San Diego. A New World Communications company. Committed to news, accustomed to excellence. Competitive salary, exceptional benefits.

Interested? For either position, send tape and resume to :

**Kerrie Southwick, Art Director, KNSD-TV,
8330 Engineer Rd., San Diego, CA 92171-9739**

*Equal Opportunity Employer
No Phone Calls.*



WVUE-TV, the new and exciting FOX affiliate in New Orleans, Louisiana is looking for a dynamic and Creative Graphics Designer. Applicants should have 2 years experience on Paint Box/Character Generator units, composing titles, graphics and animation. Knowledge of Still Store and digital effects units a must. Also, knowledge of K-Code and Print Art Direction a must. If you are looking for a challenge, this is the place to be. We are presently interviewing for this position. Interested applicants should send resume and tape to: WVUE-TV, Production Manager, 1025 South Jefferson Davis Parkway, New Orleans, LA 70125. SF Broadcasting is an Equal Opportunity Employer.

Did you like the sun and the beach? If you are a Producer, Videographer, Non-Linear Editor, or Graphic Artist looking for all the creativity of television production with normal hours and a good working environment, send us a tape and resume. Immediate opening for Producers who like the challenges of news, but want to do corporate communications. Send information to Joe Scholz, Business Video Productions, 3505 Frontage Road, Suite #140, Tampa, FL 33607.

Executive Producer/Program Director: An experienced media professional is needed to head up production and distribution of weekly radio, weekly television and seasonal television specials for a well-established mainline media ministry organization. Candidates must have at least five years experience in one or more of the following: Executive Production of film or television programs; Television Program Direction; or station management. Executive leadership experience, successful project management and production experience is a must. Experience with and thorough knowledge of media distribution and marketing networks is vital. Thorough understanding of media economics and legal issues related to residuals, rights, royalties and copyright law are very important. Network or multiple location management experience preferred. People skills are a must. We are looking for a Christian to fill this position; one who seeks to use his or her skills to help further the Gospel of Jesus Christ in both Christian and secular communication channels. Send resume to Neva Sprung, 2185 Hampton Avenue, St. Louis, MO 63139.

Television Producer/Director. New Hampshire Public Television seeks accomplished Producer/Director to direct high-quality public affairs and cultural programming for NH, regional and national audiences. Minimum Qualifications: Bachelor's degree in appropriate discipline and three years of experience in television direction, including at least two as a broadcast producer or equivalent education/experience. Demonstrated scriptwriting ability. Demonstrated ability in all areas of electronic field production including videography, sound recording, location lighting, and editing. Lighting design and knowledge of non-linear a plus. Excellent benefits; NHPTV located one hour north of Boston near scenic NH seacoast. Applications received by January 19, 1996 will be assured consideration. Send resume and reel to Executive Producer, New Hampshire Public Television, P.O. Box 1100, Durham, NH 03824. UNH is an AA/EEO Employer.

HELP WANTED PROGRAMMING

Director of Programming and Promotion. WTXF has an immediate opening for a Director of Programming and Promotion. This individual will coordinate all phases of non-news programming for the station which includes the purchasing and managing of syndicated products; will be responsible for the station's on-air presentation of programming, news and promotion as well as the development of station promotional activities. Will coordinate film amortization function; prepare administrator and allocate programming and promotions department budget. Responsible for overall station image. Direct on-air campaigns to obtain optimum ratings. Should have 5 years television station experience; successful background in managing promotion and programming departments. College degree in radio, television, marketing or advertising preferred. Must understand ratings, program scheduling, formatting and the synergy between programming and promotion. Knowledge of digital and non-digital editing equipment and production. Please send letter and resume to: Personnel Director, WTXF/FOX Philadelphia, 330 Market Street, Philadelphia, PA 19106. EOE. M/F.

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Turner Production in Atlanta is seeking an experienced Technical Director. Major league sports experience is a necessity. Candidate must be very experienced in both studio and remote operations with GVG 300 and Abekas A53D, 2 channel. GVG 3000, Abekas A57 and Ampex ADO 3000 experience a plus.

Please forward resume, references and salary requirements to:

Bud Wendling, Supervisor/Directors
Turner Production
1050 Techwood Drive NW
Atlanta, GA 30318
E-Mail: Bud.Wendling@turner.com

No phone calls, please.

Landmark Communications Inc. owner of The Weather Channel and The Travel Channel has immediate openings for two broadcast Maintenance Engineers. Successful candidates must have a minimum of two years broadcasting experience. Knowledge of Sony Betacam/SP's, personal computers, Odetics, Utah Scientific or Grass Valley equipment is a plus. Must work well in a team environment. Good work ethic and a positive attitude are a must. Shift work required. Send resume to The Weather Channel, Attn: Engineering Department, 2600 Cumberland Parkway, Atlanta, GA 30339. Competitive salary and benefits package offered. EOE/M/V/D.

HELP WANTED PRODUCTION

Video graphic Artist. Team-oriented creative person to work on DFX system (with eminent upgrade to SGI-based system). Create graphics for on-air promotions and broadcast productions for growing cable network. Knowledge of Wavefront, Softimage, Amazon Paint and Xaos Pandemonium, and N-Title a major plus. Knowledge of Photoshop a must. Send demo tape and resume to Peggy Southerland, The Family Channel, Ref. PS 101, CSB 109, 977 Centerville Turnpike, Virginia Beach, VA 23463-0001. EOE. No phone calls, please.

OPERATIONS MANAGER

A rare career opportunity for a very special individual. A leader in the telecommunications field seeks a dynamic and experienced leader to manage a progressive and innovative cable system's field service, sales installation and technical operations. The successful candidate will oversee all facets of field operations and warehousing for a fully loaded 450 MHz, 550 mile, Jerrold addressable system with a planned fiber rebuild to 750 MHz. This individual must be experienced in leading an aggressive plant maintenance program including sweep, signal leakage/CLI, FCC proof of performance and outage reduction. The selected applicant will have proven leadership and management skills coupled with strong analytic and creative problem solving abilities. Must possess highly effective written and verbal communication skills. Drug test and physical exam may be required. EOE, M/F.

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CHIEF ENGINEER**

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The position demands an extensive background in transmission, automated broadcast playback systems, studio systems, analog and digital distribution, post production and graphics.

We seek an engineer with a vision for the future. You must be well versed in breaking technologies including computer related video disciplines.

The position requires 7+ years of experience in the design, operation, maintenance and testing of video facilities. Prior supervisory or management experience is essential.

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LIFETIME TELEVISION
Human Resource Department
309 West 49th Street, New York, New York 10019 EOE M/F

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Landmark Communications Inc. owner of The Weather Channel and The Travel Channel has immediate openings for two broadcast Maintenance Engineers. Successful candidates must have a minimum of two years broadcasting experience. Knowledge of Sony Betacam/SP's, personal computers, Odetics, Utah Scientific or Grass Valley equipment is a plus. Must work well in a team environment. Good work ethic and a positive attitude are a must. Shift work required. Send resume to The Weather Channel, Attn: Engineering Department, 2600 Cumberland Parkway, Atlanta, GA 30339. Competitive salary and benefits package offered. EOE/M/V/D.

