

JAN 29

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Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 128 No. 5 65th Year 1996 A Cahners Publication

**On the Floor
at NATPE**

**Brisk Sales,
Lean Crop**

**Fin-syn, PTAR, alliances begin
to impact programmers**

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TOP OF THE WEEK / 5
BROADCASTING / 23
CABLE / 37
TECHNOLOGY / 43

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January 29, 1996

TOP OF THE WEEK

Murdoch adds U.S. to DBS empire Established DBS supplier Rupert Murdoch's entry into the U.S. direct-to-home market portends serious competition. Murdoch and partner MCI last week paid \$682.5 million for the last DBS slot with full coverage of the country. Murdoch's DBS experience in Asia and the UK will come in handy. / **5, 6**

NATPE '96: Syndication's new world



The recent wave of media mega-mergers bolsters the fact that broadcast groups with strong stations in the top 10 markets have the power to make or break first-run shows, syndicators said at last week's NATPE convention in Las Vegas. A complete wrap-up of the floor excitement begins on page / **8**
Digital photography by Craig T. Mathew/ Rick Rowell

Broadcasters' choice

Are broadcasters good citizens or "toasters with pictures"? It's up to them to decide how to handle their must-carry rights and other privileges, FCC Commissioner Susan Ness says. / **14**



President Clinton has challenged broadcasters to make the V-chip work. / **7**

FCC feels telecom bill pressure FCC officials are worried about their ability to implement telecommunications legislation once Congress wraps up its work on the bill. Current budget cutbacks will force the Mass Media Bureau to choose between implementing the bill or keeping up with its current duties, they say. / **18**

BROADCASTING

The buzz at NATPE Sluggish pre-NATPE sales gave way to a buying and selling frenzy during the NATPE '96 convention in Las Vegas. Game shows were especially hot. They were being pitched as an "advertiser-friendly" alternative to talk shows. / **24**



They don't say: Before it even was launched, MCA Television canned its new fall talk show, 'He Says, She Says,' which was to star Wendy Walsh and Mark Thompson. / **25**

'Geraldo' signs with King World King World has won distribution rights to *Geraldo!* from King World Productions. The deal also calls for Tribune and KWP to jointly develop first-run programs. / **26**

Fox makes news Despite Fox's stop-and-start track record regarding news, the network intends to have a news presence in each market—by any means necessary. / **30**

CABLE

Comcast replacing cable kids fare Rich Frank says Comcast Corp. will preempt some cable network programming and replace it with original shows produced by Comcast's programming arm, C3. Frank wants to debut three hours of kids programming within 18 months. / **38**

TECHNOLOGY

NBC finds Olympic strength in Panasonic Panasonic Broadcast will provide the bulk of NBC's production gear for its coverage of the 1996 summer Olympic games. The gear is worth more than \$21 million. / **44**

Discovery explores Latin America, Asia Discovery Networks International will use two General Instruments DigiCipher II digital video compression systems to deliver multiple channels via satellite to Latin America and Asia. / **46**

Telemedia

Telco SNET launches cable network Along with telephone service, Southern New England Telephone plans to offer 76 analog channels over a fiber/coaxial network to nearly one-quarter of Connecticut households by the end of next year. The telco plans to wire the whole state by 2009. / **48**



William J. Lansing has been named COO of Prodigy in the online service's attempt "to embrace the Internet." / **49**

Changing Hands	32	Editorials	74
Classified	50	Fates & Fortunes	70
Closed Circuit	73	In Brief	72
Datebook	68	Nielsen ratings	31

Murdoch adds U.S. to DBS empire

*His News Corp. joins MCI to launch satellite-to-home service in fall 1997;
MCI's \$700 bid for national DBS channels proves winner*

By Rich Brown

Globetrotting media mogul Rupert Murdoch is at it again.

To further cement his position as the global leader in television distribution, Murdoch and partner MCI are embarking on a direct broadcast satellite venture with hopes of grabbing as much as 20% of the U.S. DBS market by 2000.

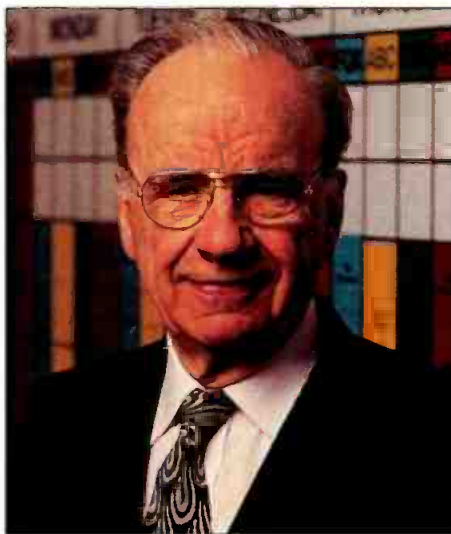
The venture will spend \$1.2 billion to get the service up and running, according to MCI Chief Financial Officer Doug Maine. Start-up costs include the \$682.5 million paid to the FCC last week for use of the spectrum plus \$500 million-\$550 million for the satellites needed to distribute the service (including ground station, launch and insurance costs). The \$1.2 billion does not include costs associated with selling and advertising the service.

MCI is contributing the \$682.5 million cost of the spectrum, and News Corp. will cover other cash costs, says Maine. The companies will split all costs—losses and gains—equally. Maine expects that other partners eventually will join and change the 50-50 structure between MCI and News Corp. The companies also are considering a public offering tied to the venture, he says.

Maine says the DBS project “perhaps” will be funded out of MCI’s earlier announced \$2 billion investment in News Corp. MCI last year committed \$2 billion to help fund entertainment and news programming that would be delivered worldwide via computers and TV. One outgrowth of that agreement, an ambitious online service called iGuide, is expected to debut next month.

The partners anticipate positive earnings within three to four years of the fall 1997 launch of their DBS service, according to Maine. He says cash flow will be positive within two years of the launch and that they hope to grab 10%-20% of the total 12 million-15 million subscribers expected to sign up for DBS service by 2000.

While existing high-power DBS services DIRECTV and USSB primarily tar-



Rupert Murdoch and MCI plan to launch a U.S. DBS service next year.

get the consumer market, the MCI/News Corp. venture plans to chase both consumers and businesses. It will carry familiar cable networks as well as news and entertainment services from News Corp.’s vast operation (which includes the Fox Television Network, 20th Century Fox and several newspapers and broadcast outlets around the world). Some of the 150-200 channels

at launch will be dedicated to business information services.

DIRECTV President Eddy Hartenstein points out that because MCI/News Corp. had to buy its spectrum, it will be saddled with twice the start-up costs that DIRECTV had when it launched in June 1994.

The \$682.5 million “just gets the license; this dollar amount doesn’t address the satellites and ground infrastructure you have to put in to do it,” says Hartenstein.

He is also skeptical that MCI can meet the two-year launch schedule promised by MCI Chairman Bert Roberts. “Unless [MCI] can find a couple of satellites lying around, they’re looking at probably mid-to-end of 1998 at the earliest to get into the business.”

So far, News Corp. has seen mixed results on its DBS ventures. The jewel in the crown is six-year-old UK service BSkyB. News Corp. owns a 40% stake in the service, which has just signed its 5 millionth customer and is forecast to make a \$382 million profit in 1996. Europeans are waiting to see if the fast-growing DBS company expands out-

Parting ways on digital TV?

Broadcasters appear split over how to proceed in the ongoing congressional debate over digital TV spectrum.

Fox and CBS are prepared to accept a compromise that would give broadcasters a second channel for the transition to digital TV, but require the early return of their current analog channels, sources say. During the transition, stations would simulcast conventional analog and new digital signals.

But NBC, Capital Cities/ABC and the National Association of Broadcasters are hanging tough, insisting on second channels and a long transition period, sources say.

Another source says Fox and CBS would accept the early-return compromise only if faced with the alternative of a digital auction.

Senate Majority Leader Bob Dole (R-Kan.) and other key lawmakers have been arguing against giving broadcasters extra spectrum. Some of them seized on the news that MCI has agreed to pay \$700 million for DBS (see next page). The success of the auction shows that broadcasters should pay, Senator John McCain (R-Ariz.) told the *Washington Post*.

To quell such talk, Fox lobbyist Preston Padden last Friday sent lawmakers a letter saying the auctioning of spectrum for a pay service like DBS should have no bearing on a free service like broadcasting. “You can’t have free TV if you auction the spectrum,” he said.

—HAI

side the UK, possibly in partnership with CLT.

Asia's pan-regional Star TV network, acquired by Murdoch for \$871 million, may prove to be a far more difficult path to profitability. News

Corp. has already spent \$1.5 billion on Star, and the service is bleeding more than \$100 million a year.

Still to launch is a joint venture to provide DBS service to Latin America. News Corp. and its partners in that pro-

ject—Televisa, PanAmSat, Globo Organization and top U.S. cable system operator Tele-Communications Inc.—expect to begin providing service by late spring.

—Meredith Amdur contributed to this report

DBS auctions yield \$735 million

MCI and EchoStar win channels

"We went into the auction with the intention to win," said MCI Chairman Bert Roberts. And win he did, with a \$682.5 million bid for the last available DBS slot with full coverage of the continental U.S.

The level of bidding in last week's DBS auction surprised many observers who believed the 28 channels at the 110 degree west longitude orbital slot would raise no more than \$300 million.

The auction was a "spectacular success," said FCC Chairman Reed Hundt. "It's a very big chunk of change for the treasury." In fact, the DBS revenue is relatively small change. The FCC's take from the auction of wireless telephone spectrum is \$10 billion and counting.

MCI had promised the FCC that it would begin the bidding at \$175 million. The long-distance company's opening bid Wednesday of \$175,175,175 emphasized that it had made good on its promise.

Perhaps the biggest surprise of the auction was EchoStar, which already has DBS channels at 119 degrees and plans to introduce service in March. EchoStar outlasted Tele-Communications Inc., which withdrew when the bidding hit \$367 million. EchoStar went to \$650 million on Thursday. MCI, EchoStar and TCI were the only bidders.

Having come up short in the auction, TCI is reverting, at least temporarily, to its medium-power satellite broadcasting strategy through Primestar Partners (see story, below).

EchoStar did not go home empty-handed. On Friday it came up with \$52.3 million to outbid MCI for a second block of 24 DBS channels at 148 degrees. The channels are considered less valuable because they are too far west to provide service to the East Coast.

FCC rules limit each company to only one DBS slot with coverage of the entire continental U.S. —CSS

AT&T skips auction for DIRECTV

Instead of bidding for a DBS license of its own, AT&T last week opted to invest \$137.5 million in DIRECTV and apply its considerable marketing muscle to selling the service.

AT&T is acquiring a 2.5% equity stake in the Hughes Communications pioneer DBS company, with an option to increase its investment to as much as 30% over five years. Just how close AT&T will get to that 30% mark depends on its ability to bring new subscribers to DIRECTV.

Knowing that its long-distance rival MCI would enter the DBS bidding, AT&T had considered jumping in too. But it figured it would cost \$1 billion and take two years to deploy its own system, says Joseph Nacchio, executive vice president of the company's consumer/small-business division. The DIRECTV deal gives AT&T a strong head start in DBS at a much lower cost of entry, he says.

AT&T plans to begin marketing the service to its 90 million long-distance-telephone customers this summer. In addition to using traditional AT&T direct marketing and advertising, it will offer special DIRECTV deals to the 25 million customers in its "True Rewards" program and finance reception equipment for the 12 million holders of AT&T credit cards. It will market the service at its retail outlets.

One surefire way to reach out to AT&T's customers will be to put DIRECTV ads on phone bills. Eventually, AT&T customers with DIRECTV subscriptions will receive one bill.

In its 18 months of operation, DIRECTV has signed 1.25 million subscribers and a network of 20,000 retailers nationally. Subscribers pay a onetime equipment cost of \$499-\$699 plus a monthly subscription fee. —RB

What's next for TCI, Primestar?

By Chris McConnell

TCI and Primestar are not giving up on high-power DBS, although they are sticking with their medium-power services for now.

Primestar, which comprises a group of cable companies including TCI, has signed a deal with GE Americom to stay at medium power. But company chairman/CEO James Gray says a high-power service "is definitely in our future at some point."

High-power service—like that

offered by DIRECTV and United States Satellite Broadcasting—allows distributors to beam pictures to smaller, 18-inch receiving dishes. The medium-power Primestar uses a 36-inch dish, although the company plans to introduce a 30-inch dish this year.

TCI says it is not leaving the Primestar group, even though it went it alone to bid for the last orbital slot covering the continental U.S.

But TCI also still plans to be in the high-power business and hopes to use the two high-power DBS satellites that

subsidiary Tempo DBS has ordered from manufacturer Space Systems/Loral, says TCI Executive Vice President Bob Thomson.

Primestar's new satellite deal calls for 24 transponders on the GE-2 satellite slated for launch in fourth quarter 1996. The contract runs four years, with an option to extend it to 15. The capacity will allow Primestar to add some 50 channels to its current stock of 95.

"We think we have a good game plan to go to the market with," says Gray. He puts his company's break-even point at almost 2 million subscribers and adds that his company is more than halfway there. ■

Broadcasters will meet with Clinton, but...

Although happy to discuss state of their programing, industry opposition to V-chip, ratings system remains

By Chris McConnell

They are happy to discuss it with the President, but broadcasters still don't like the V-chip.

That was the reaction voiced last week to Clinton's State of the Union call for V-chip legislation and for a meeting with broadcasting industry leaders at the White House.

"To the media: I say you should create movies, CDs and television shows you would want your own children and grandchildren to enjoy," Clinton said during the speech.

"To make the V-chip work," Clinton said, "I challenge the broadcast industry to come to the White House next month to work with us on concrete ways to improve what our children see on television." The White House said the meeting agenda also will include a discussion of voluntary ways to achieve the President's goal of three hours per week of children's TV.

Broadcasters voiced plans to accept his invitation.

"CBS would be happy to meet with the President at any time to discuss matters of importance to the American viewing public," said a CBS spokesman.

CapCities/ABC and NBC voiced similar responses, but all three networks also pointed to continuing "concerns" with V-chip legislation. The National Association of Broadcasters said the V-chip "in essence requires a government-imposed ratings system."

The pending V-chip provisions would require each television sold in the U.S. to carry circuitry capable of blocking programing deemed violent or sexually explicit. The circuitry would read violence or sex ratings encoded into the programs broadcast by TV stations.

"I would hate to see the entertainment industry create programing that only six-year-olds would enjoy," James Hedlund, president of the Association of Local Television Stations,



'To make the V-chip work, I challenge the broadcast industry to come to the White House next month to work with us on concrete ways to improve what our children see on television.'

said of the proposal.

NBC Executive Vice President/General Counsel Richard Cotton expressed hopes that the broadcasters next month will be able to argue for technology that does not rely on encoded ratings. "I think that there's common ground that there should be technology available to parents," Cotton said.

FCC Chairman Reed Hundt said he hopes broadcasters will embrace a change in their "social contract" with viewers. "The situation is not everybody versus the broadcasters."

Hundt said a network CEO told him there might be solutions to the problem of finding ad revenue to support children's educational TV. ■

O.J. Simpson interview scores big for BET

Black Entertainment Television hit a double last week, scoring television's first post-trial interview with O.J. Simpson and winning the highest ratings in its 16-year history.

Simpson was scheduled to be interviewed on CNN and NBC, but he canceled both on the advice of his lawyers after neither network would agree to rules about questions.

The live interview, part of a two-and-a-half-hour special titled *O.J. Simpson: Beyond the Verdict*, began 10 minutes late because Simpson was caught in traffic on the way to the undisclosed studio site in Los Angeles.

The interview last Wednesday (Jan. 24) at 10 p.m. ET was seen in an estimated 3 million households and got a 6.9 overnight Nielsen rating, far outscoring BET's previous highest rating, a 1992 interview with singer Whitney Houston that drew a 1.2.

The basic cable service, with a universe of 44.2 million households, typically averages a .7 rating, or 300,000



BET did not agree to ground rules for Ed Gordon's interview with Simpson, nor did it brief him on the questions it would ask.

homes, in prime time.

BET officials say the network did not agree to rules for questions that Simpson would be asked by BET news anchor Ed Gordon, who set the tone for the evening with his first question: "Did you kill Nicole Brown-Simpson and Ronald Goldman?"

BET did not pay Simpson, but he was permitted to buy time before and after the show to promote his \$29.95 two-and-

half-hour video, which will be released next month.

Although some media reports before the telecast criticized BET for agreeing to what was predicted would be a "cream puff" interview, many post-interview reports praised the network and Gordon.

Debra Tang, BET's VP, news and public affairs, did not rule out another BET interview: "After Simpson finishes his deposition and his tape is out, [BET] will be back there, like all the other networks, at the O.J. well trying to get some more water." —JM

THE LESSON FROM NATPE '96



The times they are a-changin'

The end of fin-syn and PTAR and restructuring of the broadcasting industry are leading to new alliances between buyers and sellers; so far, the buyers are ahead

By Cynthia Littleton

The action on the floor of this year's NATPE convention reflected fundamental changes in the broadcasting industry brought about by a wave of mega-mergers, strategic alliances and regulatory reform.

Most of the shows inching toward the 75% clearance benchmark at NATPE went to the convention with group deals in place with network O&Os or the leading independents: Tribune Broadcasting and Chris Craft/United Television. Syndicators say those broadcast entities with strong stations in the top 10 markets have the power to make or break first-run shows, although analysts say ABC's pending merger with Disney opens up a world of possibilities. NBC and CBS have led the charge in taking advantage of the demise of the fin-syn regulations that kept the networks out of the syndication business for the past two decades. Guaranteed clearances on the O&O groups give the networks leverage in attracting production and distribution partners and securing national clearances.

The networks' new muscle in the syndication arena, coupled with last year's launch of UPN and the WB Network, has produced cutthroat competition among syndicators for the shrinking pool of available time slots on strong stations in key markets. Small and medium-size station groups such as Allbritton, Meredith, Hearst and Scripps Howard are wielding more clout with syndicators than ever before.

Many NATPE attendees agreed that it was a buyer's market for a generally lackluster crop this year. "It's very definitely been a buyer's market, more so than ever before," said Bill Carroll, vice president and director of programming for Katz Television. The trend in programming alliances probably will narrow the choices available to broadcasters, as the shows will be tailored to the needs of specific groups, Carroll said.

"The first-run business needs some new hits," said Randy Reiss, executive vice president, Walt Disney Television and Telecommunications. "Nothing new has really worked well in syndication except off-net last year, and that hurts everybody who tries to launch new shows."

Disney's Buena Vista Television opted not to bring out any new first-run shows this year, aside from two animated programs for its Disney Afternoon kids block, because of the upheaval in the marketplace. Fox's Twentieth Television made the same call this year, choosing to focus on renewals of its existing shows and the off-network launches of the hour dramas *NYPD Blue* and *The X-Files*.

In the off-network arena, the formal end of the prime time access rule era in September promises to have a profound effect on programming strategies in the top 50 markets.

The Tribune group's recent purchase of the off-network rights to the hit NBC sitcom *Friends* was a preemptive strike to keep Big Three affiliates from driving up the bidding for the show in the top markets. But the sale also is indicative of increasingly complex relationships between major players in the broadcast universe. The WB Network-affiliated Tribune stations will run the Warner Bros.-produced sitcom in access in an effort to deliver young-adult "dream demographics" to The WB's prime time schedule. Tribune owns

an equity stake in the fledgling network. But the competition for A-list off-network product already is heating up. *Friends* recently was purchased by the ABC affiliate in Washington, WJAL-TV, for a near record price for an off-net property in the market.

"It looks like it's the last really hot sitcom available for a long time," says WJAL-TV's Terry Connelly, president/GM. "We knew we had to be aggressive to get it. These kinds of shows running on affiliate stations will change the access landscape in every market." Others say it will be a long time before affiliates dominate the sitcom business in the top 50 markets. The Fox O&Os and many of the network's affiliates already have a big head start on building up a library of sitcoms.

"Every purchase is driven by the station's need," says Jayne Adair, national sales manager for CBS O&O KDKA-TV Pittsburgh. "Sitcoms are expensive, and network affiliates don't really have the inventory for double runs or a place to put a show when it needs a rest."

Adair and others noted that the relaxation of the fin-syn rules had more of an impact on buying and selling patterns at NATPE than did the demise of PTAR.

CBS, which launched the first-run news magazine *Day & Date* last year as a co-venture with Group W Productions, is promising to become more active in syndication with its purchase of Maxam Entertainment, to be merged with Group W, the syndication arm of CBS's new parent, Westinghouse (see page 28).

One of this year's hottest first-run prospects, *Access Hollywood*, is the first fruit of a 10-year partnership NBC struck last year with New World Entertainment to produce syndicated shows. NBC also has struck lucrative deals with Warner Bros., taking financial stakes in *Extra* and the upcoming talk show *Maureen O'Boyle* in exchange for clearances on its O&Os.

The latest alliance of a major first-run supplier, King World, and a station group, Tribune, was formally unveiled at NATPE last week (see page 26). Veteran TV observers say these types of deals have changed the rules of the syndication game, forcing producers to strike deals for guaranteed time periods rather than winning clearances on the strength of an individual show. ■

NATPE '96: 'A three-day rush'

Annual marketplace erupts into frenzy of buying and selling

By Cynthia Littleton

Business was brisk for major syndicators at last week's NATPE convention, but the unusually high sales volume underscored the cautious mood of buyers in an increasingly deal-driven marketplace.

Industry veterans credit the burst of activity at NATPE to the generally lackluster performance of this season's new and returning first-run shows. Many broadcasters were hesitant to make programming decisions for 1996 until the first report card on last fall's new offerings was delivered with the November books.

Syndicators also were slow to unveil new projects last year, but that didn't hinder sales to buyers with deep pockets looking to latch on to the next big programming trend.

Pent-up demand gave way to a frenzy of buying and selling on the first day of the three-day trade show in Las Vegas, where it was standing-room-only in many booths. Multimarket deals signed by the Fox O&Os, Tribune Broadcasting and other major-market station groups fueled the sales of the shows that left the convention with more than 60% national clearance.

By the time it was all over last Thursday, even the star players in the major leagues were feeling drained from the wheeling and dealing.

"If selling was a drug, then [NATPE '96] was a three-day rush," said Scott Carlin, executive vice president, Warner Bros. Domestic Television Distribution.

Warner Bros.' talk/variety show with comedian Rosie O'Donnell was one of the few strips to generate strong interest from broadcasters before the convention. *Rosie O'Donnell* came to the convention with clearances in more than half the country and was up to 77% as of Thursday. New World Entertainment scored with *Access Hollywood*, cleared in 67% of the country. The entertainment-magazine strip is set to debut in access time periods in at least half the country, a feat no new first-run strip has

accomplished since 1992's short-lived game show *You Bet Your Life*.

The strong pre-NATPE buzz on King World Productions' teen-oriented dance/magazine strip *Off the Hook* apparently has not translated into major clearances. King World is expected to decide the show's fate this week.

Columbia Tri-Star Television Distribution was a big winner. Just one week after announcing plans to launch an hour game show block this fall, CTTD sealed deals in 60% of the country for its Dating/Newlywed Hour block, including a crucial sale to the 12 Fox O&Os. The interest in CTTD's remakes of the campy 1970s hits *The Dating Game* and *The Newlywed Game* helped fuel other efforts to revive the game show genre as an alternative to talk shows. All American Television and Tribune Entertainment announced plans last week to jointly develop shows in the Mark Goodson Productions Library, which All American purchased last year for \$50 million. The block could be ready

Adair new NATPE chairperson

NATPE International's board of directors elected Jayne Adair, national sales manager for CBS O&O KDKA-TV Pittsburgh, its 1996 chairperson.

Adair, who has been active in NATPE since 1989, credits the organization with helping her succeed in areas of the television business traditionally dominated by men.

"There weren't many role models for working women in the business when I started," Adair says. "The seminars and educational programs put on by NATPE enhanced my professional growth at all levels."

Bronfman reinventing MCA

Says company may use parent Seagram as model for TV distribution



The biggest question on the minds of investors in MCA owner Seagram Co., says Seagram CEO Edgar Bronfman Jr., is whether MCA is going to follow other major entertainment companies into a greater presence in distribution. The answer is probably yes—that will be one ingredient needed to “return MCA to the front ranks of entertainment companies,” he says.

Bronfman said the top priority in the eight months since Seagram has owned MCA has been to get the best talent “working in and with MCA. Content is not king. Talent is king. The most critical shortage in our industry is talent—performing talent, creative talent and, just as important, managerial talent. Talent today is totally mobile, and wherever it goes is where the best content is created.” —SM

for launch in the fall.

Separately, Tribune Entertainment said it will launch a slow national roll-out of the dating game show *Bzzz!*, which debuted last week to strong ratings on the Tribune station in Los Angeles. Not surprisingly, the heat behind game shows at NATPE came at the expense of some new talk shows, in spite of the marketing of this year’s new offerings as sharp, “advertiser-friendly” contrasts to shows some critics have dubbed “trash talk TV.”

Citing a tough market for daytime talk shows, MCA Television on the eve of the convention dropped its effort to launch an hour talk strip, *He Says, He Says*. Twentieth Television cited the same reason for pulling the talker *Donna Willis, M.D.* from its NATPE slate earlier this month.

But there were some talk success stories at the convention. Multimedia Entertainment secured a multiyear deal for its new talk strip, *Pat Bullard*, with Tribune stations in New York, Los Angeles, Chicago, Atlanta and Boston, bringing its national clearance to roughly 62%. Warner Bros. also hit the 62% mark with its new early fringe talker, *Maureen Boyle*. New World Entertainment has more than 80 markets and 69% of the country waiting by the phone for its late-night call-in show, *Loveline*.

Multimedia’s *Crook & Chase*, a Nashville-based morning show set to premiere Jan. 29, picked up clearances in 30 markets, including KIRO-TV Seattle and KFLA-TV Tampa. Another show being offered as a midseason replacement, World Enterprises’ *The Jim J. and Tammy Faye Show*, boosted its

national clearance from about 30% to 40%, although some stations won’t pick it up until fall.

MGM Television sold its fall talk entry, *The Bradshaw Difference*, in 41% of the country, including 10 of the top 20 markets.

Clearances were not released for two other newcomers, Maxam Entertainment’s *J&I* and ACI’s *Scoop with Sam and Dorothy*, although ACI officials said the morning show was sold to Tribune’s KTLA(TV) Los Angeles, WCIU-TV Chicago and KTVU(TV) San Francisco, among others. Maxam officials said they would make an announcement regarding the mother/daughter talker *J&I* this week.

Weekly dramas were hot sellers at the convention, driven by demand from UPN and WB Network affiliates looking for network-quality shows. Rysher Entertainment’s *FX: The Series* led the charge with nearly 80% clearance. New World Entertainment did good business with Stephen J. Cannell’s latest drama, *Two*, cleared in 78% of the country.

All American’s *Sinbad*, with eight Tribune stations and 73% coverage, beat out Keller Siegel Entertainment’s *Tarzan* in the battle for a piece of the fantasy/adventure market carved out by MCA Television’s hit *Hercules: The Legendary Journeys*. *Tarzan* was picked up by Tribune’s WPIX(TV) New York as well as by stations in San Francisco, Dallas, St. Louis and Orlando, Fla. Paramount Television’s *The Cape* is set to blast off in 66% of the country, including all of the top 25 markets. MGM Television, which brought diversity to the weekly hour market last

year with the acclaimed anthology series *The Outer Limits*, has cleared its new drama *Poltergeist: The Legacy* in 72% of the country. Maxam Entertainment’s pseudo-reality/sci-fi hour, *Psi Factor*, is a go in 73% of the country.

New reality strips coming into the market this year have gotten a boost from Twentieth Television’s plans to end *A Current Affair*’s nine-year run in September.

Paramount’s *Real TV* has been cleared in 65% of the country, while interest in Worldvision’s *Hot Bench with Judge Judy Sheindlin* surged to the 62% mark at the convention. MCA Television’s *Justice* garnered 41% clearance.

Strips with questionable futures in first-run, following lukewarm response from buyers, are Telepictures Distribution’s *Lifeguard* and MTM Television’s *The Beef*. The sales effort for Rysher Entertainment’s *Strange Universe Tonight* won’t begin until next month.

Reality weeklies had a harder time drawing a crowd at NATPE. Tradewinds Television’s *Bounty Hunters* is on the hunt in more than half the country. Active Entertainment’s *America’s Dumbest Criminals* got away with 44% clearance. ITC’s *Beach Patrol* has cleared in 55% of the country.

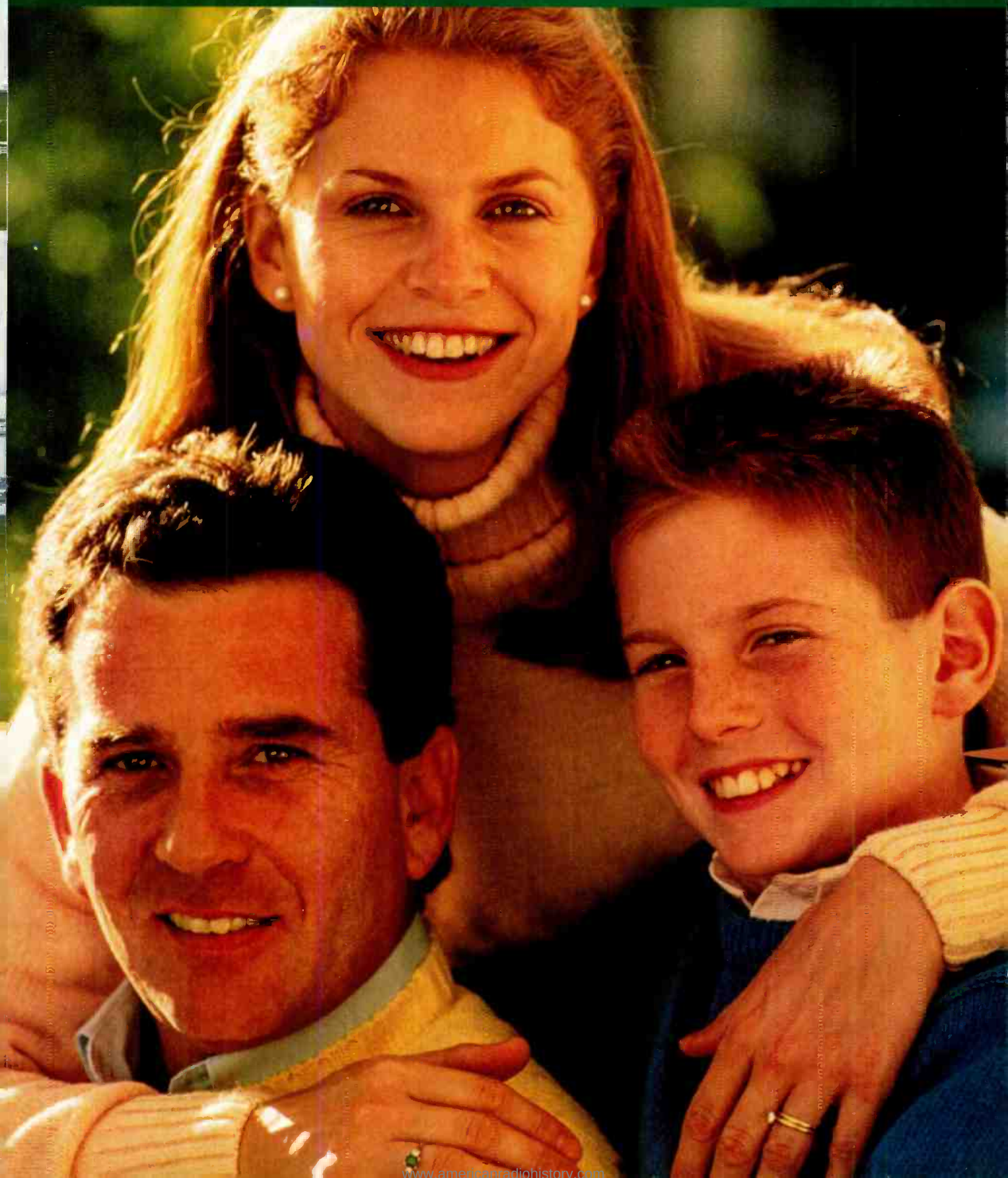
Columbia TriStar’s *Mad About You* climbed to 93% with a sale to six stations in the Paramount and Cox Broadcast groups, while Paramount’s own *Frasier* closed at 85% and Carsey-Werner Distribution’s *Grace Under Fire* topped 70%.

MTM Television’s *America’s Funniest Home Videos* edged toward the 75% benchmark, while MTM’s drama *Dr. Quinn, Medicine Woman* topped 80%.

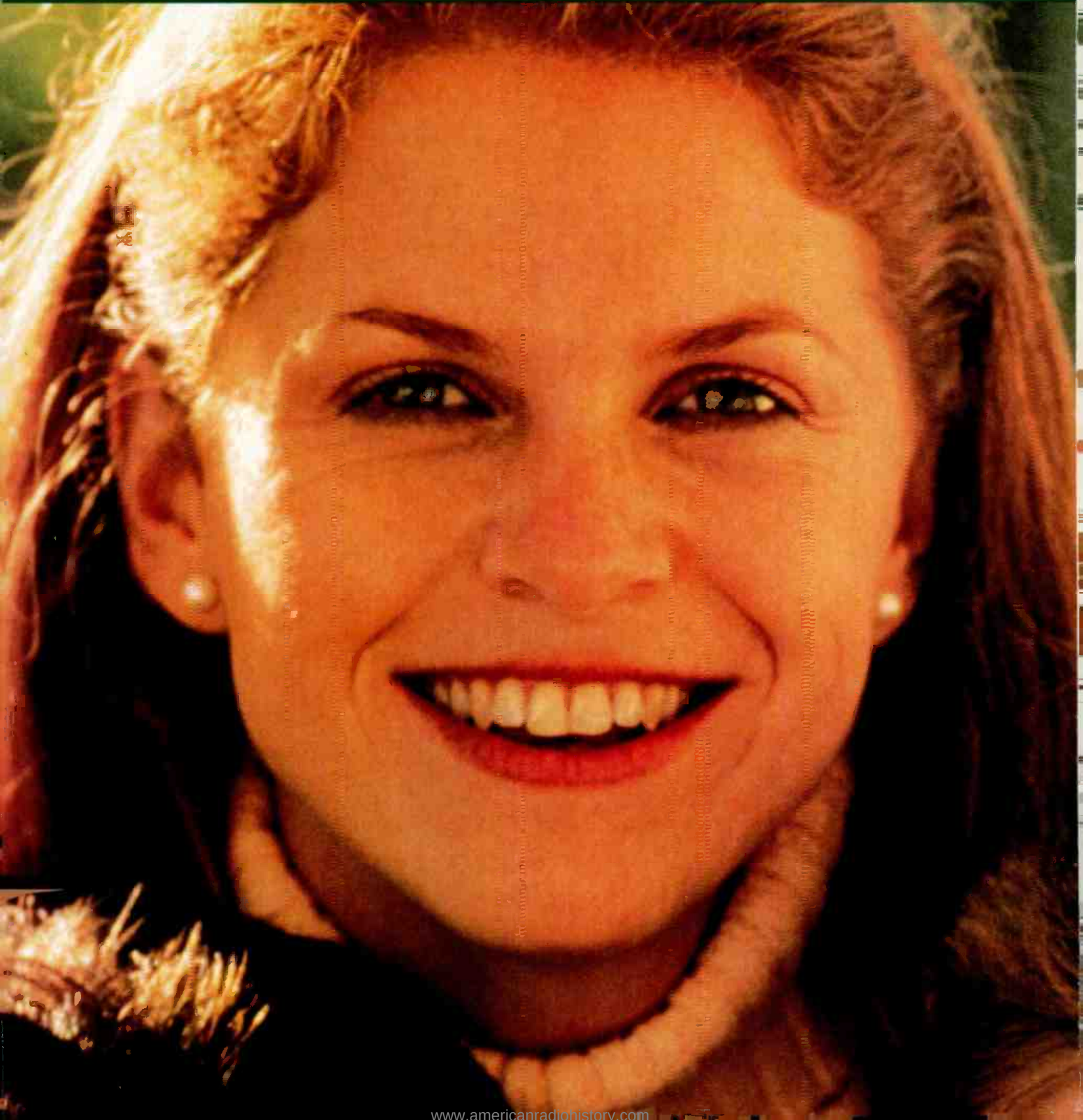
Clearances for Buena Vista Television’s sitcom *Boy Meets World* reached 62%. Warner Bros. *Hangin’ with Mr. Cooper*, *Living Single* and *Martin* hovered in the 60%-70% range. Warner Bros. also began offering some 400 half-hours of the long-running PBS series *This Old House* at NATPE.

Sales in the off-net arena probably would have been greater if the hottest new entries had actually been up for grabs at NATPE. Warner Bros. plastered the convention site with ads for its 1998 off-net sitcom entry, *Friends*, but WBDDT’s Carlin said the effort was in preparation for a market-by-market sales “blitzkrieg” starting next month. Twentieth Television did the same with *NYPD Blue* and *The X-Files*, which will be offered to broadcasters for weekend runs starting in fall 1997. ■

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- Health care is a \$1 trillion industry.
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* "Viewer Attitudes and Impressions Toward America's Health Network," Frank N. Magid Associates, Inc., July 1995

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Good Medicine For Your Bottom Line

Broadcasters receive warnings over second channel, V-chip

They must choose between being good citizens or 'toasters with pictures,' says FCC's Ness

By Chris McConnell

Broadcasters will not be allowed to have two channels for 15 years, Commerce Department Assistant Secretary for Telecommunications and Information Larry Irving predicted Monday.

Discussing the digital channel debate at a joint NATPE/ALTV "public policy session," Irving said broadcasters face either an auction for a digital channel or an early return of the analog channel they now use. But policymakers will not allow the industry to avoid both scenarios by letting the industry keep both channels for 15 years, Irving said.

Discussing a variety of Washington topics including the V-chip and children's educational TV, Irving also recounted a conversation with one lawmaker who supports an auction of the digital channel as a response to the industry's resistance to the V-chip and other policies.

FCC Commissioner Susan Ness added that broadcasters are at a fork in the road; they must choose between being good citizens or "toasters with pictures."

"Toasters do not get mandated shelf space in the department store," Ness said, referring to must-carry rights and other privileges the industry now holds.