HELP WANTED FINANCIAL & ACCOUNTING

Wanted: Business Manager. CableRep - New England. CableRep Advertising (a COX Communications company) seeks a multifaceted business analyst/strategic planner. This position will report to the General Manager of CableRep in New England. Responsibilities include: financial analysis, expense/collection control, strategic planning, budgeting/forecasting, developing and implementing operational plans. This person will interface interdepartmentally and with corporate. The ideal candidate will have an accounting degree with experience in the cable television advertising industry. Interested candidates please send resume and cover letter with salary requirements to: Tom Forst, General Manager, CableRep New England, 801 Parker Street, PO Box 310, Manchester, CT 06045-0310. Closing date - January 10, 1996. No calls, please. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Communications/Broadcasting. The University of Southern Indiana invites applications for a tenure track position as Assistant Professor of Broadcast Communications beginning Fall 1996. Individual will teach a diverse nine-hour load in broadcasting, including such courses as TV Production, TV Directing, Video Field Production, and Broadcast Journalism and will manage the University TV Center. Ph.D. preferred; ABD considered. Industry experience a plus. The University is committed to excellence in teaching, scholarship and professional activity, and service to the University and the community. The University of Southern Indiana is a state supported public institution with an enrollment of more than 7,600 located in the southwestern corner of the state. Application deadline is February 1, 1996 but applications will be accepted until position is filled. Submit letter of application, curriculum vitae, and the names and addresses of three professional references to: Dr. Dal Herring, Chair, Communications Department, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712. AA/EOE.

Communications/Broadcasting. The University of Southern Indiana invites applications for a tenure track position as Assistant Professor of Broadcast Communications beginning Fall 1996. Individual will teach a diverse nine-hour load in broadcasting, including such courses as TV Production, TV Directing, Video Field Production, and Broadcast Journalism and will manage the University TV Center. Ph.D. preferred; ABD considered. Industry experience a plus. The University is committed to excellence in teaching, scholarship and professional activity, and service to the University and the community. The University of Southern Indiana is a state supported public institution with an enrollment of more than 7,600 located in the southwestern corner of the state. Application deadline is February 1, 1996 but applications will be accepted until position is filled. Submit letter of application, curriculum vitae, and the names and addresses of three professional references to: Dr. Dal Herring, Chair, Communications Department, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712. AA/EOE.

Columbia College Chicago - Chair, Journalism Department. The department has 500 under-graduates, 20 graduate students, 8 full-time and 40 part-time professional faculty. Applicant should have an understanding of the broadcast, newspaper and magazine fields and their relationship to new technology; significant journalism, administrative management and teaching experience; advanced degree desirable. Submit resume, letter of application articulating philosophies of administration and journalism education, and the names/addresses/telephone numbers of three references to: Journalism Chair Search, Human Resources Department, Columbia College, 600 South Michigan Avenue, Chicago, IL 60605-1996. Equal Opportunity/Affirmative Action Employer. M/F/D/V.

HELP WANTED INSTRUCTOR

The University of Minnesota School of Journalism and Mass Communication seeks a leading media scholar or experienced senior level media manager/economist with innovative leadership and research skills, and ability to contribute to the goals of the School of Journalism and Mass Communication, to assume the endowed Cowles Chair of Media Management and Economics. This is a full-time, tenured position at the rank of professor, beginning 9/16/95. Salary will be competitive. The successful candidate must have a B.A. degree, a record of outstanding scholarship in media management or media economics research and teaching, and/or substantial senior management experience and national leadership in a media industry. The holder of the Cowles Chair will be expected to conduct a program of research, teach undergraduate and graduate courses in the School's media management and economics curriculum, advise graduate and undergraduate students, develop strong ties to the professional community, and serve on appropriate committees. Candidates must show evidence of teaching effectiveness or strong promise of excellence in teaching. Applications must be postmarked by March 1, 1996. To apply, send letter of application, resume or curriculum vitae, samples of research and/or a narrative statement on research goals and plans, evaluation of teaching performance if available. In addition, please provide names and addresses of three references who would be willing to write letters of recommendation. Send required materials to: Prof. Daniel Wackman, Chair, Cowles Search Committee, School of Journalism and Mass Communication, 111 Murphy Hall, 206 Church Street, SE, University of Minnesota, Minneapolis, MN 55455. The University of Minnesota is an Equal Opportunity Educator and Employer.

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

OWNERSHIP CHANGES:

Dismissed

Cullman, Ala. (BTCH-950605GH)—Thomas E. Reynolds (trustee) for WKUL(FM) 92.1 mhz: involuntary transfer of control of Jonathan Christian Corp. from Reynolds to Donald Mosley, Ron Mosley et al. *Dec. 12*

Sebring, Fla. (BTC-951017EC)—WJCM Inc. for WJCM(AM) 960 khz: involuntary transfer of control of WJCM Inc. from stockholders to Rumbaut Management Inc. *Nov. 8*

Coosa, Ga. (BAPH-950706GF)—Jean M. Gradick for WSRM(FM) 95.3 mhz: voluntary assignment of license to Centurion Group Inc. *Nov. 22*

Springtown, Tex. (BALED-950501GF and -950501GG)—Springtown Educational Broadcasting Foundation (Wesley Yeager, president) for noncommercial educational KMQR(FM) 89.1 mhz and KYQX(FM) 89.5 mhz: voluntary assignment of license to Richardson Information Broadcasting Inc. *Nov. 8*

Granted

Sebring, Fla. (BTC-951012GH)—Outback Broadcasters Inc. for WITS(AM) 1340 khz: involuntary transfer of control from Charles C. Castle to Peggy Dennis (trustee). *Nov. 8*

NEW STATIONS:

Dismissed

Columbia, Ala. (BPH-930923MB)—Vincent Fruge for FM at 92.1 mhz, ERP 6 kw, ant. 100 m. *Nov. 3*

Columbia, Ala. (BPH-930923MC)—Charlie E. Gilmore for FM at 92.1 mhz, ERP 3.3 kw, ant. 135 m. *Nov. 3*

Hermantown, Minn. (BPH-950202MD)—Bruce F. Elving for FM at 92.1 mhz, ERP 6,000 kw, ant. 51.15 m. *Dec. 8*

Granted

Gunnison, Colo. (BP-950711AC)—John Havey Rees for AM at 1490 khz, 1 kw, TL Hwy 135, 1 mi. N of city limits. *Nov. 20*

Hermantown, Minn. (BPH-950206MS)—Harbor Broadcasting Inc. for FM at 92.1 mhz, ERP .78 kw, ant. 276 m. *Dec. 8*

Centreville, Miss. (BPED-940502MZ)—Port Allen Educ. Broadcasting Foundation for noncommercial educational FM at 89.7 mhz, ERP 70 kw, ant. 91 m. *Dec. 11*

Manahawkin, N.J. (BPED-910816MA)—New Jersey Public Broadcasting Authority for noncommercial educational FM at 89.9 mhz, ERP .005 kw, ant. 50 m. *Dec. 8*