Ness added that broadcasters are facing a V-chip law because the industry did not voluntarily "step up to the plate" to address concerns about violence, although she also said she is not a V-chip proponent.

Irving, meanwhile, insisted that the V-chip is on its way, along with interactivity and other technical innovations.

Irving also pointed to the market for interactive educational computer software in defending the economics of children's television.

"Parents want educational software for their children," Irving said. "Don't tell me you can't find a market for children's television."

FCC Commissioner Andrew Barrett

also offered his thoughts on TV viewer demand, speculating that the public seems to want sex and violence in their programming. Answering panel moderator and NBC News chief White House correspondent Brian Williams's question of whether there will still be good programming in the future, Barrett said: "We don't have it now."

Barrett said that television carries a heavy dose of sex and violence, but he also insisted that the industry should not be expected to be "the parents of America's children."

He added that in recent weeks he has sought to reach common ground on the commission's children's TV



NTIA's Larry Irving says that V-chips are coming and held one up to emphasize his point.

issue with FCC Chairman Reed Hundt and the other commissioners. But he said he still opposes any quantitative standard: "We can't begin the conversation if we start from that juncture."

Quello calls for kids vote

Panelists debate children's TV obligations

By Chris McConnell

FCC Commissioner James Quello says he is ready for a vote on children's TV.

"This commissioner would like to hear from the chairman of the FCC that the full commission will be given a draft Report and Order in the children's television proceeding to consider and vote on in the near future," Quello told broadcasters Sunday at the Association of Independent Television Stations convention in Las Vegas. (The association has rechristened itself the Association of Local Television Stations.)

"In my view, the comments are in, the record is ripe for decision and nothing more of any substantive value is to be gained by the continued expenditure of rhetorical capital on the issue," Quello said.

The call for a vote follows a similar request issued earlier by NAB President Eddie Fritts. In a speech last year, Fritts said FCC Chairman Reed Hundt's office had asked broadcasters to request a postponement of the pro-

ceeding and called for the chairman to bring the item up for a vote.

Quello issued his call for a vote while posing a series of questions on children's television to other panelists participating in a session titled "Big Brother Is Watching You, but Are the Kids?" Quello asked how much educational programming children watch and how much education they derive from the shows.

"And in the grand scheme of things, how does educational TV add to the lives of children living in poverty and violence without adequate food, clothing and shelter?" Quello asked.

But commissioners Susan Ness and Andrew Barrett did not join Quello's effort to put the issue to a vote. Ness said the item is not yet ready for final consideration. Barrett said the timing of the vote is up to Hundt: "That's Reed Hundt's role as chairman."

Media Access Project Deputy Director Gigi Sohn responded that no one is asking television to solve such problems, but rather to serve its public interest obligations.

Other panelists were more con-

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new strip for Fall '96

UNIVERSE

G H T

Daily Newsmagazine

New telcom bill, budget cuts put pressure on FCC



Leach says Congress could pass telcom bill by end of February.



Stewart says budget crunch could slow FCC processing of station applications.

Lawmakers could consider the telecommunications bill during the third week of February if current scheduling holds, House Commerce Committee staffer David Leach said yesterday.

Discussing the bill at a "Policy Power Breakfast" of the Association of Independent Television Stations convention, Leach predicted that House-Senate conference committee members might file their report on the bill as early as this week. But he also cautioned that the conference report is still not a done deal.

"The thing is always open until the final papers are filed," Leach said. Jessica Wallace of Representative Cliff Stearns's (R-Fla.) office added that her boss is concerned that the bill's TV duopoly provisions have been too watered down from those approved by the House.

"We wanted it to be much more aggressive," Wallace said.

The Capitol Hill representatives offered their forecasts on the legislation as FCC representatives worried about their ability to implement it once Congress wraps up its work. Mass Media Bureau Chief Roy Stewart said 75% of the commission's budget goes to staffing, and he predicted that current budget cutbacks will force his bureau to choose between implementing the bill and maintaining its current duties in processing various broadcast applications.

The commission is slated to receive \$166 million for fiscal 1996, \$19 million less than the \$185 million Congress gave the FCC last year. FCC Chairman Reed Hundt last week called the commission a victim of a "budgetary drive-by shooting" and said he will be pressing lawmakers to boost the FCC's budget.

One result of the commission's budget, Stewart said, is that "I'm not going to be able to grant your facilities change applications." He also cited the possibility of unregulated broadcasters clustering around large cities and interfering with each other.

Wallace offered some sympathy to those with the complaints, agreeing that it will be difficult to streamline the commission while giving it new responsibilities. And Stewart added: "The potential is there to do some damage to the broadcast service."

Stewart also raised concerns about the pending proceeding on children's television, maintaining that his bureau will need a policy on children's educational TV to follow when it begins reviewing TV license renewal applications this summer: "What are we going to do?"

Lisa Smith of Commissioner Andrew Barrett's office answered, saying that the commission can follow the procedures it has used in the past to process renewal applications. Pete Belvin of Commissioner James Quello's office added that the commissioners should start looking for common ground on the contentious issue so that they can move on to new problems.

Julius Genachowski of Hundt's office cited a series of new issues—such as compatibility between broadcast signals and set-top boxes—that broadcasters will face as the video marketplace changes. He said the commission should open more of a dialogue with the industry to address such matters: "I think we're just scratching the surface of problems broadcasters are going to face," Genachowski said.

—CM

cerned with how many children watch the shows than how much programming is aired. Sachs Finley & Co. President Jerry Sachs worried that children's programs are not attracting the audience that advertisers need.

Saatchi & Saatchi North America's Allen Banks agreed that shows labeled "educational" get slotted into the early morning hours. But he also stressed the need for alluring shows, suggesting that broadcasters can meet their statutory obligations with shows that do not necessarily focus on classroom skills.

Sohn said that allowing broadcasters too loose a definition of "educational" programming allows them to claim the likes of *The Jetsons* as educational.

Panel moderator and WPHL-TV Philadelphia Vice President/General Manager Randy Smith agreed that *The Jetsons* is not educational, but added that the show is still good children's TV. Banks pointed to the educational fare offered on PBS and asked why other broadcasters cannot satisfy their obligations with children's entertainment programming.

Sohn responded that the programming on PBS does not relieve other broadcasters of their educational TV obligations. "You and PBS get your spectrum for free," Sohn said.

Hundt pitches kids standards

FCC chairman butters up crowd, but response is mixed

By Chris McConnell

The FCC will need to figure out how to apply the Children's Television Act (CTA) before it begins addressing broadcast license renewals this summer, FCC Chairman Reed Hundt told the NATPE convention last week.

Addressing a children's TV panel discussion via a videotaped message, Hundt asked how the FCC should certify CTA compliance and added that

MOESHA IS A PERFECT

1	#1 In Houston	Moesha	14.4/21
		Home Imp. (sp)	13.5/20
		The Client	7.2/11
		Frasier (sp)	12.0/18
		Encounters	6.5/10
		Savannah	4.7/7
	#1 In Miami	Moesha	10.6/16
		Home Imp. (sp)	9.1/14
		The Client	5.0/8
		Frasier (sp)	4.7/10
		Encounters	3.8/6
		Savannah	4.8/10
	#2 In Phoenix	Moesha	1.6/11
		ABC State of the Union	7.5/11
		CBS State of the Union	4.7/7
		FOX State of the Union	2.7/4
		Savannah	5.8/9
	#3 In New York	Moesha	1.7/13
		The Client	5.7/9
		Encounters	3.9/6
		Savannah	6.9/11
	#3 In Chicago	Moesha	7.9/12
		The Client	5.0/7
		Encounters	2.8/4
		Savannah	6.9/10
	#3 In Dallas	Moesha	7.5/11
		The Client	4.3/7
		Encounters	5.9/9
		Savannah	4.1/11
	#3 In Detroit	Moesha	10.3/14
		The Client	2.5/3
		Encounters	4.5/6
		Savannah	4.9/7
	#3 In Cleveland	Moesha	7.1/11
		The Client	3.7/6
		Encounters	5.4/8
	#3 In Minneapolis	Moesha	8.8/15
		The Client	6.7/11
		Encounters	2.2/4
		Savannah	1.8/3



6.7 RATING 10 SHARE* UPN'S NEW TUESDAY MOESHA PREMIERE

- UPN's Tuesday line-up improves +125% over Nov '95**
- UPN beats CBS, Fox and WB at 8:00 pm*

Grammy Nominee
BRANDY
Is Comedy Sensation

moesha

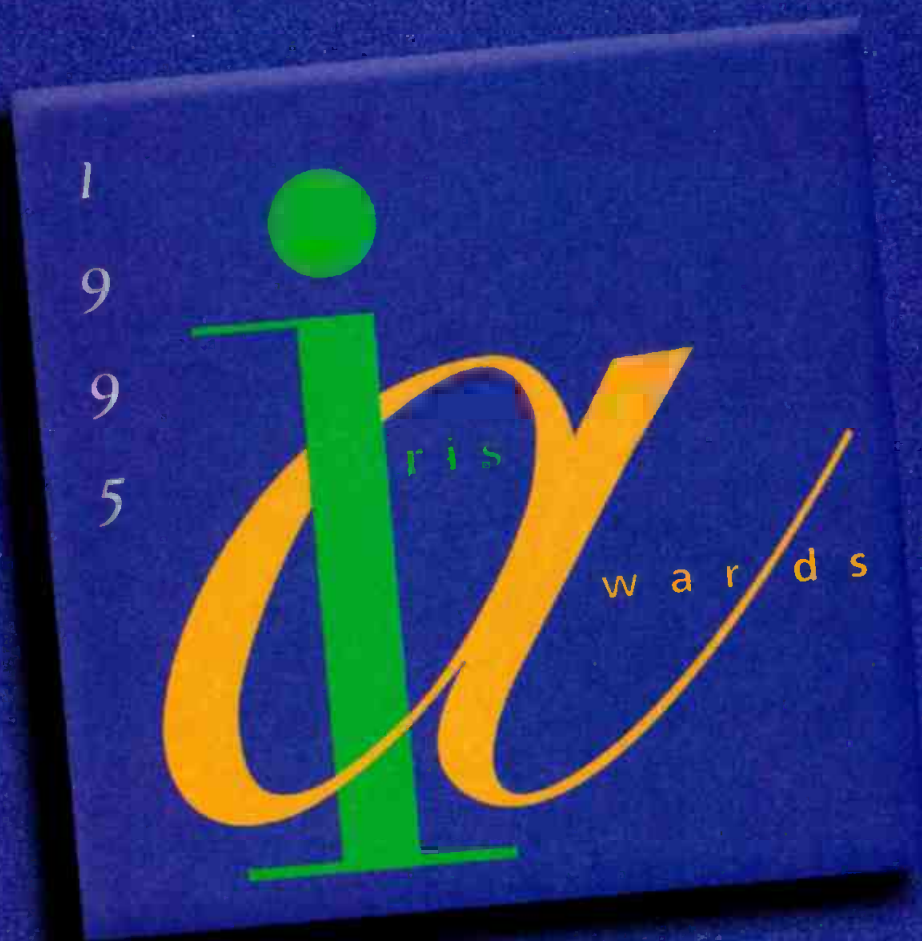


*Source: NSI weighted metered markets, 1/23/96 and November 1995
**Based on household share.

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BEST OF SHOW AWARD

6 Discovers:
Gardens Under The Sea
KFDM, Beaumont TX

MARKET SIZE 1-20

Children's & Young Adults'

Watch This! #39,
KING, Seattle WA

Entertainment

Almost Live's Guide
to Living in Seattle,
KING, Seattle WA

Information

The Great Pop Quiz,
WBBM, Chicago IL

Program Segments

Leon Haynes,
WTAE, Pittsburgh PA

Public Affairs

Daddy, KOMO, Seattle WA

Sports

High Five Yearbook,
WCVB, Boston MA

NATPE

1995 IRIS WINNERS

MARKET SIZE 21-75

Children's & Young Adults'

Zinj-TV:
The Scientific Method,
KSL Salt Lake City UT

Entertainment

Coa. Camp Christmas,
WBIR, Knoxville TN

Information

Primate Canyon:
Land Of The Apes,
WMC, Memphis TN

Program Segments

The Rarapage
KNLY, Spokane WA

Public Affairs

Faces Of Breast Cancer,
KUED, Salt Lake City UT

Sports

Rich Erenner: One on One
with Legends of Racing,
WGHP, High Point NC

Combatting Racism & Religious Intolerance PSA

Community Role Models:
Black History Is Now,
WSPA, Spartanburg SC

MARKET SIZE 76-211

Children's & Young Adults'

News to Use #3,
KTRV, Nampa ID

Entertainment

Caught in the Act:
World Music,
WGBY, Springfield MA

Information

6 Discovers: Gardens
Under The Sea,
KFDM, Beaumont TX

Program Segments

Lonel Hampton Jazz Festival,
KTVB, Boise ID

Public Affairs

Looking The Other Way,
WLBT, Jackson MS

Sports

1995 Soap Box Derby,
WCSH, Portland ME



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on Local
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REGIONAL PUBLIC TELEVISION

City Arts,
WNET, New York NY

broadcasters would comply with the law if they had a clear standard on children's educational programing.

"Broadcasters are the most law-abiding, God-fearing, respectable businessmen in this country," Hundt said. "Wouldn't it be good if we told you clearly what was expected if it was a reasonable minimum?"

Broadcast representatives on the panel did not think so.

"I don't think my role as a broadcaster is to educate children," Qwest Broadcasting Senior Vice President of Operations Madelyn Bonnot said. Bonnot also maintained that broadcasters provide other services—such as public service announcements and various outreach programs—that afford more effective public service than math or science programing. "They're getting that damn stuff in school," Bonnot said. She also stressed that the educational fare must be compelling to succeed "if it's 6 a.m."

Marjorie Kalins of Children's Television Workshop (CTW) insisted that educational programing can succeed with viewers. "I wish we all were not so afraid of the concept of educational programing," said Kalins, CTW's senior vice president of programing and production.

CBS's Judy Price was not convinced of the programing's market value. Price, vice president of children's programs and daytime specials at CBS, said her network does not make money on *Beakman's World*. "Most of the educational fare that we do doesn't carry its weight," Price said.

But Westinghouse/CBS Chief Counsel Stephen Hildenbrandt added that if the network does not make money on educational TV, it will provide the programing anyway. Hildenbrandt pointed to demands in Washington that broadcasters pay for their ability to distribute programing.

Nickelodeon Network & U.S. Television Executive Vice President Herb Scannell stressed the importance of scheduling and pointed to his company's decision to place *Nick News* on Sundays at 8 p.m. "We did that because we [think] that's part of what our job is," Scannell said. He also encouraged the industry to buck programing trends.

"If you want to support an industry, get behind some ideas that are different," Scannell said. ■

INTV/ALTV: What's in a name

With only a handful of "pure" independents still on its membership rolls, the Association of Independent Television Stations voted to change its name to the Association of Local Television Stations—ALTV.

In announcing the name change at its annual meeting in Las Vegas Monday, the association showed a logo but said it is a work in progress. It said it also is awaiting trademark clearances.

The association was founded more than two decades ago to represent the interests of independents—stations unaffiliated with ABC, CBS or NBC. But now it comprises mostly stations that have signed with one of the newer networks—Fox, UPN and the WB Network. In fact, the group had considered calling itself the Emerging Network Television Association.

The name change was prompted by the results of a member survey in which 73% said the old name was "totally outdated."

Despite the new all-inclusive moniker, the ALTV does not intend to court affiliates of the Big Three. According to the survey, 75.6% of ALTV's members disagree with opening the association to ABC, CBS and NBC affiliates.

The survey—conducted by an outside firm, The Eagle Group—found the members generally were pleased with the association. Almost two-thirds (62.2%) said there was "nothing" they disliked about the group; 46.7% considered it "very valuable," and another 40% said it was "somewhat valuable."

ALTV board member Kevin O'Brien, VP/GM of KTVU-TV San Francisco, also announced that the association will move its annual Washington lobbying rally—rated "excellent" or "good" by 84% of the survey respondents—from summer to late spring or early fall. "I think we are going to triple our attendance this year," he said. —HAJ

Satellite rules streamlined

Approval not needed for international, domestic crossovers

By Christopher Stern

International and domestic satellite services, including direct broadcast satellite services, no longer need the FCC's approval to get into each other's businesses, according to new rules issued by the commission last week.

"Two different schemes no longer makes sense for international and domestic satellites," said International Bureau Chief Scott Harris.

Domestic satellites may now offer international services without FCC approval, and international satellites may offer services in the U.S.

Industry observers say the rules are good news for the largest satellite companies, including Hughes Communications, AT&T and GE Americom. Those companies, which control a vast majority of the domestic satellite slots, will now have an easier time branching into the international arena.

"We are delighted," said a Hughes spokesperson. "This deregulation sweeps down barriers and recognizes

[that] the world is becoming a smaller place. It is exactly the kind of leadership we need from the FCC."

But smaller companies were not as enthusiastic. PanAmSat Washington attorney Henry Goldberg said the larger companies have locked up the domestic satellite slots, leaving little room for expansion in the U.S. market.

"Technically, it opens both sides of the business, but practically, it opens only part of the system," Goldberg said.

Under the new rules, satellite companies must demonstrate that they have full financing before the FCC will grant them a license. These stricter financial requirements "may have a tendency to drive out start-ups and entrepreneurs," Goldberg said.

The decision has the potential to open large markets to DIRECTV, USSB and other DBS services. Although the companies no longer need the FCC's approval to offer services outside the U.S., they still need approval from foreign governments before setting up shop in other countries. ■

Broadcasting

January 29, 1996



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Gary Chapman
Chairman & CEO
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**Broadcasting
& Cable**

THE BUZZ AT NATPE

Dating/Newlywed Hour ■ **The Cape** ■ **Pat Bullard** ■ **Off the Hook** ■ **Rosie O'Donnell** ■ **Hot Bench** ■ **Justice** ■ **F/X: The Series**

By Cynthia Littleton

Sluggish pre-NATPE sales of new first-run shows gave way Tuesday to a frenzy of buying and selling as several syndicators did brisk business on some hot prospects for fall.

Columbia TriStar Television Distribution kicked off the three-day show with a bang, announcing in the early afternoon that it had sold its game show block. The Dating/Newlywed Hour, to the Fox O&Os.

"This is the first show we've ever purchased for all 12 of our stations," said Mitch Stern, president and COO of Fox Television Stations. "We believe the [block] is a strong vehicle, and we are excited about its potential to reach a broad audience."

The hour block, sold for cash plus barter, comprises the campy 1970s Chuck Barris hits *The Dating Game* and *The Newlywed Game*. The Fox stations are expected to run the shows in daytime and early fringe.

The sale to the Fox O&Os, which cover about 26% of the country, makes The Dating/Newlywed Hour a firm go for a fall launch and signals the start of the much-talked-about revival of the game show genre.

"Game shows are returning as the next big programming genre," said Barry Thurston, president of CTTD.

Like most other new first-run offerings, game shows are being pitched as an "advertiser-friendly" alternative to talk shows this year.

By the end of the convention, All American Television was expected to announce plans to launch an hour game show block.

All American executives spent much

of their time Tuesday surveying broadcasters on which shows in the vast Mark Goodson Productions library have the best shot at success in the 1990s. All American purchased the Goodson archives of dozens of game shows for \$50 million last year.