Taos, N.M. (BPH-941220MD)—EBT Broadcasting LLC for FM at 99.9 mhz, ERP 10 kw,

ant. 844 m. *Dec. 14*

Minetto, N.Y. (BPH-950203MG)—Robert J. Raide for FM at 106.5 mhz, ERP 5.1 kw, ant. 100 m. *Dec. 8*

Eau Claire, Wis. (BPED-930702MC)—VCY America Inc. for noncommercial educational FM at 90.5 mhz, ERP .98 kw, ant. 85 m. *Dec. 12*

Filed/accepted for filing

Killen, Ala. (951121ME)—North Alabama Educational Foundation for educational FM at 90.5 mhz, ERP 9 kw, ant. 90 m. *Dec. 1*

Hollister, Calif. (BPED-951108MO)—Central Coast Educational Broadcasters (Carl J. Auel and John N. Dick, trustees/co-owners, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for FM at 90.7 mhz, ERP 1.4 kw, ant. -113 m., 57 East St. CCEB also has applied to build FM at King City, Calif. *Nov. 29*

Yuba City, Calif. (951206MA)—North Valley Ed Community Radio Inc. for FM at 91.3 mhz, ERP .14 kw, ant. 602 m. *Dec. 15*

Agana, Guam (BPH-951121MM)—Guam Radio Services Inc. (Lee M. Holmes, president, 530 W. O'Brien Dr., Agana, Guam 96910) for FM at 102.9 mhz, ERP 5 kw, ant. 253 m., 5.9 km SW of town, .8 km S of Nimitz Hill Reservoir. *Nov. 22*

Chandler, Ind. (BPH-951124IA)—WNTC Inc. for WNTC(FM) at 93.5 mhz, ERP 2.24 kw, ant. 162 m. *Dec. 8*

De Ridder, La. (BMPH-951121ID)—West Central Broadcasting Co. Inc. for KROK(FM) at 92.1 mhz, ERP 12.2 kw, ant. 142.8 m. *Dec. 8*

Leroy Township, Mich. (BPED-951103-MB)—Superior Communications (Edward Czelada, president, 601 Savidge St., Reed City, MI 49677) for educational FM at 88.1 mhz, ERP 2.5 kw, ant. 100 m., .5 km SE of intersection of Grand River and Meridian, Williamston. SC has interest in FM at White Star, and Czelada and wife Jennifer have applied to build FM at Harbor Beach, Mich. *Dec. 1*

Houston and Pontonoc, Miss. (BPED-951121MC, BPED-951121MB)—Southern Cultural Foundation (Richard W. Dabney/Lucy Johnson, trustees/co-owners, 101 McDade Cir., Toney, AL 35773) for educational FMs at 88.7 mhz, ERP 3 kw, ant. 199 m., WTVA-TV tower, 2.7 km W of Woodland (Houston) and at 91.5 mhz, ERP 4 kw, ant. 152.7 m., wwms tower site 1.9 km SE of Randolph (Pontonoc). SCF has applied to build FMs at Pontonoc, Miss., and Minor Hill, Tenn. Dabney has interest in North Alabama Educational Foundation, which has applied to build FMs at Killen and Flint City, Ala. *Dec. 1*

St. Joseph, Mo. (951121MF)—Baptist Temple School for educational FM at 91.1 mhz, ERP 14 kw, ant. 150 m. *Dec. 1*

St. Joseph, Mo. (BPED-951121MF)—Baptist Temple School (Gary Williams, president, 2606 Sycamore Ct., St. Joseph, MO 64503) for FM at 91.1 mhz, ERP 14 kw, ant. 150 m., 2606 Sycamore Ct. *Nov. 21*

St. Joseph, Mo. (BPED-951129MA)—American Family Association (Donald E.

Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for FM at 91.1 mhz, ERP 50 kw, ant. 150 m., A Hwy S of St. Joseph to O Hwy, E 1.3 km, 1,200 ft S of hwy. Association owns WAFR(FM) Tupelo, WOST(AM)-(FM) Forest and WDFX(FM), Cleveland, all Miss.; and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan. *Nov. 29*

Missoula, Mont. (951103MA)—Associated Students University of Montana for noncommercial educational FM at 89.9 mhz, ERP 1 kw, ant. -80 m. *Nov. 24*

Hastings, Neb. (BPED-951120MG)—Hastings College (Richard E. Hoover, president, 700 Turner St., Hastings, NE 68901) for educational FM at 90.1 mhz, ERP 1.5 kw, ant. 89 m., 4 km N of Hastings on Hwy 281. *Dec. 1*

Reno (BPED-951113MB)—Stockton Christian Life College (Kenneth F. Haney, president, PO Box 8744, Stockton, CA 95208) for FM at 89.7 mhz, ERP 13 kw, ant. 726 m., Ophir Hill, 2 km WNW of Virginia City. SCLC owns KCJH(FM) Stockton and has applied to build FM at Livingston, Calif. *Nov. 30*

Reno (BPED-951127MA)—Truckee Meadows Community College (Daniel J. Klaich, regent, 7000 Dandini Blvd., Reno, NV 89512) for FM at 89.5 mhz, ERP 5 kw, ant. -1 m., 7000 Dandini Blvd. University of Nevada, of which Truckee is part, owns KNUR(FM) Reno and KUNV(FM) Las Vegas. *Nov. 27*

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

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 95.9 million. Sources: FCC, Nielsen, Paul Kagan Associates

STOCK PICKS

Continued from page 17

vidual companies and we will, but they're going to move as a group when they move. It's a little facile to say but it almost doesn't matter which one you pick: I think they'll all do quite well. As has been discussed, the basic business right now, as we fully cycle against the second round of rate reregulation, is extremely good. In fact, the industry got back to double-digit cash flow growth in the third quarter and, in some cases, well into double digits—in the mid-teens—which was about a quarter sooner than I expected to get into double digits.

The subscriber growth is running well above its recent trend line. It's been running at about 4%, and that's up from about 2%. We think 1996 will be a year of very solid double-digit cash flow growth.

We think the passage of legislation is critically important for the cable stocks. Earlier in the year the stocks ran up in anticipation of the bill's passage, but they came right back down as the perception of the bill's prospects dimmed. The stocks will clearly react well if the bill passes in January or February. It's very important for them, particularly on the rate deregulation provisions, not necessarily because we think that there's going to be any meaningful impact on the industry's cash flow—there probably won't be, and in fact, under the provisions contemplated in the bill there really could not be much before March 1999. But we think the fact that the companies will be perceived as unregulated companies in an unregulated industry has important implications both for public market valuation by investors as prospects for potential merger and acquisition partners. I think you very well could see the telephone companies coming back to the party, so to speak, and getting involved as investors in cable when this legislation passes.

Longer term, we think the killer application new technology for cable is the cable modem. There are a lot of new revenue opportunities out there for the cable industry, whether it's digital boxes, multichannel pay per view, or telephony, but we think the cable modem is the killer application. We're very excited about it for two reasons: It's a terrific product that everybody wants. That is to say high-speed, broadband access to the Internet and the online services. It's a service that you won't be able to get anywhere else but from the cable operator. And it's also a business that really is not particularly capital-intensive; most of the capital is in the modem itself, which initially the cable operators will own and finance but ultimately it will be like modems are today. When the cost comes down and the technology is standardized, they'll be \$150 and they'll go on a card that comes with your PC. So at that point the capital requirements in the industry will be very, very low.