Likely candidates for All American's block include the 1950s and '60s clas-



'Rosie O'Donnell'

sics *To Tell the Truth* and *What's My Line*?

Another show that got off to a roaring start in the first hours of wheeling and dealing was King World Productions' youth-oriented magazine strip *Off the Hook*. By late Tuesday afternoon, the show was cleared in 60% of the country, thanks in part to a larger pact King World struck with Tribune



Broadcasting (see story, page 26).

Off the Hook was picked up by Tribune stations in New York, Philadelphia, Boston and San Diego and by Disney-owned KCAL-TV Los Angeles. Those deals were in the works before the show opened, but about 40% of the business for *Off the Hook* was done in the first three hours of the show.

"This is the busiest I've ever been at NATPE," said Bob Jacobs, president of domestic distribution for King World. "And we're not just taking any time periods. Every deal we've cut has been for specific [early fringe] slots."

Tribune stations in New York, Los Angeles, Chicago, Atlanta and Boston also signed on Tuesday for Multimedia Entertainment's new talk strip *Pat Bullard*, bringing the show's national clearance level to about 40%. With Warner Bros.' *Rosie O'Donnell* and *Maureen O'Boyle*, *Pat Bullard* may be one of the few new talk shows to launch in the fall.

Warner Bros. officials said that sales of *Rosie O'Donnell* and *Maureen O'Boyle*, both of which came to NATPE with more than 50% coverage, were fast and furious Tuesday, although updated clearance figures were not available by press time.

New World Entertainment reported that broadcasters were showing strong interest in *Access Hollywood*, the entertainment-magazine strip in the works from New World Entertainment

King World's efforts to promote 'Off the Hook' at NATPE included a fleet of hot-air balloons.

'He Says, She Says' first to founder

MCA's last word on proposed talk strip: No go for fall

By Cynthia Littleton

Facing up to the reality of a tight first-run market on the eve of NATPE, MCA Television has decided not to launch its new talk show, *He Says, She Says*, this fall.

The hour strip was one of two new first-run projects MCA had planned to pitch to broadcasters at NATPE last week.

MCA officials say the decision on *He Says, She Says* was prompted by a shortage of desirable daytime time slots and broadcasters' general apathy toward new talk shows this year.

"The stakes are too high, and nobody's looking for new talk shows this year," says Shelly Schwab, president of MCA Television. "The only way to launch a new show is to get good stations to put it in A-plus time periods. We're not going to accept the time periods made available by [this season's] canceled shows. All that does is guarantee failure."

Sources say the studio was quick to kill *He Says, She Says* to make sure that Greg Meidel, the newly installed chairman of the MCA Television Group, would not be associated with a show that probably wouldn't launch in the fall. MCA hired Meidel away from Fox's Twentieth Television last fall as part of an effort to revitalize its TV division.

The prospects for MCA's other new first-run project, the courtroom reality strip *Justice*, are much brighter, Schwab says. MCA has received offers for *Justice* in the top five markets.

Schwab says the contrast in broadcasters' interest in a new reality strip versus a new talk strip has been sharp and somewhat surprising.

"We're seeing much more action on *Justice*," says Schwab. "We're very encouraged by the offers we've been getting. It tells us the timing on *He Says, She Says* just wasn't right this year."

He Says, She Says was marketed as a new twist on the traditional talk format, with co-hosts Wendy Walsh and Mark Thompson debating topical issues from male and female perspectives. Not surprisingly, scheduled NATPE appearances by Thompson and Walsh were canceled.

Station reps and other TV pundits had picked *He Says, She Says* as a promising prospect among 1996's crop of talk shows. But Schwab and others say broadcasters are approaching new talk shows with extreme caution this year after watching a string of failed talk shows come and go over the past two years.

The demise of "He Says, She Says" may be a bad omen for other talk shows that headed into NATPE without significant clearances.

and NBC. The show is cleared in 65% of the country, with half of the clearances in access time periods.

On the action-hour front, MTM Entertainment on Tuesday picked up more than one dozen new stations for *The Cape*, putting the show's total clearance thus far at about 60%.

Rysher Entertainment's *F/X: The*



'The Dating Game'

Series, which came to NATPE with nearly 70% clearance, was on track to reach the 85% benchmark by close of business Thursday. Rysher officials said. The show has generated strong interest from UPN and WB Network affiliates looking for big-budget first-run shows compatible with the young-male orientation of the start-up networks' programming.

In the reality arena, Worldvision Enterprises found buyers for *Hot Bench with Judge Judy Sheindlin* in more than 16 markets Tuesday, giving it about 30% national clearance. MCA Television also picked up major market deals for its legal-oriented half-hour reality strip, *Justice*, including Chris Craft-owned stations in New York and Los Angeles.

NATPE NEWSBRIEFS

■ **Rosie in the money:** According to a source, comedian Rosie O'Donnell, host of Warner Bros.' new talk show, will be laughing all the way to the bank. The deal calls for her to be paid \$5 million for year one and as much as \$20 million over five years for the show.

■ **'Friends' in high places:** *Friends* has a new friend in Washington: WJLA-TV, which has scooped up off-network rights to the hit NBC sitcom. Allbritton-owned WJLA-TV reportedly paid a record price for an off-network sitcom in the market, second only to *Cosby*, beating out bids from Fox- and Paramount-owned stations. The sale to WJLA-TV puts *Friends* national clearance level at close to 35%, an unprecedented achievement for a second-year sitcom that won't bow in syndication until fall '98. In spite of the buzz surrounding *Friends*, Warner Bros. officials say the show will not be a major focus of its efforts at NATPE. "We're planning to roll out a very specific, market-by-market blitzkrieg on the show" starting in late February, says Scott Carlin, executive VP of Warner Bros. Domestic Television Distribution.

—CL

King World gets Tribune's 'Geraldo'

Tribune, KWP officially announce joint first-run development pact

By Steve McClellan

King World, Tribune and Geraldo Rivera signed an agreement last week that transfers distribution rights to the nine-year *Geraldo!* talk show from Tribune to KWP.

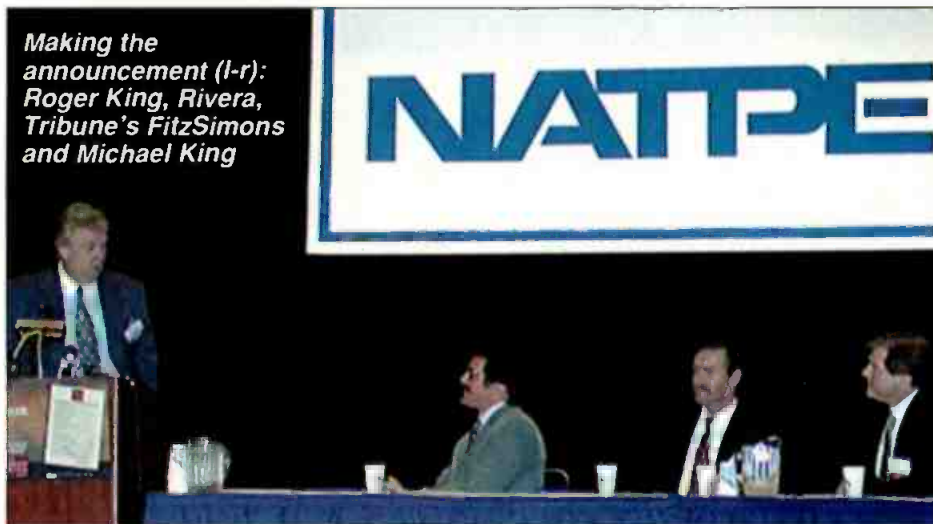
The show will be relaunched next season as the *Geraldo Rivera Show*, and Rivera already has embraced a new "viewers' bill of rights," a commitment to clean up the show's act in the face of escalating criticism from special interest groups, viewers and station managers.

The deal also calls for Tribune and KWP to jointly develop first-run programming projects. That does not include KWP's new dance and music information show, *Off the Hook*, although Tribune has picked up the show in at least four of its markets—New York, Boston, Philadelphia and San Diego (see story, page 24).

Rivera, who had two and a half seasons remaining on his contract with Tribune, has extended that by one more, which will take him through at least 1998-99. KWP has additional options that could take *Geraldo* several seasons beyond that.

Tribune will continue to handle barter advertising sales for *Geraldo*, and the company will share barter responsibilities with KWP on future jointly developed shows. KWP will

Making the announcement (l-r): Roger King, Rivera, Tribune's FitzSimons and Michael King



sell the show to stations, and Tribune will commit station time periods covering 26% of the country.

Geraldo is cleared in about 84% of the country, mostly in daytime time periods, and one of KWP's key objectives will be to get the show upgraded to early fringe (late afternoon) time slots. "The first year will be very tough," said KWP President Michael King. He cited station commitments to other shows, as well as the need to get the word out about the "new" *Geraldo*.

At a press conference last Tuesday, Rivera said his bill of rights should satisfy critics, including William Bennett "if he is an honorable and honest man,

and is not simply exploiting the issue for political gain.

The addition of *Geraldo* to KWP gives the syndicator the two oldest talk shows on the air, now that Phil Donahue has announced that he'll retire at the end of the season.

The third talk show in the KWP corral is *Rolonda*, which also had been criticized for taking the low road in some segments. "She wanted to do that, but we wouldn't let her," said KWP Chairman Roger King.

Meanwhile, KWP steered clear of confirming *Rolonda* as a definite renewal for next season. "We hope so," said Roger King. ■



Programming alliances are changing the way business is being conducted at NATPE. Discussing the issue (l-r): Warner Bros.' Dick Robertson; Paramount's Tony Cassara; William Morris's Mark Itkin; Rysher's Keith Samples; producer Danny Jacobson, and New World's Brandon Tartikoff.

It's the mergers, stupid

Alliances increasingly shape syndication business

By Steve McClellan

The rules of the syndication programming game have changed dramatically in the past year and a half. Content may still be king, but strategic alliances between powerful media companies determine more than

ever what shows will make it to air.

That thesis was discussed at length during an INTV session, "It's the Programming, Stupid," moderated by New World Entertainment Chairman Brandon Tartikoff.

The catalyst for the changes was the Fox/New World alliance, said Tartikoff, which caused a lot of ripple effects in the industry. "Other things happened rapidly right after that. There were consolidations, mergers, affiliation switches. Basically, the rules of the game have shifted."

And it's not just the little players that are getting squeezed in the new era of alliances—a fact that was reinforced at the panel session by Dick Robertson, president, Warner Bros. Domestic Television Distribution.

An alliance between New World and NBC earlier this year to create a new access magazine, *Access Hollywood*, almost killed WBDT's second-season magazine, *Extra*. "It was the worst news I had [had] in 15 years in the business," Robertson recalled, when he got a call from NBC last year saying it was canceling the show to form an alliance with New World on a similar magazine.

That was after Warner had spent \$50 million launching *Extra* in its first season with the NBC-owned stations as key affiliates. "It was very successful, life couldn't be better, and then we were told it was over," said Robertson. The upshot: To get NBC to stay with the show, Warner had to give an equity stake and also agree to change the format so that it did not compete head to head in entertainment news. "It was a tough pill to swallow, but we made a deal to save the show. The rules change, and we have to live with them even if it's less profitable for us."

Tony Cassara, president of the Paramount station group, said that six companies that own stations in New York and Los Angeles are the "gatekeepers" in syndication programming. "It's a power they have, and they will use it. That's the way of the world," he said.

Alliances aside, there is still room for independents to thrive, said Rysher's Keith Samples, who got his start as an independent selling NBC's *Saved by the Bell*. "It's harder because of the alliances" and the new networks WB and UPN, he said. "There is still room for people to take a chance and work hard." ■

Paxson's *inTV* expands presence

Affiliates recognize power of infomercials

Paxson Communications' *inTV* (Infomall Television Network) continues to expand rapidly into major TV markets around the country, with stations now broadcasting in 17 of the top 50 markets, including 10 of the top 20 markets.

inTV's format is simple. *inTV* stations provide infomercial programmers and producers valuable primetime air time - dayparts that have been denied by traditional broadcast stations. It's these high viewing periods that mean better show performance and increased payouts to broadcasters.



Aggressive property acquisition tactics and tremendous affiliate station interest are fueling the network's rapid growth. *inTV* now serves 22 million homes by cable nationwide and is growing every day.

Paxson's strategy of acquiring stations, reprogramming existing formats into profitable paid programming and providing primetime media time has captivated the infomercial industry's attention. 200 total 4th quarter advertisers include Time Warner Entertainment, Paramount, RCA, Westinghouse Securities, DSS DirectTV, Mattel plus many more.

inTV is now one of the fastest growing broadcast networks in the country.

***inTV* owned/operated/affiliated stations**

KZKI - Los Angeles	WYVN - Washington, DC
WTGI - Philadelphia	KUBD - Denver
KLXV - San Francisco	WIRB - Orlando
WGOT - Boston	WTWS - Hartford
WTLK - Atlanta	WTJC - Dayton
WOAC - Cleveland	KCMY - Sacramento
KTFH - Houston	WIIB - Indianapolis
WFCT - Tampa	WJCB - Norfolk
WCTD - Miami	KGMC - Fresno

inTV also has additional stations committed to the network. Markets include New York, Phoenix, St. Louis, Raleigh, Milwaukee, Dallas, Albany (NY) and San Juan, P.R.

For more information on *inTV*, you can contact Dean Goodman, President, at 1-800-572-9766. Paxson Communications Corporation is an American Stock Exchange listed company (Symbol PXN) and is located at 601 Clearwater Park Road, West Palm Beach, FL 33401. Tel. (407) 659-4122, Fax (407) 655-4252.

Lund outlines likely structure of CBS/Maxam/Group W

Deal isn't done yet, but CBS president says network's return to domestic syndication will be major force in business

By Steve McClellan

The deal still isn't closed, but CBS has an agreement in principle to acquire Maxam Entertainment from Belo Broadcasting and Maxam President Ed Wilson. Maxam will merge with Group W Productions and CBS Enterprises to form a program distribution arm that will syndicate shows worldwide. Wilson will run the new company, which will be based in Los Angeles.

Bob Cook, Wilson's number two at Maxam, will have essentially the same role at the new company, where he will serve as executive vice president.

CBS Inc. President Peter Lund says the company expects that its new syndication unit—as yet unnamed—will be a major force in the business, both domestically and internationally, as well as in the home video arena and in licensing and merchandising.

Lund also says that the deal is tied to renewing Belo's affiliate agreements with CBS: "With the sunset of the

financial interest and syndication rules, we want to be ready to act aggressively to compete in syndication both here in the United States and internationally," says Lund. "This step we're taking does exactly that."

Under the terms of the deal, Belo will have the option to take an equity stake in any first-run program (but not off-network shows like *Dave's World*, *Touched by an Angel* and *Caroline in the City*) the CBS/Maxam/Group W entity launches in the next three years, adding its 8.3% station coverage to CBS's 32% station group coverage.

The company says Group W Productions President Derk Zimmerman, "will continue to support CBS's syndication efforts reporting to Wilson." Adds Lund: "We are pleased that Derk will add his talents and his class as an individual to our new enterprise."

Many organizational questions remain unanswered. For the time being, however, the Group W and CBS international units will remain separate, with Group W International head



CBS's syndication expansion plans were spelled out January 22 by (l-r) Bob Cook, Peter Lund and Ed Wilson.

Catherine Malatesta continuing to report to Zimmerman, while CBS Enterprises President Rainer Siek will report to Wilson.

On the NATPE exhibit floor, the company had both the Group W and Maxam booths. The Maxam booth housed the international, barter sales and CBS affiliate relations staffs. The Group W booth showcased all the domestic syndication programs, including *Day & Date*, *J&J*, *Psi-Factor*, *Martha Stewart* and *Bob Vila's Home Again*.

A key priority is strengthening the position of *Day & Date*, which has been critically well received but is not doing well in many markets. ■

Violence ratings come under fire

Executives also voice support for PBS and confidence in health of networks

By Steve Coe

The issue of a ratings system for all TV network programs as part of the V-chip element of the telecommunications bill will wind up in court before it's implemented by the networks, predicted Warren Littlefield, president, NBC Entertainment.

The NBC programming chief made his remarks last Tuesday at the NATPE opening general session, which featured the seven broadcast network programming heads.

Characterizing the establishment of a ratings system as Orwellian and "just wrong," Littlefield said "it will

The networks "will end up in court before you see us rating shows."

NBC's Warren Littlefield

end up in court before you see us on this panel rating shows." As an alternative, Littlefield suggested that all television stations adopt the same broadcast standards as the networks. If stations did so, "gratuitous violence on [broadcast] television would cease to exist."

Ted Harbert, president, ABC

Entertainment, said his network has done "zero work" on starting to devise a ratings system. Leslie Moonves, president, CBS Entertainment, noted that many politicians have made violence on television a cause celebre to their constituents and therefore are determined to push for a ratings system. Michael Sullivan, UPN president, suggested that implementation of a ratings system would prohibit many classic movies from being shown on broadcast television. He cited "The Godfather" as an example.

When asked if public television has become irrelevant with the growth of such cable services as Discovery Chan-

nel and The History Channel. Kathy Quattrone, PBS president, said public television "is still quite different from other services. Additionally, we have universal reach through our local stations. We heard a real affirmation last year [during calls to end PBS funding] from people who let it be known that public television should be part of their lives."

All of the network programming chiefs agreed that PBS should continue as a part of the broadcast universe. Some suggested that if PBS funding is cut, the network should be able to air commercials. "If Congress is stupid enough to pull funding from PBS, [it] should be able to do anything—including commercials—[to recoup that money]," said Moonves.

The panel also agreed network television still is a healthy business, but most said that limiting program appeal to one demographic group would be detrimental to the business. Ironically, Harbert of ABC, whose network was first to target its shows to the 18-49-year-old viewers without regard for household numbers, was the first to put forth that view. "If the networks continue to broadcast to a narrowly defined audience, like just the 18-49-year-olds, then there's limited potential. But if you have a broad-based schedule, all the networks can survive."

As for the survival of the two new networks, executives from both suggested why their ventures will survive. "From a spectrum standpoint, there's only room for five [networks to survive]," said Garth Ancier, head of programming for the WB Network, suggesting that his would be one of the five. "It's a bit easier when you've done it before," he said, referring to his tenure and that of The WB's head, Jamie Kellner, at Fox during its birth.

As to why UPN has the advantage for survival, Sullivan said, "We have the better station lineup and a broader-based schedule. And we have a staff of people that have done it before."

Doug Binzak, Fox senior VP, scheduling, who sat in for John Matoian, president of Fox Entertainment, said the network has benefited from showing patience in its programming. He cited as an example *Party of Five*, which suffered from low ratings in its first season last year but recently has seen its numbers rise; recently it was voted outstanding drama at the Golden Globe Awards. ■

CBS generals rally troops

Affiliates upbeat over prospects under new management; pledge to fight spectrum auctions

By Steve McClellan

At a meeting in Las Vegas over the weekend (Jan. 20-21), CBS affiliates unanimously agreed to commit airtime to editorialize and to run spots in an NAB-led consumer awareness campaign to defeat Senator Bob Dole's initiative to force broadcasters to pay for spectrum.

Other news from the two-day CBS affiliates meeting on the eve of NATPE: *60 Minutes* will produce year-round after years of taking a summer hiatus. It is gearing up to meet a new head-to-head challenge from *Dateline NBC*, which will add a fourth night opposite *60 Minutes* at 7 p.m. Sunday next fall. In addition, *60 Minutes* plans to be more topical than is the current format.