In contrast, we're a bit less bullish on the telephony opportunity for cable. While we think the industry will make money in the business, it will be competing in a business where people already have the service, so you have to package it and price it a little more attractively. But it's not a revolutionary new product, and it's much more capital-intensive. The cable modem will be a great opportunity. We also think it will be here, hopefully, mid- to late 1996.

With respect to timing, we think the cable modem is fundamentally different from the situation with digital boxes because the problem with digital boxes is that the industry completely left itself at the mercy of one supplier, General Instrument. With the cable modem you have 10 or 12 manufacturers competing with each other. I think everybody, other than Mattel, is going to be making these cable modems, so you have healthy competition that should bring them to the market more quickly and bring prices down fairly rapidly.

As far as the individual names go, we like TCI and Comcast almost equally. Both stocks are on our recommended list. Our private market value number for Comcast is \$33; for TCI it's \$32. In both cases we think the stocks could trade up into the mid-20s over the next year.

TCI is basically the biggest and toughest and uses the leverage that it has inherent in its size to create equity value, both in new ventures and existing ventures. In addition to its growth in cash flow in its traditional cable business, which should be solid double digits over the next few years, the company is building considerable value through its Primestar Partners satellite investments as well as its role as the largest distribution agent for Primestar. What

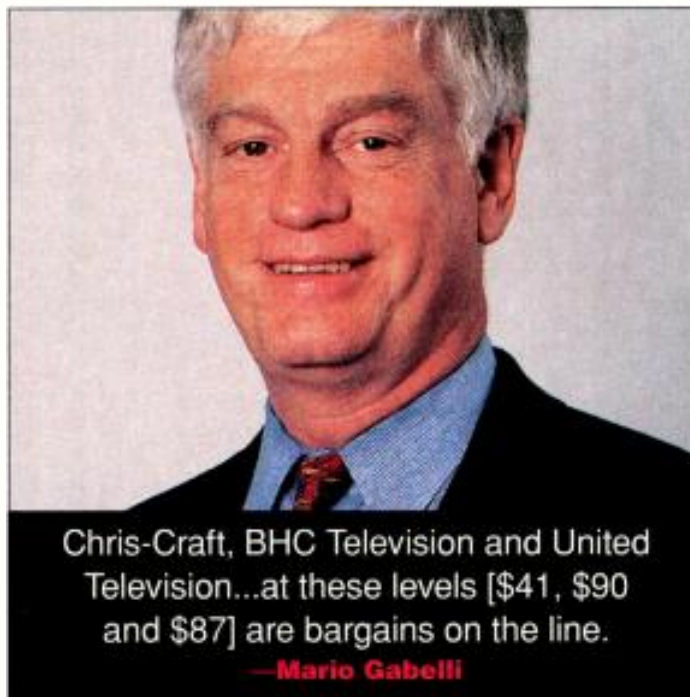
started off as a defensive strategy against DIRECTV appears to be evolving more into an offensive strategy because Primestar is doing so well. Primestar has its problems, including the need for high-powered orbital slots and the capital intensity inherent in its leasing rather than selling the subscriber equipment, but we still think it's an excellent business for TCI.

In addition, TCI owns 80% of Tele-Communications International Inc., which includes interests in the UK public companies Flextech and Telewest. But perhaps the biggest upside is its interest in the Japanese cable venture Jupiter as well as its investments in Latin America.

Mario Gabelli

The economic backdrop for 1996 is an economy that will be up 2.5% in real terms, with inflation about 3%. That's reasonably good, and 1997 will almost follow that same pattern. Within that framework, broadcasters obviously have a 1996 that mirrors the economy and in addition, they get the benefit of the items that the others have talked about. But 1997 will get the buttressing effect of a continued strong economic outlook—not great but a good, solid underpinning.

Broadcasting is becoming a global business and there are



Chris-Craft, BHC Television and United Television...at these levels [\$41, \$90 and \$87] are bargains on the line.

—Mario Gabelli

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some opportunities that transcend what's going on in the U.S. broadcasting market but also tie into it. The rule of 12 becomes a rule of 35. So you'll have some more of the traditional mergers and that's the rationale behind looking at a company like Citicasters. They're going to be one of those that would be in the forefront of merging with someone. The same thing with regard to some of my hybrid companies: Meredith, which has a bunch of broadcast properties; Media General, which has some TV stations, and Pulitzer. And in the case of Media General, with the cable assets, that can become the subject of lots of potential speculation as to what that transaction would look like.

Chris-Craft, BHC Television and United Television are all under control of Herb Siegel. I have long argued and maintained that these stocks at these levels [\$41, \$90 and \$87] are bargains on the line. We would argue that Chris-Craft is better served, and its shareholders better served, by just taking and making one company out of the three rather than keeping them all out there.

Chris-Craft owns BHC, and BHC is where the Paramount Network is. What BHC has been is the funding mechanism for the out-of-pocket negative cash flows. My sense is that within a year Paramount will buy out its option so all that cash comes back into BHC. BHC winds up owning a piece of the network and getting all that cash they funded back up. Not that they're short of cash—there's a billion and a half dollars and no debt in BHC.

What I see happening is the network doing well. Whether they merge with Time Warner or something else I haven't figured out yet. It doesn't have to happen, but if it happens it becomes even nicer, although there are a lot of insurmountable things.

And Siegel keeps buying back the BHC stock. You've got cash, the value of the two stations, the value of United Television and the value of the network and BHC. I think that's worth about \$135 today; three years from now I can see a value of \$200 to \$240 a share on BHC. In the same time period, we think United Television will go from a value of about \$110 to \$200. So that's the split-up, pretax value in the year 2000. BHC: \$250; UTV: \$100-\$200 in the year 2000.

On a global basis, one of the niches is the Spanish world. We have been recommending the Spanish world, ranging from Telefonica. One broadcaster that's tied into that is Tele-

visa. The stock dropped from something like 80 to 20. At these levels it's time to take my traveler's warning off Mexico and off Televisa, in part because the novella has played well in the Spanish markets and in part because they have a large investment with Jerry Perenchio and Univision. In addition, they have a large investment in Panamsat. So although the Mexican peso will continue to weaken—it will probably be at 8.5 pesos by Dec. 31, 1996; I think it's around 7.5 now—we think that makes sense.

We feel very strong about owning Black Entertainment Television, Bob Johnson's company. He also has an extra wild card in that he's trying to do a global distribution of a product called BET on Jazz, and that could be a major plus for the stock in 1996 and beyond.

Pat Robertson's Family Entertainment has been a little screwed up because the company decided to invest in a cellular franchise in Pakistan, but hopefully they can refigure how to do that. If we get through that clutter, the great cash flows and the basic Family Channel will carry the day.

We think 1996 will be the year in which Gaylord tries to do something with its two remaining TV stations—Dallas and Seattle—and tries to swap them with Westinghouse/CBS for a portion of the national network or CMT, the country music television that Westinghouse owns. Gaylord's own pro forma for recent activities looks like it will have no debt and lots of cash flow and will be an exceptionally interesting company because of its two cable networks.

And Liberty Media is the company that touches them all. Peter Barton's company is going to be in the forefront of those that receive a lot of attention.

Finally, we're recommending two other media companies—Time Warner and Viacom. Both are exceptionally well positioned, whether Time Warner without Turner or Time Warner with Turner, and just coming out of phase two of cable regulation. Either way, I think they'll resolve their differences with US West. Seagram will sell its stock: that could be a very important rate of return for my clients and shareholders in 1996. And Viacom just because Sumner Redstone always does smart things, and I think they'll figure out how to monetize their Blockbuster investment. The spin-off from cable is a very creative attitude.

That's my dirty dozen. If I had a 13th, a baker's dozen, I would kick in LIN Television [which is at 28.9] and which American Telephone is going to split up into three parts. ■

Open Mike

Must-carry question

EDITOR: For fear that your Dec. 18, 1995, editorial "Oxymorons running the asylum" might have left the wrong impression with your readers, let me correct your inference about the cable industry's position on the V-chip provision in the pending telecommunications bill. We consistently have opposed a *government mandate* for a V-chip or any requirement that broadcasters and cable programmers rate their programming for violence and "indecent materials."

We have supported industry-initiated efforts to introduce viewer discretion technology, and a ratings system, that will increase parents' power to control what their children watch.

Your most recent editorial about the V-chip, however, makes your silence on must carry all the more deafening and curious. BROADCASTING & CABLE is well known and much appreciated for its staunch defense of the First Amendment rights of the electronic media. However, in the same editorials that you defend those rights and criticize the

cable industry on the V-chip, you fail to mention, let alone criticize, the most recent court action in our industry's ongoing battle to defend the First Amendment rights of cable operators and programmers from the infringements of must carry. Talk about an oxymoron. I hope you do not believe that it is only when the cable industry is united with the broadcast industry that our First Amendment rights are worth defending.—*Decker Anstrom, president/CEO, National Cable Television Association, Washington*

Gray's Gabbard: Championing localism

Self-described "little country boy" Ralph Gabbard still lives in his home state of Kentucky, where he got his start in broadcasting. But his voice is heard across the U.S.: As president of Gray Communications Systems Inc. and chairman of both the CBS Affiliate Board and the National Association of Broadcasters' Television Board, Gabbard maintains a prominent platform for his down-home views.

One of Gabbard's tenets is that localism has always been key to TV stations' survival: "The viewer turns to that station they can trust." Fellow broadcasters now are taking up that call as they face the dual challenges of going digital and competing with new media, he says.

As the newly named president of Gray Communications, Gabbard plans to "take what we know about localism and apply that to our company." Gray, which owns five network TV affiliates, recently made deals to buy three others (see page 29). It also owns the daily *Albany* (Ga.) *Herald*, two five-day-a-week newspapers in Georgia and seven advertising weeklies. And along with two of its recent TV station purchases, it is acquiring a communications and paging business in the Southeast and a Tallahassee, Fla.-based satellite and production business.

"We are a buying company," focusing on TV stations and newspapers in college towns in the Southeast where "the future is good," Gabbard says.

Gabbard got his start in broadcasting at an AM station during his junior year in high school. He eventually quit college, where he was studying pre-pharmacy, to become a full-time disk jockey at WEKY(AM) Richmond, Ky.

After two years and a raise to \$50 a week, Gabbard was asked to make some sales calls on advertisers. He found the experience enjoyable and was awarded more advertising responsibility. When he returned to WEKY as general manager in 1968, Gabbard pulled double duty on the air and selling. It was an educational, if tiring, experience: "I learned every aspect of the broadcasting business."

He was lured into television in 1970 when co-owned WKYT-TV Lexington, Ky., called on him to help stanch a monthly loss of up to \$75,000 a month. "I'd never been in a TV station, but I wasn't intimidated by it. To me, media's media." He proved that he knew what he was talking about, turning a profit in a year and a half.



"I'd never been in a TV station, but I wasn't intimidated by it. To me, media's media."

Ralph Wayne Gabbard

President, Gray Communications Systems Inc., Lexington, Ky.; b. Dec. 14, 1945, Berea, Ky.; attended East Kentucky University, Richmond, Ky.; disk jockey, WEKY(AM) Richmond, 1962-64; sales manager/DJ, WRVK(AM) Renfro Valley, Ky., 1964-67; account executive/DC, WVLK(AM) Lexington, 1967-68; GM, WEKY, 1968-70; WKYT-TV Lexington: general sales manager, 1970-72; VP/GM, 1972-78; executive VP/GM, 1978-82; president/ GM, 1982-94; president/COO, Gray Communications Broadcast Group, Albany, Ga., September-November 1994; current position since December 1994; m. Jackie Upton, 1964; sons: Joe, 29; Jason, 25; Matt, 21; Jesse, 20.

In 1994 he took the next step toward ownership, pulling together a group to bid for WKYT-TV and WYMT-TV Hazard, Ky., both CBS affiliates. Gabbard's bid was barely beaten by Atlanta-based investors J. Mack Robinson and Bob Prather, who the year before had bought majority ownership in Albany, Ga.-based Gray Communications.

Gabbard stayed on under Gray as president/general manager of WKYT-TV, declining several offers to move to the corporate offices. But when the call came 15 months later to become president of Gray's Broadcast Group, Gabbard couldn't resist.

"He's just super-talented," Robinson says of Gabbard's rise. "He surrounds himself with super talent and knows a lot of people in the business. A lot of people like him."

But, as Robinson puts it, "he can be mean when he has to." Gabbard admits that he expects a lot from his employees, but says he's fair: "People will rise to your level of expectation, and in most cases, beyond."

Encouraged by CBS management to serve on its affiliate board, Gabbard has been a disappointed eyewitness to the decline of the Tiffany network: "The network has been destroyed, totally destroyed, and there's no reason for it." He places the blame squarely on the shoulders of former chairman Laurence Tisch.

Gabbard hopes that new owner Westinghouse will do better. "It's going to take a lot of doing to put it together." But the affiliates are willing to give Michael Jordan and Westinghouse six months to a year to restore the gleam to the CBS eye, and that means more than simply better ratings, he says. If that doesn't happen, "it's going to be 'Mutiny on the Bounty,'" Gabbard says.

Gabbard, who simultaneously was serving as a member of the NAB's TV Board, this past July was elected chairman. Divisions over federal telecommunications reform helped him win that post, he says. "I was more of a reconciliation kind of person than [someone who] always wanted to fight." And his attitude has helped, he says: "I think we're back together as an industry."

It's important that Congress pass a reform bill this year, Gabbard says. "If it doesn't happen, there [are] going to be a lot of fire sales out there, and that's going to be terrible for the industry." —EAR

BROADCAST TV

Appointments to the Television News Center's board of directors, Rockville, Md.: **Les Crystal**, executive producer, *The News Hour with Jim Lehrer*, and former president, NBC News; **Jeffrey Ward**, VP, government affairs, Nynex; **Michael McKinley**, director, human resources development, National Association of Broadcasters.



Pimentel

Mark Pimentel, news director, WXIA-TV Atlanta, joins WAFF(TV) Huntsville, Ala., as VP/GM.