CBS's news division also is planning

more prime time specials, including one on the New Hampshire primary that will air in February. Affiliate sources say changes will be coming soon to *CBS This Morning*, the beleaguered morning news show. The changes are not yet complete, but sources say they likely will involve greater input in the show by the affiliates.

The meeting was different from most other CBS affiliate meetings during the past several years—there was nary a complaining or quarrelsome station manager in sight.

That's surprising, given the current status of the network, which is a distant third in prime time (fourth in some key demographics) and third in the early morning and evening news.

But it also speaks volumes about the affiliates' feelings toward new CBS

CBS send-off

Tony Malara and CBS parted company with a bang Sunday night at a standing-room-only roast at the Mirage Hotel. The longtime network executive, most recently president, affiliate relations, entered the ballroom with typical flamboyance, with a Las Vegas showgirl on each arm. The emcee was Peter Lund, president of CBS Inc., who started the bittersweet evening by saying: "I assure you, this is a celebration."

Phil Jones of Meredith Corp., Des Moines, Iowa, a former CBS affiliates chief and now chairman of the National Association of Broadcasters, had perhaps the night's best line when he recalled how Malara had advised Larry Tisch: "Go ahead, Larry, reduce the compensation. Where are [the affiliates] going to go?" Jones's next best line: how Malara advised Eric Ober, former CBS News chief, to pair Connie Chung with Dan Rather. The evening's highlight was a tape review of the Malara career, from Watertown, N.Y., to his network eminence, narrated by Mike Wallace in *60 Minutes* style.

Among the showstoppers: an appearance by Toby Malara, the honoree's son and an about-to-be lawyer, and a satirical number by *Taxi* and *Evening Shade* star Marilu Henner. Malara, who ends his 17-year association with CBS this month, said, "This is not the end of anything.... We will all meet again.... I just hope the next gig will have more laughs than the last three years.... As we say in the business, stay tuned."

—DW



Tony Malara and friends in Las Vegas

owner Westinghouse Electric's initial moves to get things back on track, including selling recent acquisitions to reduce debt, putting Peter Lund in charge of CBS and guaranteeing him the resources needed to do the job.

Much of the meeting was aimed at rallying the troops, and Westinghouse Chairman Michael Jordan led the cheering with a Sunday luncheon address that inspired the rank-and-file station managers. "It was great to hear from the top man that the plan is to be number one again and that he'll commit the resources to getting the job done," said one affiliate. "There is a

sense that we can and will come back."

Indeed, affiliates see Westinghouse as the great liberator—"they've taken the handcuffs off" as one affiliate put it—from investor Larry Tisch, whom affiliates still love to beat up on, figuratively. "He's the reason we're in this fix," groused one affiliate, who believes the network will see better days under the new owners. "That, and really bad programming."

"The energy at this meeting was incredible," said Ralph Gabbard, chairman of the CBS affiliate advisory board, who has never been shy about criticizing the network. "I've been cynical

about the past management, but I really believe these guys have the resources and talent to get the job done."

"The biggest issue is spectrum," said Gabbard. "We're going to rock the boat and get the message to the public about what they'll be losing" if spectrum auctions take place.

CBS Sports President Dave Kenin said the division was committed to getting back the rights to the "crown jewels" of sports programming, such as the NFL. CBS also is talking to a group headed by New York businessman Howard Milstein that wants to create a football league to compete with the NFL. ■

Fox pushes news, blasts Nielsen

Network tells affiliates it expects a news commitment from them; threatens legal action if ratings don't improve

By Steve Coe

Fox heaped praise, money and some not-so-subtle advice on its affiliates during the network's winter affiliates meeting Sunday (Jan. 21) in Las Vegas.

The money came by way of Margaret Loesch, president, Fox Children's Network, who passed out some \$15 million as part of the network's cooperative with stations for its kids programming.

Mixed with the upbeat and congratulatory tone of the meeting—for Fox's ratings performance and sports acquisitions—was the message that Fox officials expect stations to step up just as they say the network has done.

"We need your commitment to take the necessary steps to be leaders in your respective markets by investing in news, strong off-network shows and aggressive marketing and promotion campaigns," said Chase Carey, chairman/CEO, Fox Television. "We're starting to make some measurable progress in certain affiliate markets...and the potential is there for each of you to win in your markets, but for many of you it requires that you deal with your specific shortcomings aggressively and soon."

Despite the network's start-and-stop track record regarding news, Fox said that it intends to have a news presence in each market by any means necessary. Joe Peyronnin, Fox News president, said that if an affiliate does not have a news service, the network will look to other stations in the market to

set up a news cooperative. However, he didn't say that the network would look to change affiliations for lack of news.

Repeating an oft-heard theme at Fox meetings, Carey blasted Nielsen and took the network's position a step further by saying that Fox will consider any avenues available, including legal options, to force the ratings company to change the way it measures viewership: "We must deal with one of our industry's real failures: the Nielsen rating service. Put quite simply, the service Nielsen is providing to you as stations and us as a network is unprofessional and unacceptable." He cited several examples from the November ratings book to illustrate his complaints, including the numbers for an NBC NFL game in Greenville, N.C., that Nielsen said scored a 13 household rating and an 89 rating among adults 18-34. "The ratings book was so fraught with errors that they had to pull it back and publish an entirely new book.

"Like it or not, Nielsen has a fiduciary responsibility to provide a professional service, and we will go to war if we have to," he said. "I have instructed our legal counsel to pursue any legal recourse necessary against Nielsen to get them to perform." He added that Fox would work with the other networks in looking at alternatives to Nielsen. To heavy applause, he said: "Nielsen is the only organization I've ever dealt with that makes our federal government look like a smooth and responsive operation."

Preston Padden, president, network



Murdoch champions 'our need to make the transition to digital.'

distribution, Fox Broadcasting Co., also told affiliates that the network has decided to negotiate retransmission consent deals only for the Fox owned-and-operated stations rather than seek a collective bargaining deal that would include all of its affiliates. "Each Fox affiliate will be free to use the strength of Fox programming to engage in its own negotiations and make its own deal subject only to two limitations," he said.

Padden said stations will follow the "home market station goes first" policy, which gives affiliates exclusive retransmission rights within their DMA to make those deals first. "Of course you will also be free to negotiate retransmission agreements...outside of your DMA after the home market Fox

affiliate in that DMA has concluded its negotiations." He also said that affiliate deals must expire on May 31, 1999, "the same end date in our existing collective bargaining arrangements with the cable MSOs."

Rupert Murdoch, News Corp. chair-

man/CEO, kicked off the gathering by saying that "anyone who cares about free over-the-air television and the American viewers who rely on free television must champion our need to make the transition to digital so that we can stay competitive with the various

pay television media." He noted that satellite competitors like PrimeStar, Hughes and Hubbard "have all begun satellite broadcasting in digital, and later this year, cable and telephone industries will begin deployment of digital television systems." ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Jan. 8-14

Week 18	abc	CBS	NBC	FOX	U/P/N
	10.1/16	12.2/19	11.1/17	8.1/12	4.5/7
MONDAY	8:00 32. ABC Monday Night Movie—Kiss and Tell 11.1/17	11. The Nanny 13.2/20 30. Can't Hurry Lv 11.2/17 24. Murphy Brown 12.0/18 47. High Society 10.0/15	54. Fresh Prince 9.4/14 59. In the House 9.0/13 24. NBC Monday Night Movie—Moment of Truth 12.0/19	56. Melrose Place 9.2/14 73. Ned and Stacey 7.6/11 82. Partners 6.2/9	84. Star Trek: Voyager 5.9/9 95. Nowhere Man 3.0/4
	64. Murder One 8.3/14	11. Chicago Hope 13.2/22			
TUESDAY	13.4/20 20. Roseanne 12.5/19 52. Hudson Street 9.6/14 6. Home Imprvmt 16.2/24 26. Champs 11.7/17 9. NYPD Blue 15.1/24	10.1/15 70. John Grisham's The Client 7.9/12 30. CBS Tuesday Movie—A Promise to Carolyn 11.2/17	12.8/20 23. Wings 12.1/18 8. 3rd Rock fr/Sun 15.2/23 10. Frasier 14.1/21 21. J Larroquette 12.4/18 29. Dateline NBC 11.6/19	9.9/15 49. Rock & Roll Skating Championship 9.9/15	3.0/5 95. Rainbow Drive 3.0/5
WEDNESDAY	11.5/18 40. Ellen 10.6/17 32. Drew Carey 11.1/17 14. Grace Under Fire 13.1/20 35. Naked Truth 10.8/17 26. PrimeTime Live 11.7/20	7.2/12 64. Dave's World 8.3/13 73. Bless This House 7.6/12 68. Matt Waters 8.0/12 86. American Gothic 5.7/10	11.3/18 61. National Geographic Special 8.6/14 21. Dateline NBC 12.4/19 16. Law & Order 12.9/22	9.0/14 40. Beverly Hills, 90210 10.6/17 75. Party of Five 7.5/12	3.1/5 92. Sister, Sister 3.4/5 92. The Parent 'Hood 3.4/5 94. The Wayans Bros. 3.1/5 97. Unhap Ever After 2.5/4
THURSDAY	9.6/15 40. America's Funniest Videos Special 10.6/16 57. ABC Thursday Night Movie—The Man Next Door 9.1/14	8.0/12 53. Murder, She Wrote 9.5/14 63. Walker, Texas Ranger 8.4/12 83. CBS Reports: Gulf War +5 6.1/10	19.0/29 1. Friends 20.8/31 5. The Single Guy 16.8/25 2. Seinfeld 20.1/29 4. Mad About You 17.8/26 3. ER 19.3/31	6.8/10 78. Living Single 6.6/10 81. The Crew 6.4/9 77. New York Undercover 7.1/10	
FRIDAY	11.1/19 35. Family Matters 10.8/19 40. Boy Meets Wld 10.6/18 44. Step by Step 10.5/17 54. Hangin' w/Mr C 9.4/15 19. 20/20 12.7/22	8.6/15 67. Due South 8.2/14 49. Diagnosis Murder 9.9/16 75. Picket Fences 7.5/13	10.3/17 46. Unsolved Mysteries 10.2/17 35. Dateline NBC 10.8/18 51. Homicide: Life on the Street 9.8/17	7.2/12 85. Strange Luck 5.8/10 61. The X-Files 8.6/14	
SATURDAY	9.7/17 72. Jeff Foxworthy 7.7/14 71. Maybe This Time 7.8/13 39. Wide World of Sports: State Farm U.S. Figureskating 10.7/18	12.5/22 32. Dr. Quinn, Medicine Woman 11.1/19 11. Touched by an Angel 13.2/23 14. Walker, Texas Ranger 13.1/23	6.2/11 79. JAG 6.5/11 88. Hope & Gloria 5.4/9 86. Home Court 5.7/10 79. Sisters 6.5/11	4.2/7 89. NHL All-Star Game 4.1/7	
SUNDAY	11.4/18 35. Am Fun Hm Vid 10.8/18 18. Am Fun Hm Vid 12.8/21 45. Lois & Clark 10.3/16 26. ABC Sunday Night Movie—Innocent Victims 11.7/18	11.2/18 7. 60 Minutes 15.6/26 60. Cybill 8.9/14 47. CBS Sunday Movie—Lethal Weapon 2 10.0/16	10.7/17 89. Up for the Golden Globe 4.1/7 16. The Golden Globe Awards 12.9/20	8.2/13 68. Fox Movie Special—Coneheads 8.0/13 57. The Simpsons 9.1/14 64. Married w/Chld 8.3/13	3.1/5 99. Pinky & the Brain 1.9/3 98. Sister, Sister 2.1/3 91. Savannah 3.6/6
WEEK AVG	11.0/18	10.0/16	11.6/18	7.4/12	UPN: 3.7/6; WB: 3.1/5
STD AVG	11.3/19	9.6/16	11.7/19	7.5/12	UPN: 3.0/5; WB: 2.4/4

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

Elkin looking to buy back TV stations

By Elizabeth Rathbun

Jason Elkin, who sold his eight New Vision Television stations to Bert Ellis in November 1994, reportedly will make a run at buying them back.

Ellis has said he is exploring his options for Ellis Communications Inc., which may include selling its 15 TV and two radio stations (BROADCASTING & CABLE, Jan. 22). Of the 15 TVs, he bought eight from Elkin for \$230 million, more than twice what Elkin paid for the group in 1993. The stations are KOLD-TV Tucson, Ariz.; WSAV-TV Savannah, Ga.; WJTV-TV Jackson and WHLT-TV Hattiesburg, Miss.; WECT-TV Wilmington, N.C.; KSFY-TV Sioux Falls, S.D., and two satellite stations in South Dakota.

After selling the stations to Ellis in November 1994, Elkin said the resulting company, New Vision Television II, intended to own "no more than three" network affiliates in markets 25-50.

But Elkin finalized no deals for new TV stations until last week during the

Changing Hands

NATPE convention in Las Vegas, sources say. Elkin then bought Fox affiliate WFXP-TV (formerly WETG) Erie, Pa. (ch. 66), for \$5 million (see "Changing Hands") from Erie Broadcasting Inc., sources say.

Elkin intended to buy a second station in Erie, NBC affiliate WICU-TV (ch. 12), for \$11 million plus stock from Lamb Enterprises, sources say. The station would have created a UHF-VHF duopoly in Erie, but that deal apparently has been derailed by Congress's failure to agree on a telecommunications bill. The House version of the bill would allow such duopolies.

So Elkin has arranged to immediately resell WICU-TV to an unnamed station-acquisition company for \$13.9 million, sources say.

Also at NATPE, Elkin reportedly was meeting with investment bankers in a search for funding to make a bid for his former New Vision stations.

Elkin declined comment on the specifics, but says he plans to have 12 TV station deals closed or under contract by the end of the year.

GM wins station from Christian Network

A federal judge has blocked the \$2.5 million sale of WHKE-TV ch. 55 Kenosha/Milwaukee, Wis., to Lowell Paxson-backed Christian Network.

District Court Judge Myron L. Gordon on Jan. 10 ruled that the network and would-be seller LeSea Broadcasting Inc. had crafted a purchase agreement that circumvented station general manager John R. Miller's right of first refusal for WHKE. Gordon "permanently enjoined [LeSea] from consummating the sale" and ordered that the station be sold to Miller.

"It's the classic story of David versus Goliath, and once again David prevailed," Miller told the *Kenosha News*.

LeSea was given 30 days to appeal the ruling. ■

CRESCENT COMMUNICATIONS

has acquired

KOLT-FM

Santa Fe/Albuquerque, New Mexico

from the

BRAIKER FAMILY TRUST

for

\$1,375,000

The undersigned acted as exclusive broker in this transaction and assisted in the negotiations.



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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 □ \$12,940,010 □ 3
Combos □ \$36,582,725 □ 6
FMs □ \$22,025,000 □ 3
AMs □ \$250,000 □ 1
Total □ \$72,447,735 □ 15

So far in 1995:

TVs □ \$98,185,010 □ 7
Combos □ \$86,963,225 □ 12
FMs □ \$61,406,010 □ 11
AMs □ \$637,999 □ 6
Total □ \$247,850,245 □ 38

TV

KAYU-TV Spokane, Wash.

Price: \$6.44 million (\$3.6 million in subordinated promissory notes; \$2,398,222 for stock; \$441,778 for Class A LP interests)

Buyer: Alta Subordinated Debt Partners III LP, Boston; is buying KMVU-TV Medford, Ore.; has interest in KJR-AM-

FM Seattle. Alta's general partner is Alta Subordinated Debt Management Partners III LP (Craig L. Burr, founding general partner). Burr owns 29.5% of WBMQ(AM)-WIXV(FM) Savannah, Ga., and 8.33% of WVVE(FM) Mystic, Conn. Alta Subordinated Debt Partners is a shareholder of OmniAmerica Communications Inc., managing general partner of OmniAmerica.

Seller: Brian W. Brady, Okemos, Mich.; president of KAYU-TV owner Northwest Broadcasting Inc. Northwest also is general partner of owner of KMVU.

Facilities: Ch. 28, 1,200 kw visual, 240 kw aural, ant. 2,000 ft.

Affiliation: Fox

Broker: Amsterdam Pacific

WFXP(TV) (formerly WETG) Erie, Pa.

Price: \$5 million

Buyer: Jason Elkin, Atlanta; no other broadcast interests

Seller: Erie Broadcasting Inc., Erie (James Keim, president)

Facilities: ch. 66; 35.5 kw visual, 3.6 kw aural, ant. 886 ft.

Affiliation: Fox

WGSE(TV) Myrtle Beach/Florence, S.C.

Price: \$1,500,010

Buyer: JME Media Inc., Durham, N.C. (James McGregor Everett, president/owner); no other broadcast interests

Seller: Carolina Christian Broadcasting Inc., Greenville, S.C. (James H. Thompson, president); owns LPTV stations in Hendersonville and Florence, S.C. Thompson owns 20% of Dove Broadcasting Inc., which owns 49% of WQHB(TV) Sumter, S.C.

Facilities: Ch. 43, 154 kw, ant. 630 ft.

Affiliation: WB Network

Broker: Broomall Enterprises Inc.

COMBOS

WDFN(AM)-WWW-FM Detroit

Price: \$30 million (option to purchase contingent on Chancellor Broadcasting Co.'s acquisition of Shamrock Broadcasting Inc., current owner of stations)

Buyer: Evergreen Media Corp., Irving, Tex. (Scott Ginsburg, chairman/CEO); owns WKQI(FM), WNIC(FM) and WDOZ(AM) (formerly WMTG), all Detroit; KKB(TV) Los Angeles; KIOI(FM) and KMEL(FM) San Francisco; WCVG(AM) Miami; WMVP(AM)-WLUP-FM, WRCX(FM), WVAZ(FM) and WEJM-AM-FM, all Chicago; WJMN(FM) Boston and WXKS-AM-FM Medford, Mass./Boston; WYNY(FM) New York; WPEG(FM) and WBAV-AM-FM Charlotte, N.C.; KTRH(AM)-KLOL(FM) Houston; KSKY(AM) Dallas, and WTOP(AM)-WASH(FM) Washington; is

buying WKLB-FM Framingham, Mass./Boston, and Pyramid Communications Inc.'s WNUA-FM Chicago; WXKS-AM-FM and WJMN-FM Boston; WHTT-AM-FM and WBUF-FM Buffalo, N.Y.; WRFX(AM) (formerly WAQS)-WRFX-FM and WEDJ-FM (formerly WAQQ-FM) Charlotte, N.C., and WYXR-FM and WJZZ-FM Philadelphia.

Seller: Chancellor Broadcasting Co., Dallas (Steve Dinetz, president/CEO); owns KFBK(AM)-KGBY-FM and KHYL-FM Sacramento, Calif.; KMEN(AM)-KGGI-FM San Bernardino/Riverside, Calif.; WOCL-FM De Land/Orlando, Fla.; KDWB-FM, KTCZ-FM and KTCJ(AM) Minneapolis; WALK-AM-FM Patchogue/Long Island, N.Y., and WUBE-AM-FM and WYGY-FM Cincinnati; is buying Shamrock's KMEL-FM Chandler/Phoenix, Ariz.; KLAC(AM)-KZLA-FM Los Angeles; KABL-AM and KNEW(AM) Oakland, Calif./San Francisco; KBGG-FM and KSAN-FM San Francisco; KXKL-AM-FM Denver and KZDG(FM) Greeley/Denver, Colo.; WFOV-FM Gainesville/Atlanta, Ga.; KFAN(AM)-KEEY-FM St. Paul/Minneapolis; WHTZ-FM Newark, N.J./New York, and WWSW-AM-FM Pittsburgh. KTBZ(FM) Lake Jackson, Tex./Houston is being sold under same conditions as

WDFN(AM)-WWW-FM.

Facilities: AM: 1130 khz, 50 kw day, 10 kw night; FM: 106.7 mhz, 61 kw, ant. 510 ft.

Formats: Both country

Broker: Star Media Group Inc.

KTMS(AM)-KHTY(FM) Santa Barbara, Calif.

Price: \$2 million

Buyer: Engles Enterprises Inc., Beverly Hills, Calif. (Steven B. Engles, president/owner); owns no other broadcast interests

Seller: Atmor Properties Inc., Arlington, Va. (Lee W. Shubert, president); owns KMBY(AM) Capitola, Calif.; WSTL(AM) South Glens Falls and WENU(FM) Hudson Falls, N.Y., and WRIE(AM)-WXKC(FM) Erie, Pa. Shubert owns WDUK(AM)-WFXC(FM) Durham, N.C., and is trustee of WSOY-AM-FM Decatur, Ill.; WYNG-FM Evansville, Ind.; WRNS-AM-FM Kinston, N.C.; WYAV(FM) Conway, S.C., and KLLL-AM-FM Lubbock, Tex.

Facilities: AM: 1250 khz, 2.5 kw day, 1 kw night; FM: 97.5 mhz, 17.5 kw, ant. 2,920 ft.

Formats: AM: news, talk; FM: CHR

Broker: Exline Co.

KBUR(AM)-KGRS(FM) Burlington, Iowa

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Independent Top 20 FL Market \$11 million

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Price: \$1,560,725 (mostly for stock)
Buyer: John M. Weir, Oquawka, Ill.
Seller: James M. and Mary J. Liven-
 good (joint tenants/58.84% owners),
 Burlington
Facilities: AM: 1490 khz, 1 kw; FM:
 107.3 mhz, 100 kw, ant. 429 ft.
Formats: Both adult contemporary

**WGIR-AM-FM Manchester, N.H.,
 WEZF(FM) Burlington, Vt., and WTAG
 (AM)-WSRS(FM) Worcester, Mass.**

Price: \$1.386 million (\$846,000 for
 WGIR-AM-FM and WEZF; \$540,000 for
 WTAG-WSRS)
Buyer: Brothers Randolph H. Knight,
 St. Thomas, V.I.; Robert A. Knight,
 Weston, Mass., and N. Scott Knight,
 Wellesley, Mass. (sons of seller;
 each will own 16% after sale). Ran-
 dolph H. Knight is vice chairman/
 16% owner, Robert A. Knight is
 senior VP/16% owner and N. Scott
 Knight is president/16% owner of
 Knight Communications Corp., which
 owns WTMN(AM)-WHEB(FM) Ports-
 mouth, N.H., and WCQL-FM York Cen-
 ter, Me. Knights also each own
 33.3% of company buying WVMJ(AM)
 Charlotte Amalie, V.I.
Seller: Norman Knight, Weston,
 Mass. (54.8% owner before sale/
 26% owner after sale)
Facilities: WGIR(AM): 610 khz, 5 kw
 day, 1 kw night; WGIR-FM: 101.1 mhz,
 11.5 kw, ant. 1,027 ft.; WEZF: 92.9
 mhz, 46 kw, ant. 2,703 ft.; WTAG: 580
 khz, 5 kw; WSRS: 96.1 mhz, 14 kw,
 ant. 863 ft.
Formats: WGIR(AM): news/talk, sports;
 WGIR-FM: AOR; WEZF: adult con-
 temporary; WTAG: adult contemporary,
 talk; WSRS: soft adult contemporary

WERK-AM-FM Muncie, Ind.

Price: \$846,000
Buyer: Brewer Broadcasting of
 Muncie LLC (James L. Brewer, presi-
 dent). Brewer is principal in compa-
 nies that own WTOT(AM)-WJAQ-FM Mar-

iana, Fla.; WHON(AM)-WQLK-FM Rich-
 mond and WTCJ(AM) Tell City, Ind.,
 and WJTT-FM Chattanooga, Tenn.
Seller: American Home Town Radio
 Inc., Muncie (Chris Caggiano, presi-
 dent); no other broadcast interests
Facilities: AM: 990 khz, 250 w day, 2
 w night; FM: 104.9 mhz, 3 kw
Formats: AM: oldies, contemporary
 Christian, talk; FM: oldies
Broker: William R. Rice Co.

**WABY(AM) Albany-WEMX(FM) Rave-
 na/Albany, N.Y.**

Price: \$790,000 (\$590,000 for FM;
 \$200,000 for AM)
Buyer: DOT Communications Inc.,
 Clifton Park, N.Y. (co-owners William
 P. Hunt, VP, and Paul N. Bendat,
 CEO). Bendat also is president/50%
 owner of FM.
Seller: WABY: Bendat Communica-
 tions and Broadcasting Inc.,
 Schenectady, N.Y. (Paul N. Bendat,
 president/50% owner); owns WKLI
 (FM) Albany and is selling WUTQ(AM)-
 WOUR(FM) Utica, N.Y. WEMX: WRAV
 Inc. (debtor-in-possession; Jeffrey
 M. Busch, president), Fort Lee, N.J.
Facilities: AM: 1400 khz, 1 kw; FM:
 94.5 mhz, 3 kw, ant. 328 ft.
Formats: AM: MOR; FM: adult con-
 temporary

RADIO: FM

WITL-FM Lansing, Mich.

Price: \$16.2 million
Buyer: Liggett Broadcast Inc., Lan-
 sing (Robert G. Liggett Jr., chair-
 man); owns WALM(AM) Albion, WJIM-
 AM-FM Lansing; WHNN(FM) Bay City,
 and WFMK(FM) East Lansing, all Mich.
Seller: MSP Communications Inc.,
 Northfield, Ill. (Jackson W. Smart Jr.,
 chairman/CEO); owns WITL(AM) and
 is buying WVFN(AM)-WVIC-FM Lansing.
Facilities: 100.7 mhz, 26.5 kw, ant.
 640 ft.
Format: Country

KGFT(FM) Pueblo, Colo.

Price: \$3 million cash
Buyer: Salem Communications Corp.,
 Camarillo, Calif. (Edward G. Atsinger
 III, president/50% owner/also presi-
 dent of seller); also owns KFIA(AM)
 Carmichael, KGER(AM) Long Beach,
 KDAR(FM) Oxnard, KPRZ(AM) Poway/
 San Marcos, KAVC(FM) Rosamond and
 KKLA(AM) San Bernardino, all Calif.;
 KRKS(AM) Denver-KRKS(FM) Boulder,
 Colo.; WYLL(FM) Des Plaines, Ill.;
 WEZE(AM) Boston; WWDJ (AM) Hacken-
 sack, N.J.; WMCA(AM) New York;
 WTJY(FM) Johnstown and WRFD(AM)
 Worthington/Columbus, Ohio;
 KDBX(FM) Banks and KPQD-AM-FM Port-
 land, Ore.; WFIL(AM) and WZZD (AM)
 Philadelphia; WPIT(AM)-WORD(FM) Pitts-
 burgh; KKHT(FM) Conroe, KENR(AM)
 Houston and KSLR(AM) San Antonio, all
 Tex.; KGNW (AM) Burien, Wash./Seattle
 and KLFE (AM) Seattle, and 15% of
 WAVA(FM) Arlington, Va./Washington;
 is buying KNUS (AM) Denver and
 KGBS(AM) Dallas. Atsinger is 50%
 owner of seller

Seller: Falcon Media Inc., Camarillo
 (Edward G. Atsinger III, president).
 Atsinger is 50% owner of station
 being sold and is 50% owner of KFAX
 (AM) San Francisco and KKLA(FM) Los
 Angeles, is buying KIKX-FM Manitou
 Springs, and has interest in WAVA.
Facilities: 100.7 mhz, 13.5 kw, ant.
 2,086 ft.

Format: Contemporary Christian

KIKX-FM Manitou Springs, Colo.

Price: \$2.825 million
Buyer: Bison Media Inc. c/o Salem
 Communications Corp., Camarillo,
 Calif. (Edward G. Atsinger III, presi-
 dent/owner); for Salem's assets, see
 item above
Seller: Wiskes/Abaris Communica-
 tions KIIQ Partnership, Colorado
 Springs, Colo. (John P. Higgins and
 Don J. Wiskes, general partners).
 Higgins and Wiskes own KQIZ-FM
 Amarillo, Tex.
Facilities: 102.7 mhz, 100 kw, ant.
 2,000 ft.
Format: Country
Broker: McCoy Broadcast Brokerage
 Inc.

RADIO: AM

WPYB(AM) Benson, N.C.

Price: \$250,000
Buyer: Benson-Dunn Broadcasting
 Inc., Benson (co-owners Jasper
 Leon Tart, president; Mable Sue
 Tart, secretary)
Seller: Benson Broadcasting Co. Inc.,
 Benson (Bobby Ray Johnson, presi-
 dent); no other broadcast interests
Facilities: 1130 khz, 1 kw day
Format: C&W, gospel ■

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Telcom delay casts chill over station deals

But it's business as usual for aggressive buyers

Radio

By Donna Petrozzello

As broadcasters and industry analysts await action on the telecommunications-reform bill, radio station brokers say the delay has stifled dealmaking.

"There is a lot of talking, but nothing is happening," says broker Michael Bergner of Bergner & Co. "There are a lot of deals in limbo. Those people selling stations don't want to move prematurely."

"If you are doing any deals related to deregulation, things are on hold," says station broker Gary Stevens.

The bill, now being considered by a congressional conference committee, would liberalize radio ownership rules by allowing groups to own up to eight stations in a market of at least 45 commercial stations, but no more than five stations on a single band. In markets of 30-44 stations, a group could own up to seven stations, with a maximum four on a single band.

In smaller markets of 15-29 commercial stations, a group could own a total six stations, with only four on a single band. And in the smallest markets with fewer than 15 stations, a group could own five stations, with a maximum three on a single band, provided that no single company owns more than half of the market's signals.

Debate by FCC commissioners and the ongoing concerns of Senate Majority Leader Bob Dole (R-Kan.) over the allocation of digital spectrum have slowed the voting process and, consequently, station trading.

"[The delay] has put a chill on the whole process," says Media Venture Partners' broker Charles Giddens. He says the debate that has followed Dole's remark that broadcasters should pay for digital spectrum "has thrown a damp blanket over things."

However, Giddens and some other brokers say deals not contingent on deregulation are moving along as

planned. For example, Giddens says there "is a lot of activity" in dealmaking for stations once held by Park Communications that were put on the selling block last year.

Most radio broadcasters contend that the liberalized rules being considered would be a vast improvement over current restrictions that limit groups to owning a total 40 stations nationwide—up to 20 AM and 20 FM signals—and a maximum two AMs and two FMs in each local market.

Brokers are anxious for the anticipated flurry of station trading that deregulation likely will bring.

The "least aggressive" companies seem to be waiting until telcom reform is "chiseled in stone" before setting out on acquisitions.

—Jim Blackburn, media broker

Meanwhile, some of the "more aggressive" groups are doing business as usual, says media broker Jim Blackburn. "This hasn't changed the behavior of the aggressive buyers," Blackburn says of the impact of the delayed bill. "If I were a buyer, I'd be very busy now. In the largest markets, consolidation has begun. It's inexorable."

Some groups continue to forge deals in markets where they already own several stations, Blackburn says, bringing them close to—

or over—the current ownership limits. As a result, these groups will have an edge in station trading when the bill passes, Blackburn says.

Meanwhile, the "least aggressive" companies seem to be waiting until telcom reform is "chiseled in stone" before setting out on acquisitions, Blackburn says, adding that groups that hesitate to buy until the rules are intact will find themselves sellers, not buyers, in their markets as larger companies capitalize on deals the smaller groups pass up. ■

Arbitron, broadcasters meet on issue of Hispanic listeners

Although Arbitron officials say their fall survey showing a steep hike in audience shares for Los Angeles's Hispanic radio stations is accurate, they agreed to provide more information about future diaries turned in by Hispanic radio listeners to broadcasters.

A meeting among Arbitron executives, including president Steve Morris and representatives of every radio station in the Los Angeles metropolitan area last week, took place after broadcasters complained that Arbitron's exclusive use of bilingual interviewers for the fall survey caused the surge in Spanish listener shares.

KLOS(FM) General Manager Bill Sommers said that more households in the area were targeted as Hispanic by bilingual interviewers and that that inflated the number of Spanish-speaking respondents to Arbitron's last survey.

To correct what Sommers and other broadcasters describe as a "problem" in

their market, they have requested Arbitron interviewers to ask diary keepers detailed questions about their language preference. The broadcasters have also asked to see the comment pages from diaries returned by those targeted as Hispanic in the last survey, and they want Arbitron to determine how many calls to potential diary-keepers were completed in Spanish during last fall's survey, Sommers said.

Arbitron spokesman Thomas Mocarsky said the company will let broadcasters view the diary comment pages turned in by Hispanic households and that Arbitron will look into tracking the number of calls completed in Spanish. Mocarsky also said Arbitron will consider doing a "language enumeration study" of Los Angeles to determine the language preference of area citizens.

"We just want reliable statistics," said Sommers, who serves as a spokesman for the concerned Los

Angeles broadcasters. "Broadcasters are still unhappy that Arbitron can't tell us exactly how many diaries were returned from Spanish-speaking respondents. As customers, we want accountability."

Meanwhile, Mocarsky said audience shares for Spanish stations increased an average 13% in 10 other high-density Hispanic markets, according to Arbitron statistics.

In markets without a significant Hispanic population, Mocarsky said, Spanish stations gained an average 10% greater audience share. He also said that the audience share for most English-language stations in Los Angeles has remained steady or declined since summer 1994, while shares for most Spanish stations in the area have increased over the same time period.

—DP

1970s oldies appeal to masses, study says

Oldies from the 1970s may be the next mass-appeal music format, say researchers at Stratford Research and The Interep Radio Store.

According to Stratford's recent survey of 1,000 radio listeners, 1970s-era oldies are most popular with listeners ages 35-44 who are also fans of adult contemporary and classic rock formats. The survey concluded that "among those listeners with a primary interest in the 1970s, 100% said they listen often" to the '70s format.

Men and women, in roughly equal numbers, were fans of '70s oldies, Stratford concluded. Meanwhile, 57% of those listeners said they also listen often to classic rock formats, and 42% said they frequently listen to oldies for-

mates of other eras as well, Interep reported.

The first pioneers of the 1970s-era format were KCBS-FM Los Angeles—which broke CBS Radio's "All Rock and Roll Oldies" format which features 1970s and 1980s oldies—and WCOF(FM) St. Petersburg, Fla., in fall 1993. Interep researcher Marla Pirner says more than 100 stations nationwide have switched to the format.

"From its inception two years ago, the 1970s format received a tremendous amount of attention from both the radio industry and the advertising community," Pirner says. "Yet this discussion generally consisted of theories and opinions. We felt it was time to conduct an objective study."

—DP

R I D I N G G A I N

CBS update: Mason ousts Calarco

In the latest reshuffling of CBS Radio executives, newly named CBS Radio Station Group President Dan Mason says he temporarily will oversee the group's 21 owned-and-operated FM stations, replacing Rod Calarco, vice president, FM division. News of Calarco's planned Feb. 2 departure closely followed the appointment of Group W Radio executive Ed Goldman to replace CBS AM station division head Anna Mae Sokusky earlier this month. Calarco had served as VP of the FM division for 24 years. Before joining CBS, Calarco was general manager of WCBS-FM New York and KRQR(FM) San Francisco.

MetroTraffic reporter, pilot killed

MetroTraffic reporter James Endsley, 49, of Cleveland, was killed last Tuesday when the plane from which he was reporting crashed into a radio tower. Pilot James MacVeigh, 29, of Akron, also died in the crash. Endsley earlier this month celebrated his 10th anniversary with MetroTraffic. He spent most of those years reporting on Cleveland-area traffic. Metro officials say. About 18 months ago, news/talk wwve(AM) Cleveland hired Endsley, who used the on-air name Fred Wesley, as the station's

full-time traffic reporter. Endsley shared his reports with Metro's other Cleveland affiliates.

wwve General Manager Dennis Best estimates that the plane crashed shortly after Endsley filed his 7:40 a.m. report, because the reporter failed to file scheduled updates at 7:50 and 8 a.m. Without Endsley, Best says, wwve is using traffic reports from other Metro sources. Assisting Endsley's family and friends "has been our primary focus," Best says.

Kaelin hangs up mike

The fame surrounding O.J. Simpson—trial celebrity and burgeoning movie talent Kato Kaelin apparently has caused him to resign from his midday air shift at KLSX(FM) Los Angeles. After testifying in the Simpson trial, Kaelin joined KLSX in August 1995 to host a talk show as the station shifted from classic rock to a young talk format. Although he signed a two-year contract, Kaelin resigned last week to pursue "other opportunities," according to KLSX General Manager Bob Moore. "Doing the radio show five days a week was becoming difficult because of his other commitments," Moore says. "But he was good for us and got us a lot of publicity." Moore has signed former KROQ-FM Los Angeles *Lovelines* host Riki Rachtman to fill Kaelin's slot.

Comedy Central, United Stations unite for 1996

For at least one more year, Comedy Central and United Stations Radio Networks will continue to distribute programming to radio stations nationwide. Comedy Central Senior Vice President Art Bell and United Stations President/CEO Nick Verbitsky last week said the companies signed a one-year contract to develop radio programming based on Comedy Central shows for national distribution. The companies paired last year to create the Comedy Central Radio Network to distribute short-form shows.

Premiere announces stock offering

Premiere Radio Networks has registered with the Securities and Exchange Commission to sell 1.4 million shares of its Class A common stock. Roughly 140,000 shares will be sold by stockholders, and the remainder, some 1.2 million shares, will be sold by Premiere, company officials say.

Premiere could take in up to \$20.5 million from the sale of 1.2 million shares at an estimated \$16 per share. Premiere says net proceeds from the stock sale may be used to acquire "assets or businesses complementary to" the company's existing assets, and for general corporate purposes.—DP

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C³ to replace some networks' fare with kids shows

By Rich Brown

Rich Frank has a plan that could dramatically alter the relationship between cable networks and cable system operators.

Frank, chairman of Comcast Corp.'s C³ programing arm, says the MSO will take the unorthodox step of preempting some cable network programing and replacing it with original shows produced by C³. Frank, the syndication veteran who took over as C³ chairman/CEO last fall, expects to debut three hours of weekly children's programing within 18 months. The programing likely will include in-house C³ productions as well as programing by outside producers.

Cable networks historically have been protective of their time and reluctant to turn over portions of their schedules to

cable system operators. But Frank says it is about time that the relationship between cable networks and cable operators became more like the arrangement between broadcast networks and their affiliates.