Appointments at WDAF-TV Kansas City, Mo.: **Tim Jacobson**, senior producer, KOTV(TV) Tulsa,

Okla., joins in same capacity; **Jeffrey Anderson**, special projects producer, named creative services producer; **Rosemary Celeste**, production coordinator, Mercantile West, Kansas City, joins as special projects producer; **Nelisha Wilson**, news editor, named associate producer.

Dawn Lopez, reporter, WTVM(TV) Columbus, Ga., joins WGHP-TV High Point, N.C., in same capacity.

Phil Shuman, reporter, KNBC-TV Los Angeles, joins *Extra—The Entertainment Magazine*, Burbank, Calif., as correspondent.

Phil Arrington, creative services director, WJZ-TV Baltimore, joins WBZ-TV Boston as marketing director.

Appointments at WSCV(TV) Fort Lauderdale/Miami, Fla.: **Jorge Carballo**, LSM, named general sales manager; **Alicia Soriano**, account executive, named local sales manager.

Appointments at Later Today Television Newsgroup Inc., Lake Buena Vista, Fla.: **Orlando Guida**, VP, corporate services, IDB Communications, New York, joins as senior VP/CFO; **Anita Vick**, marketing communications director, Orion Atlantic, Rockville, Md., joins as VP, affiliate relations; **John North**, manager, sales and promotions, Schweg-Engel, St. Louis, joins as director, marketing; **Marlene Ong**, creator/producer, *Ruckus*, KCPT(TV) Kansas City, Mo., joins as lead executive producer; **Robert Willgoos**, media

production coordinator, Media Vision, Hartford, Conn., joins as production manager; **Joan Konstanty**, office manager, Seaboard Executive Suite, Stamford, Conn., joins as manager, human resources and administration; **Earl Milloy**, media consultant, ABC News United States, Europe and Asia, joins as senior producer, operations; **John Camie**, independent producer/creator/director, joins as production supervisor; **Mark Walker**, network manager, BBDO, New York, joins as assistant systems manager; **Betsy Rowlands**, legal assistant, Oneonta, N.Y., joins as executive assistant to the CEO.

PROGRAMING



Neisser

Appointments at Columbia TriStar Television, Culver City, Calif.: **Winifred White Neisser**, consultant, NBC Productions, joins as VP, movies for television and miniseries; **Terri Johnson**, senior publicist, The DeVaux Group, joins as manager, publicity.

Larry Hoffner, executive VP, sales, NBC Television Network, New York, named president.



Fitzpatrick

Robert Fitzpatrick, senior general attorney, litigation and employment practices, Capital Cities/ABC Inc., New York, named VP, business affairs, East Coast.

Jeanne Berney, field publicity consultant, Rysher theatrical features, Los Angeles, named director, national field operations.

Matt Knight, executive director, finance and planning, Paramount Stations Group, Hollywood, named VP, finance and planning.

Jason Sikes, associate director, affiliate promotions, Fox Broadcasting Co., Beverly Hills, Calif., named director, affiliate promotion.

RADIO

Megan Seielstad, sales and marketing manager, House of Blues, New Orleans, named affiliate liaison, CBS Radio's House of Blues radio programs.

Andre Smith, sports information director, Texas Southern University, joins KTRH(AM) Houston as reporter/anchor.



Blatter

Steve Blatter, program director, WRGX(FM) Briarcliff Manor, N.Y., adds VP, programming, Odyssey Communications Inc. (owner), to his responsibilities.

Brad Murray, VP/GM,

WQSR(FM) Catonsville and WBMD(AM) Baltimore, both Maryland, named VP, Boston AM operations (WRKO and WEEI).

Chad Brown, Central regional manager/office manager, CBS Radio Representatives, Chicago, named Eastern regional manager/sales manager, New York.

Joe Wade Formicola, host, WXYT(AM) Detroit, joins WYCD(FM) there as host, morning drive.

Appointments at MultiVerse Networks: **Charles Brandt**, VP, sales and promotion marketing, MediaAmerica, joins as account manager, New York; **Laura Miller**, national account manager, Global Satellite Network, joins as director, sales, Western region, Los Angeles.

CABLE

Walter Maude, managing director, Telefenue S.A., a cable television system in French Polynesia, joins Bresnan Communications, Bay City, Mich., as GM, BayCity/Midland system.

Appointments at NorthWest Cable News, Seattle: **Craig Marrs**, senior television consultant, Frank Magid & Assoc., joins as president/GM; **Elliott Wiser**, news director, WTVR-TV Richmond, Va., joins in same capacity; **Kathryn Skinner**, consultant, joins as director, marketing and affiliate rela-

tions; **Bill Kaczaraba**, supervising producer, CNN, Washington, joins as senior executive producer; **Ann Taylor**, finance manager, Providence Journal (owner of NorthWest Cable) broadcast division, named business manager; **Larry Blackstock**, operations manager, KOMO-TV Seattle, joins as director, operations.

Debra Lebland, senior research analyst, WNET(TV) Newark, N.J., joins TKR Cable Co., Warren, N.J., as manager, research and analysis.

Appointments at ESPN, Bristol, Conn., **Michael Chico**, VP, marketing, research and marketing sales, Capital Cities/



Chico



Mason

ABC National Television Sales, New York, joins as senior VP, integrated sales and market research; **Geoffrey Mason**, president/executive producer, Mainstay Productions Inc., Marblehead, Mass., joins ESPN International as executive producer.

Tony Marshall, director, *Feed Your Mind* (TBS superstation's weekly children's series), Atlanta, named producer/director.

Appointments at Home & Garden Television, Knoxville, Tenn.: **Joyce Richman**, executive producer, Peter Matthew Productions, named director, current programming; **Bernard Bell**, director, affiliate relations, mid-Atlantic territory, named director, affiliate sales, Southeast region.

Richard George, director, Europe and former Soviet Union, Comsat Corp., International Ventures Division, joins S.A. Ventures (a subsidiary of Continental Cablevision), Boston, as VP.

MULTIMEDIA

Thomas Lerash, VP, commercial lending, First of America Bank, Bay City, Mich., joins Harron Communications Corp.'s Caseville, Mich., system, as GM.

Paul Spika, assignment manager, Conus Communications, Minneapolis/St.

Paul, named regional manager, upper midwest region, Conus Cooperative.

Appointments at Metro Networks and Metro Traffic Control: **John Irving**, news director, WKYS(FM) Washington, joins as news bureau chief, Washington; **Barry Mardit**, radio consultant, Detroit, joins as director, operations, Washington; **Bob Fulstone**, director, marketing, St. Louis region, named GM there.

Ray Warren, COO, Raycom Inc., Charlotte, N.C., named president/COO.

ADVERTISING/MARKETING

Gabriel Reyes, creative affairs director, GaLam Entertainment, joins The Lee Solters P.R. Company, Beverly Hills, Calif., as VP, Latino division.

Nancy Sagemen, account executive, American Television Time Inc., Austin, Tex., named director, client services.

Michael Smith, national sales director, The Hair Club for Men Inc., joins Five Star Productions, Boca Raton, Fla., as VP, business affairs.