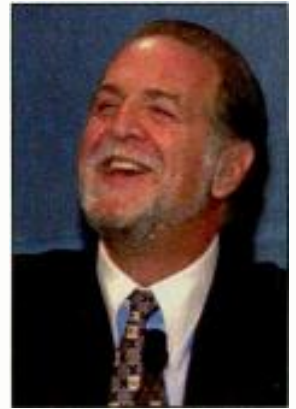
Nickelodeon, Disney Channel and USA Network are among the cable networks that could be partially preempted in favor of Comcast's kids programing, Frank says.

Comcast plans to take up the preemption matter with cable networks as their contracts with the cable operator come up for renewal.

Frank revealed the plan last week after a speech at the convention of the Association of Independent Television Stations Inc. in Las Vegas. During the speech, he called on television stations to program more responsibly. He did not specify that C³'s kids

programing would be available to broadcast stations, although the C³ charter calls for the company to sell to all buyers.

"Because children watch you, your communities count on you," Frank told TV station executives. "Look at your schedules. Right now there's plenty of room to add children's programing each week. It's high time to give something back."



Frank says Comcast plans to preempt some cable network programing for original shows produced by its programing arm, C³.

Harrington heads MSNBC

Mark Harrington has been named vice president and general manager of MSNBC, the NBC-Microsoft joint-venture cable and online news service. He'll report



to NBC News President Andrew Lack. Harrington has been senior vice president, CBS New Media, since April 1994. Before

that he was vice president, Olympics, from 1989 to 1994, and earlier spent 15 years at CBS News, including stints as an Emmy-winning news producer and later as vice president, news broadcasts. Lack said Harrington had "the perfect balance of skills to lead the charge for MSNBC." —RB

Subscribers like a la carte, TCI test indicates

With set-top box in mind, company testing video-buying habits of viewers

By Jim McConville

When it comes to choosing cable programing services, Tele-Communications Inc. is finding that for cable subscribers, individual choice is better.

TCI's Mount Prospect, Ill., "Intelligent Television" cable trial, begun in May 1994, so far shows that subscribers would rather choose services a la carte than select a customized programing package.

The 60-channel cable trial, hooked to 1,320 homes in this Chicago suburb, aims to gain insight into subscriber buying habits before TCI rolls out a digital set-top cable service later this year.

"Our goal is to learn what it takes to get the [digital] set-top box in the home and what it takes to drive buy rates within each programing product

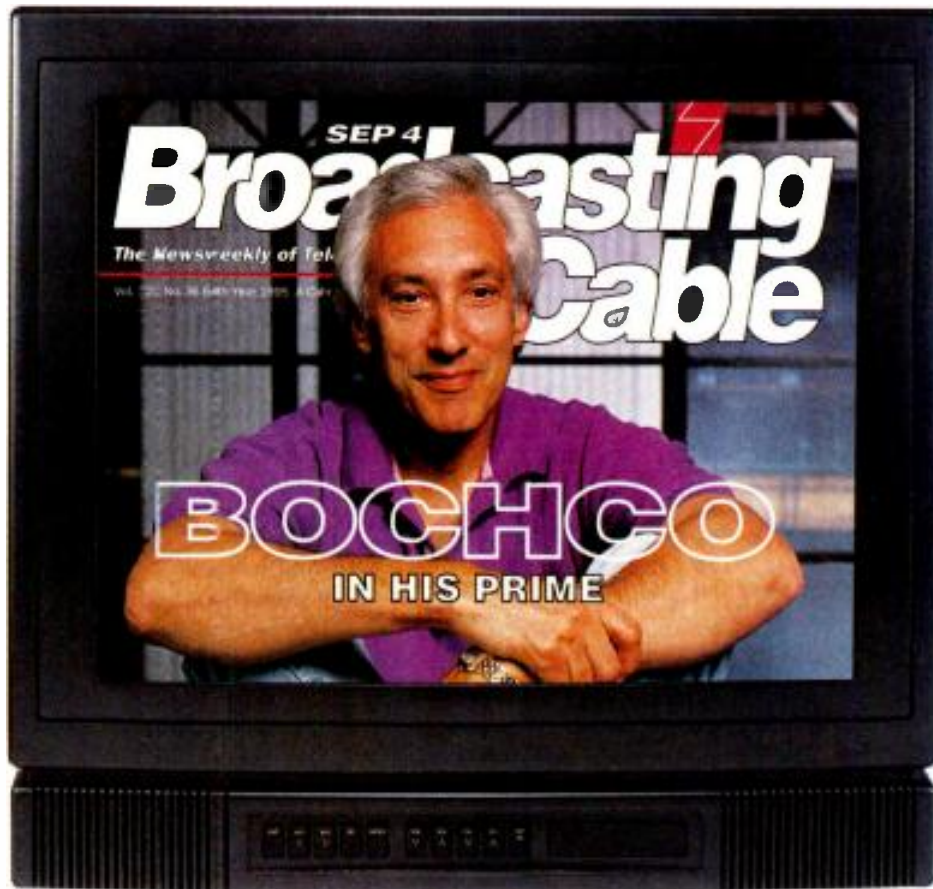
group," says Jim Mitchell, project manager, TCI of Illinois.

The Mount Prospect subscribers choose from a 22-channel a la carte menu to create customized packages, or order individual networks or pay-per-view movies from an on-screen menu. "There's very little that's predetermined for them," says Mitchell.

TCI's list of a la carte channels reads like a who's who of recently launched cable nets: The Learning Channel, Bravo, ESPN2, E! Entertainment Television, The Travel Channel, TV Japan, Cartoon Network, Jones Computer Network, TV Food Network, Home & Garden Network, The History Channel, Country Music Television, Turner Classic Movies and CNNfn (formerly CNN International).

Last Dec. 18, TCI added eight networks, expanding its a la carte menu to 22 channels. New nets are Classic

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Source: 1995 Cable Systems General Managers Readership Study

Sports, Golf Channel, Outdoor Life, Fit TV, Canal de Noticias, America's Talking, Independent Film Channel and Z Music.

The test also includes eight multiplex channels and 30 channels of near-video-on-demand movies.

PPV network Your Choice TV, which had occupied 24 channels, reduced its commitment to six channels last year, then dropped out altogether last July.

Twenty-one of the a la carte channels can be purchased for \$1.25 a month each, while TV Japan is offered a la carte for \$14.95. TCI program packages include any four channels for \$3.95; eight channels for \$6.85; 13 for \$8.95 or all 21 channels for \$9.95.

To date, cable subscribers have favored individual a la carte channels over clustered packages, Mitchell says. "So far there's a clear preference.... Individual channels have performed at a much better rate than any

package. And with packages, the smaller they are the better they perform."

Mitchell says that the preference for a la carte may be linked to the ordering process. "Part of that is due to the fact that [subscribers] can actually impulse-purchase individual channels through the TV; to order [a package] they have to call us on the phone."

TCI will find out whether subscribers are buying individual channels because "it's easier to buy them that way, or...because they really want just one or two channels."

The company hopes to get more detailed test data when its digital set-top boxes arrive later this year. "Once the digital set-top box becomes available and we can expand channel line-ups," Mitchell says, "we'll have a much better sense of how to package both near-video-on-demand movies and a la carte multiplex movie services."

Mitchell says that the test channels,

determined partly by which networks volunteered for the test, were chosen to give subscribers programming variety. "It was a matter of filling some gaps and types of programming that weren't there and finding the right partners that would be willing to participate."

TCI chose Mount Prospect because of its dual-cable capability. "It offered a second cable that went to every home; this area was originally built as dual-cable plant, and the second cable wasn't really being used for anything," he says. "It gives us a full 60 channels of capacity without having to make any real significant capital investment."

TCI this year plans to add non-cable subscribers to the Mount Prospect test. "In the past our efforts have always been on the existing cable homes," Mitchell says. "Now we're going to turn our attention to non-sub homes." ■



AT shows on the move

Two America's Talking shows, along with their producers, will migrate to sister network CNBC's weekday schedule during the next two weeks. The shows moving are *America After Hours* and *Politics with Chris Matthews*. *America After Hours*, a half-hour program of one-on-one interviews of TV and Hollywood personalities conducted by host Mike Jerrick, premieres tonight (Jan. 29) at 11. The show takes over the time slot of *Real Personal*, which CNBC dropped on Dec. 11, 1995. Senior producer Gail Frank makes the move with the show. *Politics with Chris Matthews* is a half-hour daily talk show with syndicated columnist Matthews. It is executive-produced by Glenn Meehan. The show, which will debut on Feb. 5 at 8 p.m., replaces *Tim Russert* (Monday/Tuesday), *Cal Thomas* (Wednesday/Thursday) and *Gerry Spence* (Friday), each of which will move to CNBC's weekend schedule as part of a network reshuffling announced two weeks ago. The shows will take permanent slots in the network's lineup, a CNBC spokeswoman says.

—RB

December 1995

\$23,125,000

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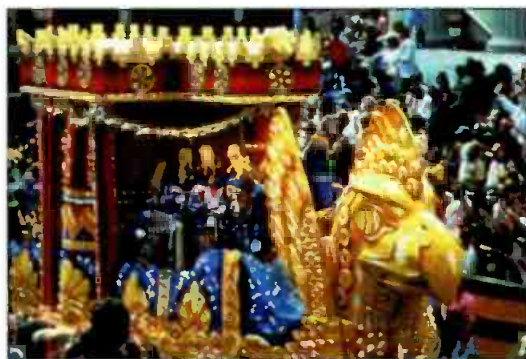
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Travel Channel joins Mardi Gras party

By Jim McConville

The Travel Channel is setting aside part of its daily programming schedule to march along with Mardi Gras in New Orleans. Travel Channel Mardi Gras coverage, which airs Feb. 15-25, will comprise 80 hours of programming, including five continuous hours of live coverage on Feb. 20, or "Fat Tuesday," the Mardi Gras finale. The live parade coverage, a cooperative effort with Fox affiliate WVUE-TV New Orleans, will air 11 a.m.-4 p.m. and will be hosted by comedian Elayne Boosler.

The cable network's Mardi Gras programming also will include the premiere of *Burt Wolf's Local Flavor: New Orleans*, an original special on the history of Mardi Gras; taped highlights from Carnival in Rio de Janeiro, and several features on New Orleans history, including *Mardi Gras: The World's Greatest Party*, a historical overview of the parade (Feb. 15 at 8 p.m. ET), and *Ghost of Stone*, about New Orleans' famous



Lafayette Cemetery No. 1 (9:30 that night).

The programming block also serves as a crosspromotional vehicle for the network's cable affiliates, says Dalton Delan, senior vice president, programming and production. Travel Channel affiliates this year received Mardi Gras promotional kits filled with parade masks and costume jewelry, along with custom newspaper ad slicks and an order form for requesting a 30-second Travel Channel spot.

Launched in 1987, The Travel Channel passes 19.3 million addressable cable households on approximately 1,300 systems, according to Nielsen Media Research. ■

FX boosts original programming

Quelling industry speculation that Fox's fX cable network is planning to push out originals in favor of sports and off-net programming, BROADCASTING & CABLE has learned that the network will announce three new original series by early this week. FX programming executive Rich Ross says the network expects to announce an in-house-produced spin-off of an existing series. The network also will announce its first game show and first reality series to be produced by as-yet-undisclosed West Coast-based outside producers. "Our original development is more active than ever," says Ross.

Adelphia signs up for infomercial channel

Adelphia Communications Corp. joins MSOs Cox Communications and Jones International as a partner in Production Information Network (PIN), a 24-hour cable infomercial channel. Terms of the partnership were not disclosed. So far, Adelphia has launched PIN on cable systems serving roughly one-third of its 1.6 million cable subscribers.

Showtime re-ups with 'Outer Limits'

Showtime Networks has picked up an additional two seasons (44 hours) of the sci-fi series *The Outer Limits* from producers MGM/Trilogy/Atlantis, the cable network said last week at the NAPTE convention. *The Outer Limits* is in its second season on Showtime and its first year in syndication.

Popcorn comes to Paterson

The Popcorn Channel has agreed to carry U.S. Cable's 23,000-subscriber Paterson, N.J.-based cable system starting Feb. 1. Besides local cable listings, the channel will display U.S. Cable of Paterson's pay-per-view movie listings and the system's logo on the local cable movie guide portion of the screen. The Popcorn Channel, launched Nov. 28, 1995, also features trailers of theatrical film releases.—JM

New lineup for Family



The Family Channel in April will debut a two-hour afternoon talk show as part of a planned revamp of the network's daily schedule.

Home & Family, starring Cristina Ferrare (left), is the first of several original series for women and kids that the network plans to eventually place in the 1-7 p.m. weekday block. The full lineup is expected to be in place by September, according to programming chief Tony Thomopoulos.

Home & Family each day will likely feature 12 segments on home and family issues, says Thomopoulos. The

show will be telecast live, 1-3 p.m. ET, from a house now under construction on the Universal Studios lot in Hollywood.

In addition to segments from the "house," roving correspondents and crews will report regularly from around the country on local and national stories. Home shopping elements also will be worked into the show, and viewer participation by call-ins, faxes and e-mail will be encouraged.

Executive producer of the new series is Woody Fraser, a veteran of *Good Morning America*, *That's Incredible* and *The Home Show*. Ferrare, also a veteran of *The Home Show*, is married to Thomopoulos. —RB

National Media buys PRTV

National Media Corp. will acquire TV infomercial producer Positive Response Television Inc. Terms of the agreement call for PRTV shareholders to receive approximately one-half share of National Media common stock for each share of PRTV common stock. PRTV shareholders then will own about 7% of National Media Corp.

The deal needs PRTV shareholder and regulatory approval. PRTV founder/chairman Mike Levey also created the "Amazing Discoveries" infomercials.

TBS walks on 'Wild' side

In the spirit of ABC's 1970s series *The American Sportsman*, the Turner Broadcasting System next fall will air *Wild! Life Adventures* on TBS. The monthly hour-long series, to be produced by Turner Original Productions, will feature first-person accounts of TV/film personalities who venture into the out-of-doors. Unlike ABC's popular *American Sportsman*, which celebrated famous personalities hunting fish and fowl, *Wild!* will take a softer bent with guests addressing environ-

mental issues. The show premieres on TBS in September and in syndication through Turner Programming Services.

Expanding one's Mind

Mind Extension University, a subsidiary of Jones Educational Networks, will launch a 13-part, monthly documentary series on the history of communication. *Communication: The Human Imperative* will start this month. Co-produced with the Library of Congress, *Communication* will be narrated by actor Michael Dorn. The series will explore the development of communication from storytelling to e-mail. The first hour-long program, "Freezing Time: Photography as Visual Archaeology," was to air last Saturday (Jan. 27) at 7 p.m. ET.

Irish channel eyes overseas cash

Boston-based cable network Celtic Vision is talking with British entrepreneur and head of Virgin Group Richard Branson about getting a fresh infusion of cash. Robert Matthews, Celtic Vision's chairman/CEO, says the company has had preliminary talks with

Branson as well as other investors about investing in the cable channel, which airs Irish-related programming.

Nashville Network adds series

The Nashville Network (TNN) will add two evening series to its lineup: syndicated CBS comedy *The Dukes of Hazard* and CMT Presents *Monday Night Concerts*, a weekly concert series featuring stars of country and contemporary music. TNN will begin airing episodes of *Dukes* on weekdays at 7 p.m. ET starting Feb. 5. *Monday Night Concerts*, to be hosted by Ricky Skaggs, will run each Monday at 8. It premieres April 8.

Media Battle of Bands

The third annual Media Battle of the Bands, a fund-raiser for New York City's "Meals on Wheels" foundation, will take place Feb. 8, 6-8 p.m., at New York's EXPO. The event features competition among rock, pop and soul groups made up of staff members from New York-based cable networks and advertising agencies. Advance tickets can be purchased for \$35 from City Meals-on-Wheels at (212) 687-1290.

Sundance Channel lifts off

The Sundance Channel, a 24-hour premium network to air independent films and documentaries, will premiere Feb. 29 at 8 p.m. ET. A co-venture of Showtime Networks and filmmaker-actor Robert Redford, the channel will air more than 50 film titles per month, 60% of them made by independent American filmmakers.

Spanish-language version of 'E! News Daily'

E! Entertainment Television will provide the program material for an original Spanish-language version of the network's entertainment news program. To be called *E! Television de Entretenimiento*, the show will debut March 6 on Multivision's cable channel MAS in Mexico. It will be produced in Los Angeles by ADELA Entertainment using material from E! news shows *E! News Daily* and *E! News Week in Review*. Multivision will serve as the Mexico-based partner in the co-production. Programming will consist of two original half-hours per week to air Tuesday and Thursday.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Jan. 15-21, 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.