Jill Slavin, director, affiliate operations, HBO, Atlanta, leaves to form FastForward Communications, a sales and marketing productivity company.

TECHNOLOGY



Kenney

Jack Kenney, president/CEO, Everex Systems Inc., joins Quantegy Acquisition Corp., Redwood City, Calif., in same capacity.

Appointments at Andrew Corp., Orland Park, Ill.:

Paul Raymond,

sales manager, television division, Tektronix Inc., joins as account manager, earth station antenna and broadcast systems business unit; **Bill Harland**, director, domestic sales/manager, product management, Broadcast Electronics, Quincy, Ill., joins as product line manager, broadcast products business unit.

DEATHS

Dean Martin, 78, the laid-back crooner whose understated delivery made him the perfect foil for the over-the-top antics of partner Jerry Lewis, died of respiratory failure Christmas Day at his Beverly Hills home. He had been suffering from kidney disease. Martin's

TV credits, both with Lewis and as a solo act, were extensive. The two were among the seven inaugural acts on Ed Sullivan's show when it debuted as *Toast of the Town* in 1948 on CBS. Ironically, Martin and Lewis would become direct—and relatively successful—competitors to Sullivan as guest hosts of NBC's *Sunday Night Colgate Comedy Hour* in 1950-55. They were also among the medium's busiest guest stars. The Colgate show began Martin's long relationship with NBC, which included the popular *Dean Martin Show* (1965-74), celebrity roasts, variety specials and a short-lived sitcom (*Half-Nelson*, 1985). The success of *The Dean Martin Show* allowed the singer to cut a unique deal—the contract's price tag was reportedly the largest in its day—in which he was not required to show up until the day of the taping. That lack of rehearsal often showed up on screen, but the audience didn't seem to mind, since it fit snugly with the one-drink-too-many delivery that characterized Martin's TV persona. It was television that reunited Martin and Lewis briefly when Martin made a surprise appearance on Lewis's syndicated Muscular Dystrophy Telethon.

Giraud Chester, 73, television executive and author, died Dec. 23 at his home in Manhattan. He had congestive heart disease. Chester had held programing executive positions at ABC and NBC since 1952. In 1964 he joined Mark Goodson Television Productions, where he helped to develop such long-running game shows as *Family Feud*, *What's My Line?* and *The Price Is Right*. Most recently he had been negotiating the renewal of *The Price Is Right*. Before entering the television arena, Chester was a broadcasting and speech teacher at Queens College, New York. He also wrote a textbook on television and radio. He is survived by his wife, Marjorie; two children, Christopher and Katherine, and a brother.

Bernard Yoh, 74, director, communications, Accuracy in Media, Washington, died Dec. 25 at Manor Care Fernwood nursing home, Bethesda, Md., after a stroke. Yoh joined the Accuracy in Media staff in 1974 after a career as a counterinsurgency expert. He remained at the organization for 21 years. He is survived by his wife, Joan; five children, ten grandchildren and two great-grandchildren.

—Compiled by Denise Smith
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In a move that could hurt the New York clearance for *A Current Affair* (and hence its national ratings average), WNYW is seriously considering an all-sitcom block at 5-8 p.m. It now programs *Affair* at 6 p.m., after *Montel Williams*, with sitcoms *Roseanne*, *The Simpsons* and *Home Improvement* filling the back half of the block. WNYW may round it out with *Hangin' with Mr. Cooper*, *Martin* and *Mad About You*. It's unlikely that another station in the market would take *Affair*, thus forcing it into late night on WNYW. Station executives couldn't be reached for comment last week.

For the holiday week of Dec. 18-24, ABC edged out NBC for first place in households but finished second among adults 18-49. Four-network household share for the week totaled a 61 share in Nielsen national numbers. ABC averaged a 9.7 rating/18 share in households followed by NBC's 9.6/17, CBS's 8.0/14 and Fox's 6.8/12. Among adults 18-49, NBC averaged a 5.8/17, followed by ABC's 5.5/16, Fox's 4.8/14 and CBS's 3.7/11.

In a deal expected to lend \$50 million in annual gross billings to Katz Radio Group's new Sentry Radio Sales division, KRG agreed to exclusively represent national ad sales for Chancellor Broadcasting's 13 radio stations. Five of those 13 will be repped by Sentry; the other eight already are repped by other KRG divisions. KRG also is expected to handle exclusive ad sales for all of Shamrock Broadcasting's 19 radio stations once Chancellor completes its acquisition of Shamrock properties, said KRG President Stu Olds. That merger is anticipated to close later this month. Katz officials did not estimate annual gross billings of the Shamrock portfolio.

After three airings, Fox has canceled *What's So Funny?*, scheduled in the Sunday 9:30-10 p.m. time slot. The comedy/reality series was to have its last telecast on Dec. 31. The network will use the time slot to showcase current series, with an episode of the Saturday late-night show *Mad TV* to air

Metromedia poised to buy Goldwyn

The Samuel Goldwyn Co. is expected to approve a buyout offer from Metromedia International Group, which made a \$115 million bid for the financially troubled studio just hours after Goldwyn announced plans to sell its movie and TV libraries to PolyGram for \$62 million.

Metromedia, the media and entertainment group controlled by billionaire investor John Kluge, has offered \$5 per share for Goldwyn plus the assumption of almost \$73 million in debt. Goldwyn's catalogue includes 850 theatricals, ranging from "Pride of the Yankees" to 1994's "The Madness of King George," and 700 episodes of such TV series as *Flipper*, *Gentle Ben* and the syndicated *American Gladiators* and *The New Adventures of Flipper*. Goldwyn's other assets include the 143-screen Landmark Theatres chain and production and distribution operations. —CL

Paxson UHF buys called off

The on-again, off-again telecommunications bill has taken its toll on Lowell "Bud" Paxson's plans for UHF duopolies in Boston and Houston.

Paxson Communications Corp. and Shop at Home last Thursday dropped plans for Paxson to buy more than 50% of the Shop at Home broadcast TV and cable retailer. Shop at Home owns WMFP(TV) Lawrence, Mass. (ch. 62) and KZJL(TV) Houston (ch. 61) and is buying 49% of KLDT(TV) Lake Dallas/Dallas (ch. 55). Paxson already owns eight TV stations, including WGOT-TV Boston (ch. 60) and KTFH-TV Houston (ch. 49) and says it owns/operates (pending FCC approval) a new station on ch. 68 in Dallas.

Last Thursday's surprise cancellation was blamed on the fact that the telecommunications bill being worked on in Congress would not allow TV duopolies. Although the House version would allow UHF duopolies, the Senate did not address the issue.

When the Paxson-Shop at Home agreement was announced last October, it was heralded as a way for Paxson to get back into home shopping. The founder of the Home Shopping Network already owns Infomall TV Network (INTV), a 24-hour infomercial network. Shop at Home was to create specialized shopping shows for INTV, and INTV was to test products on Shop at Home.

Paxson was not available for comment, but as Paxson Communications Vice President Glenn Wescott put it, "I don't see this man staying out of the home shopping business." —EAR

there on Jan. 7 and a repeat of the Monday comedy *Ned and Stacey* on Jan. 14. There has been no announcement of what will fill the slot Jan. 14. In its three airings, *What's So Funny?* averaged a 6.7 Nielsen rating/10 share.

In legal action between Leeza Gibbons and Paramount, Los Angeles Superior Court Judge Richard Neal ruled last Thursday that the infomercial in which Gibbons appears may continue to air. However, the judge also granted the studio an injunction against the talk show hostess, the scope of which is unclear, since the ruling was sealed. An additional hearing was scheduled

for Friday that should clear up whether Gibbons will be forced to give up infomercial appearances and possibly pay damages to the studio for breach of contract or whether she will be given a green light to participate in other non-Paramount activities. Gibbons appears in a Tony Robbins Personal Power infomercial, a series of motivational tapes and books.

Robert Hopkins resigned last week as the executive director of the Advanced Television Test Center. Hopkins's next job will be as vice president/general manager of the Sony Pictures High Definition Center in Culver City, Calif.

Stations have had their Phil

After almost 30 years, the curtain will drop on *Donahue* at the end of this season.

At least that's the unofficial word from sources inside *Donahue* syndicator Multimedia Entertainment and from sales rep and station sources who say they've been told the show will not be back.

Officially, Phil Donahue has until mid-January to tell Multimedia whether he wants to do another year. But the fact that he has expressed no interest in doing another season has Multimedia executives assuming this is the final year. "All the indications don't bode that he's planning to come back," says a company source. "Right now our efforts are on *Sally Jessy* and *Jerry Springer* renewals and launching *Pat Bullard*."

The source says that there is a remote chance the show could return for another year. "His show has meant a lot to this company over the years, and if he really wants to do another year we'll do it. But it would be very difficult under the circumstances."

Those circumstances include sinking ratings and declining ads. In the local Nielsen books for November

it dropped an average 25%, to a 2.4/12. There's been a corresponding drop in the show's ad sales, according to figures compiled by Competitive Media Reports. CMR reports a 25% drop in the show's ad revenue, to \$9.6 million, for the first nine months of 1995.

Indeed, the company has made no effort to renew *Donahue* for the 1996-97 season—which has many of the show's station incumbents making alternative plans. "We haven't been approached about a renewal, and we're operating on the assumption [that] the rumors are true that it won't be back," says Patty Ford, program director at WTNH Hartford, Conn. Ford says the station is looking at various talk show alternatives.

Donahue was the pioneer of the modern talk show, taking the genre from the lighter, entertainment-oriented shows hosted by such luminaries as Merv Griffin and Mike Douglas to serious topic-driven shows discussing such issues as abortion and gun control. It dominated the medium until 1986, when *Oprah Winfrey* debuted in national syndication and beat *Donahue* in the ratings almost overnight.

—SM

WASHINGTON

Test center troubles

The Advanced Television Test Center found itself with some added financing worries in 1995. Sources report as much as \$300,000 of the lab's funds were missing after an outside consultant misappropriated them. But lab officials confronted the individual and secured an agreement to return the money. Test lab officials have no comment on the episode except to say no lab employee was involved in any misdeed.

HOLLYWOOD

Games afoot

All American Television is playing a match game of sorts with the dozens of game show formats it acquired in October with the \$50 million purchase of the Mark Goodson Productions library. Sources say All American plans to revive two Goodson titles and pair them in an hour first-run game

show block next fall. The long list of candidates is said to have been narrowed to three, with the celebrity panel show *To Tell the Truth* emerging as the leading contender. Meanwhile, sources say King World Productions is looking at a fall 1997 launch date for its celebrity game show *Planet Hollywood Squares*.

Talks with Sony Television Entertainment are said to have bogged down, in part, over which Chuck Barris vehicle—*The Newlywed Game*, *The Gong Show* or *The Dating Game*—will be revived as its companion. Sony has a say in King World's plans for any new game shows because of a noncomplete clause in its contract to produce *Wheel of Fortune* and *Jeopardy!* for King World.

CHICAGO

Mulling Muller rollout

Morning host Matthew "Mancow" Muller of WRCX(FM) Chicago will be

waking up listeners in other markets next year if WRCX management and officials with parent company Evergreen Media Corp. launch *Mancow's Morning Madhouse* nationally. WRCX General Manager Mike Fowler confirms "there has been talk" of syndicating Muller and says a syndication scheme, if adopted, "would be rolled into his next contract," which expires next July.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"I hear it's our sales slogan for '96!"

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The First comes first

Decker Anstrom, president of the National Cable Television Association, lays down a challenge in this issue's "Open Mike" (page 68). On the one hand he seeks to clarify the cable industry's position on the V-chip. On the other he cites this magazine's supposed silence on the First Amendment aspects of must carry.

Cable supports the V-chip so long as it is industry initiated. Anstrom says. Were it to be government mandated, he continues, cable would oppose it. If that's the case, cable has its work cut out for it. The V-chip was never industry initiated, from the moment Ed Markey made it his life's work. The V-chip law that will emerge from this Congress—essentially with cable standing on the sidelines—will be as government mandated as you can get.

What that has to do with must carry we don't know. Nevertheless, we're happy to address that issue as well.

We believe with the Turner and Quincy decision that must carry is an infringement of cable's First Amendment rights. No medium ought to be forced to program what it does not choose. (We also oppose program access, which is a reverse First Amendment violation—it takes away programming that is proprietary to the creator—just as we support retransmission consent, which holds that no medium can take the product of another without a by your leave. And, while we're at it, we also support the telephone industry's claim to First Amendment status.)

At the same time, we believe it is in the public interest and the best interest of the media themselves to see that free, over-the-air broadcast signals are given maximum reach. That's essentially the case today, and would be so with or without must carry. The problem with the law is that it erects an entitlement that goes far beyond fairness or good sense. Every yet-to-be-conceived UHF station has a

prospective claim for cable carriage. Multiple public stations in the same community can make similar claims.

Cable would have been far better off had it not challenged—successfully—the industry compromise affected by the FCC after Turner/Quincy. Getting that thrown out of court opened up cable to the more onerous standard that exists today. What would facilitate a world without must carry: a mechanism to remedy abuse of market power.

We believe the broadcasting and cable industries are joined at the hip. What strengthens one strengthens the other. The First Amendment strengthens both.

Rebels without a cause

The broadcasting and cable, telephone and satellite industries are on the verge of major regulatory relief, but they may have to wait with the rest of the country while the Republicans and Democrats continue their game of chicken at the wheel of the U.S. government. (The problem with that game, of course, is that no matter who jumps first, the car still hurtles off the cliff.)

The telco-reform bill, which was promised three weeks ago by Senate Commerce Committee Chairman Larry Pressler on the Republican side and two weeks ago by the Democrats in the form of Al Gore, no less, last week remained a deal all but done, but a promise unfulfilled. A draft of the conference report that would signal the successful reconciliation of the House and Senate versions circulated last week, but Senator Bob Dole still saw some problems with the deal (see page 18). And the longer the wait for passage, the greater the chance that the delicate balance struck could fall apart.

There is still a chance the bill could be reconciled next week, but if it remains in a holding pattern, regulatory relief for the industry will have to await the next session of Congress, beginning in late January.

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