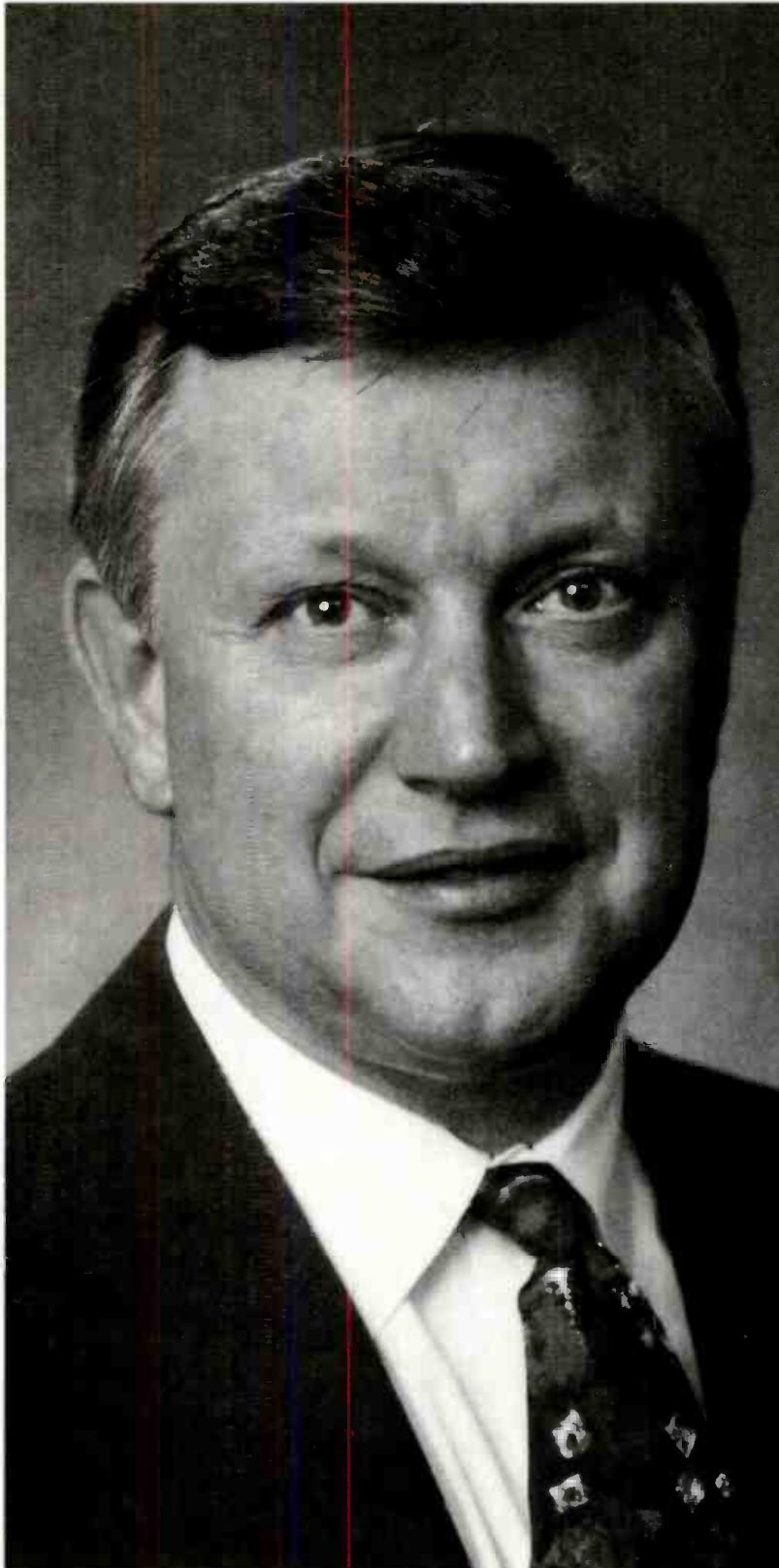
Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. Movie: 'Riders of the Purple Sage'	TNT	Sun 8:00p	4,263	6.4 4.4
2. Movie: 'Back to the Future, Part III'	USA	Sun 3:27p	3,369	5.0 3.5
3. Movie: 'Kindergarten Cop'	USA	Sat 7:00p	3,326	5.0 3.5
4. <i>Pride and Prejudice</i>	A&E	Tue 9:00p	2,931	4.6 3.1
5. Movie: 'Sophie and the Moonhanger'	LIFE	Mon 8:00p	2,835	4.4 3.0
6. <i>Pride and Prejudice</i>	A&E	Mon 9:00p	2,785	4.4 2.9
7. Movie: 'The Terminator'	USA	Sat 5:00p	2,648	3.9 2.8
8. Movie: 'Back to the Future, Part II'	USA	Sun 1:00p	2,541	3.8 2.6
9. Movie: 'Cobra'	TBS	Sun 5:05p	2,509	3.7 2.6
10. <i>Rugrats</i>	NICK	Sun 10:00a	2,397	3.7 2.5
11. <i>Rugrats</i>	NICK	Mon 6:30p	2,382	3.6 2.5
12. <i>Doug</i>	NICK	Mon 7:00p	2,366	3.6 2.5
13. <i>Rugrats</i>	NICK	Wed 6:30p	2,354	3.6 2.5
14. <i>Secret World of Alex Mack</i>	NICK	Sat 8:00p	2,341	3.6 2.4
15. <i>World Championship Wrestling</i>	TNT	Mon 8:58p	2,323	3.5 2.4

Following are the top five pay cable programs for the week of Jan. 15-21, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Shock Video 3</i>	HBO	Sat 10:00p	2,722	11.3 2.8
2. Movie: 'Nobody's Fool'	HBO	Sat 8:00p	2,487	10.3 2.6
3. <i>Shock Video 3</i>	HBO	Mon 11:00p	2,406	10.0 2.5
4. Movie: 'Widow's Kiss'	HBO	Sun 8:00p	2,296	9.5 2.4
5. Movie: 'Sexual Intent'	HBO	Fri 11:00p	1,881	7.8 2.0

Technology

January 29, 1996



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**Broadcasting
& Cable**

NBC signs Olympian deal with Panasonic

More than \$21 million in gear to be used in Atlanta

By Glen Dickson

NBC has signed a huge lease/purchase deal with Panasonic Broadcast to provide the bulk of the network's production gear for its coverage of the 1996 summer Olympic Games. Under the agreement, NBC will use Panasonic's D-3 and D-5 digital tape formats as the main recording medium for its Olympics facilities in Atlanta and New York.

The Panasonic gear is worth more than \$21 million, but exactly how much NBC will pay to use it was not disclosed. NBC's director of Olympics engineering, Dave Mazza, would not discuss the discount structure for equipment that NBC will purchase or the rental pricing for gear that the network will use solely for the games. He says NBC still is undecided about how much of the Olympics gear it will buy.

"As we approach the games, anybody in the NBC system has the opportunity to buy out the systems," says Mazza. "For example, we've already purchased 80 D-3 VTRs and we're leasing another 140 on top of that."



Panasonic Broadcast President Steve Bonica and NBC's executive vice president for technology, Michael J. Sherlock, seal the Olympics deal.

NBC has worked out similar flexible lease/purchase agreements with other Olympics suppliers, such as Quantel and Chyron, to handle its extensive Olympics equipment demands. "We only purchase what we have a home for," says Mazza.

For editing and recording, NBC will use 223 D-3 digital composite VTRs (140 of which will be the new, smaller AJ-D360 units); 31 AJ-D580 D-5 digital component VTRs; 16 LQ-D5500

re-recordable digital optical-disk recorders, and a handful of MII and S-VHS VTRs.

The D-5 machines will be used primarily for high-end graphics; NBC is now operating some D-5s in its New York graphics department. The digital optical-disk recorders will provide rapid access and quick playback

for graphic stills and moving clips, which Mazza says will be a vast improvement over using VTRs for those tasks. "If you need to find a clip, you can just dial to a different time-code address on disk, instead of frantically loading up cassettes."

For field acquisition, NBC will employ 19 AJ-D300 D-3 camcorders to supplement the coverage from mobile units, as well as 40 point-of-view (POV) cameras mounted in fixed locations. Eight AQ-23W 16:9/4:3 switchable cameras will make their broadcast debut in NBC studios in the International Broadcast Center.

"We'll have D-3 camcorders all over the place to cover breaking news and do ENG pieces for all of the venues," Mazza says. "We'll use the POVs for unmanned wide shots: up in the rafters, pointed at the skyline or in the tunnels."

Mazza emphasizes that the POVs won't be tiny lipstick cameras, simply smaller 3-chip models (the WV-F250 and WV-E550) for those places a manned camera can't fit.

NBC may also use Panasonic's new DVC PRO digital ENG format in a "Handycam-type application," to give to stringers and athletes for bonus coverage, Mazza says. "That's still in discussion."

For the Olympics, Panasonic also will deliver more than 1,250 production and broadcast-quality monitors to NBC, along with an array of Panasonic/Ramsa audio equipment: digital audio tape and compact disk players, audio consoles, speakers and ampli-

AOB gets a lift from Egriment



Camera support specialist Egriment of Holland has won a \$2 million contract from ACOG (the Atlanta Committee for the Olympic Games) to supply host broadcaster Atlanta Olympic Broadcasting (AOB) with remote-controlled camera heads, camera cranes and camera support rigs for the 1996 games. Egriment will set up a service center and support staff in Atlanta to install and maintain 20 camera cranes, more than 165 remote heads and more than 25 miles of cable. Products range from the Microshot remote head, which works with tiny lipstick cameras (mounted on the pole vault bar, for example), to the sweeping Javelin crane, which can elevate the camera to a height of 10 meters (ideal for overhead shots of whitewater canoeing).

—GD

The Egriment Hi-Lo platform can support a camera operator and full-size studio camera at a height of two meters.

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fiers. The manufacturer will have 20-25 maintenance and support staff members on hand in Atlanta.

The 1996 games will be the third consecutive Olympics for which NBC has used Panasonic as its primary video

equipment supplier. Panasonic is also the official broadcast systems and equipment supplier to the host broadcaster, Atlanta Olympic Broadcasting.

"The Atlanta Olympic games will be the most viewed event in broadcasting

history," says Panasonic Broadcast President Steve Bonica. "We are delighted that Panasonic broadcast equipment will play such a key role in bringing the telecast to the U.S. television audience." ■

Discovery explores Latin America, Asia with DigiCipher II

Regionalized commercials expected to open new markets, increase ad revenue

By Glen Dickson

Discovery Networks International has spent more than \$1 million on two General Instruments DigiCipher II digital video compression systems. The cable network will use the MPEG-2 encoding systems at its origination facilities for Latin America and Asia to deliver multiple channels via satellite in the two markets by the end of the year.

Program content largely will remain the same across the multiple channels. The difference will be in the interstitial material, which will be regionally targeted. Discovery expects the new capability to boost ad revenue and open

new markets; in Malaysia, for example, government regulations require 90% of advertising to be locally produced.

"We are maximizing the benefits of digital compression technology by using it in a commercial application," says Charlie Humbard, vice president, network distribution and technical operations, Discovery Communications. "Discovery Channel will create multiple pathways for our programming inventory by developing specific channels that incorporate local language and market-specific advertising."

Discovery is to begin installing the DigiCipher II unit for Latin America today (Jan. 29) at Post Edge, its origi-

nation facility in Miami. The network now distributes one Spanish-language feed to Latin America off the PanAm-Sat-1 satellite. Another feed to Spain and Portugal on HISPASAT won't be affected by the DigiCipher II plans.

The network will start transmitting one channel with DigiCipher II to Latin America when its new transponder on the PAS-3 satellite comes online on Feb. 20, says Timothy Jackson, senior manager of technical operations, Discovery Networks International. Jackson expects Discovery to be pumping three compressed feeds to the market by the end of the year.

In Asia, Discovery now transmits its Australia/New Zealand service off PAS-2, with origination in San Francisco. Origination on April 1 will move to Group W's new Asia Broadcast Center in Singapore, where it will begin all-digital transmission from the DigiCipher II unit. The GI encoder is due to be installed in the Group W facility by late February.

"When we put this GI system in Singapore, that feed will be CCIR 601 component digital all the way through, from tape payout to the affiliate's IRD," Jackson says.

Discovery already offers two targeted analog feeds to Asia: a commercial-free feed to the bulk of Asia off the Palapa B-2P satellite, and a Taiwan feed with Taiwanese commercials and Chinese subtitles off Apstar I. The long-term plan is to keep these analog feeds on those birds and transmit up to six digital channels off PAS-2 by the end of 1997, Jackson says.

Pumping out different commercial material for the channels is made possible by the Asia Broadcast Center's hybrid cart machine/disk cache system: an Odetics TCS-90 loaded with Digital Betacam feeding a Tektronix Profile cache.

"The split of those feeds will be handled by the Tektronix digital cache. The breaks will define those channels, with the spots playing off the Profile," Jackson says. "The digital cache has really given us the ability to do it effectively. We couldn't do it off separate tape sources." ■



Pinnacle Efx gaffer Bruce Donelan adjusts a model on the 'Movie Lot' set.

Pinnacle Efx builds miniature WB world

For WBTV, Warner Bros.' new 24-hour cable channel in Latin America, Seattle-based Pinnacle Efx created a complete promotional package that included feature leads, promotional graphics, show opens, menu backgrounds and IDs. The design and post-production house built five separate three-dimensional environments from storyboards and integrated them with 3-D animation

and special effects. One environment is the miniature "Movie Lot" set, which uses more than 300 tiny models, smoke, lights and carefully choreographed movement—such as a truck backing right up to the camera lens—all captured by a Cyclops motion-control camera.

—GD

Digital how-to from MSTV and EIA

Groups are building multimillion-dollar digital TV station broadcasters can use as model

By Harry A. Jessell

The Association for Maximum Service Television and the Electronic Industries Association are finalizing plans for a "developmental" TV station that would show broadcasters how to make the transition to digital TV.

The two trade groups hope to announce plans for the how-to station within the next two or three weeks, says MSTV President Margita White.

MSTV board member Ed Reilly of McGraw-Hill Broadcasting says that MSTV tentatively has agreed to cover 25% of the cost of the project. He declined to say what the total cost will be, but sources say it will approach \$3 million.

Broadcasters that help fund the project will "save some of the mistake money" they will pay if they try to implement digital TV on their own, Reilly said.

White and Reilly say that the funding

is to be supplemented by heavy in-kind contributions of time, equipment and other resources by broadcasters and the broadcast equipment and consumer electronics manufacturers represented by EIA.

If all goes well, White says, the station could be up and running by year's end. Reilly is doubtful it can happen so soon. He declined to predict when the station will be ready.

The plan is not to build a station from the ground up, but to upgrade an existing station to simulcast digital TV along with conventional analog NTSC service. That's the way digital TV will be introduced in the U.S., Reilly says.

Using the Grand Alliance digital TV system, broadcasters can offer a variety of services, including high-definition



MSTV's White says plans for digital station prototype will be unveiled in the next few weeks.

television, several channels of standard-definition television (comparable to today's analog), distribution of data to PCs and other devices or a mix of all three.

The Grand Alliance system was developed by AT&T, Philips, Thomson, Zenith, General Instrument, the Massachusetts Institute of Technology and the David Sarnoff Research Center. The FCC is now considering whether to adopt the system as a nation-

al standard.

Broadcasters are pressuring the government to give each TV station a second channel so that they can introduce digital TV while maintaining service to conventional TV sets. After most Americans have bought digital TV sets, broadcasters would give back their original channels. ■

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Telecom in Cable

SNET to launch cable network

\$4.5 billion Connecticut project officially kills its VDT plans

By Richard Tedesco

Southern New England Telephone plans to have a hybrid fiber/coaxial network up and running in Connecticut next year, and it plans to wire the whole state by 2009.

Pending approval by the state Department of Public Utility Control, the company expects to offer its SNET Personal Vision to 22% of Connecticut households by the end of 1997. Initial service areas will include Darien, Fairfield, Norwalk, Stamford, Weston, Westport, Farmington, New Britain and West Hartford.

Personal Vision will consist of 76 analog channels, which will include impulse pay-per-view service and localized content. "We will be offering at a minimum all of the channels people are used to and specific programming that satisfies Connecticut's needs as well," says Patrice Listfield, Personal Vision president.

SNET has no plans to offer any interactive services, apart from the impulse PPV, nor does it plan to go digital or offer high-speed cable modem online access. Although Listfield says SNET is not giving up the idea of interactive TV, she says digital video "is not feasible right now."

The company will, however, offer telephone service over the same network. Hoshang Mulla, SNET vice president of cable network planning, says techni-



cal tests of combined analog video and telephone service have proved successful.

With the announcement of its plans for the \$4.5 billion cable project, SNET officially killed the option of video dial-tone service. (It currently has a VDT test running in 350

households in West Hartford.) In areas of the state where SNET does not now offer service, it hopes to develop relationships with Nynex and Woodbury Telephone Co. that will enable it to offer cable service.

Personal Vision's key selling points will be customized programming packages and frequent PPV starting times for

movies. Localized content likely will include public affairs and local sports programming, plus carriage of local broadcast affiliates, Listfield says. SNET also will seek to undercut cable operators' prices, although Listfield declined to discuss rates.

SNET intends to reach 36% of Connecticut households with Personal Vision by the end of 1998, 64% by 2000 and 81% by 2003. TW

High-Speed Modems

Time Warner encouraged by modem test

Elmira subscribers like customized local content, price

By Richard Tedesco

Results from its high-speed modem test on Paragon Cable in Elmira, N.Y., are spurring Time Warner Cable to introduce similar service in other markets early this year.

For a \$30 installation charge and a \$25 fee, participants receive Zenith modem units that provide access to a local database and the Internet. Paragon has had virtually no churn among its 200 test participants, and the waiting list is 300 customers long.

Randy Roswell, Paragon general manager, says focus groups reveal that heavy users would pay double for the service. "There's a real business here," he says.

"What we're looking at now is where we go beyond Elmira," says Time Warner Cable spokesman Michael Luftman. Time Warner will announce those locations shortly. Deployment of the first of 50,000 Toshiba modems

that Time Warner committed to buy is set for its San Diego system.

Introduction in several other urban markets is awaiting the delivery of the first of 50,000 higher-speed Motorola modem units that Time Warner Cable ordered late last year, Luftman says.

Customized local content is a prime reason for customer satisfaction in Elmira, Luftman says. Through their modems, users can track local government meetings and school sports events and read updated news summaries from the daily *Elmira Star Gazette*. The system also offers a graphically enhanced version of Time Inc.'s Pathfinder service, featuring electronic versions of Time publications.

The test will segue into commercial deployment in the 40,000-subscriber Elmira system at the end of March. TW

Online Services

Prodigy hopes to revitalize with new COO

Lansing will help service 'embrace the Internet'

By Richard Tedesco

Looking to revitalize its business, Prodigy Services Co. last week hired a partner from McKinsey & Co. to be its chief operating officer.

William J. Lansing, a specialist in new media who served as a Prodigy consultant, was appointed executive vice president and chief operating officer for the online company. He will oversee virtually all operations, with emphasis on long-term strategy and development.

"My mission is pretty straightforward," Lansing says. "The strategy is to embrace the Internet. We are working very hard in all dimensions to make our service consistent with, and connected to, the Internet."

News of Lansing's appointment follows press reports in mid-January of a

possible sale by Sears and IBM of their respective 50% ownerships of Prodigy.

Prodigy also announced the formation of an Internet Services Group to be directed by Gerry Mueller, who was promoted to executive vice president and general manager. Mueller had been senior vice president of operations.

Part of Lansing's plan to improve Prodigy includes creating new material. And fresh material has been added with the recent arrival of Josh Grotstein as senior vice president of content. He debuted multiplayer checkers, intended as an excuse for chat, a formula he says Prodigy will follow for other multiplayer areas.



William Lansing is Prodigy's new VP/COO

Other additions will include content for kids, music sites for sampling, chat about bands and "Chat Soup," highlights from the previous day's chat rooms, delivered with an edge. Prodigy also will add Web pages and probably will permit freer access, to be "at one with the Internet," says Grotstein.

Continental to test cable modems in Boston area

Continental Cablevision plans to conduct another cable modem test in its backyard, offering Internet access to subscribers in five Boston suburbs beginning in February.

The six-month test will employ BBN Planet Corp. for engineering, with modems supplied by Andover, Mass.-based LANcity. Continental plans to ramp up the technical/market test to a universe of 200 households by the end, and to segue into commercial deployment at that time, says Will Richmond, director of business development. The area's recently upgraded cable system determined the location of the test.

Along with free Internet access, Continental subscribers in Wellsley, Newton, Needham, Watertown and Cambridge will enjoy access to the World Wide Web and will be able to send and receive e-mail. Some product marketing also will be tested. Continental won't customize any local information services for the test, but plans to do so when it rolls out modem services.

"We think content is very important, and we want to have a role in it as well," says Richmond.

A successful limited test in Cambridge preceded this one. Richmond says Continental may initiate tests in other markets concurrent with the Boston run. Other modems also might be tested in those markets.

Working the Web

For those who can't get enough celebrity stuff from E! on cable, E! Online will debut as a stand-alone service on the World Wide Web in May. The first incarnation of the new service, a joint venture of E! and cnet, will appear this week with a home page (<http://www.>

online.com). Users can sign up for an e-mail newsletter and offer input about content.

E! saw an opening online and figured it could draw its young, upscale audience into cyberspace for expanded coverage of E! on-air stories, as well as for interaction with its personalities and other celebrities. It will be ad-supported and "extremely visual," according to Dale Hopkins, E!'s senior vice president, marketing.

AllPolitics, as usual?

Time Magazine and CNN this week are launching a Web site covering political news. AllPolitics (<http://AllPolitics.com>) will deliver campaign developments, election results, speeches, campaign ads, games and interactive features. It also will display results from the ongoing Time/CNN Election Monitor poll, gauging opinions of 5,000 voters nationwide. Reports from Time and CNN correspondents will be included, along with analysis from political experts.

Paper made air

The *New York Times* last week launched its long-touted Web site (<http://www.nytimes.com>) with a mix of original and archival material and interactive elements. The site will feature updated news; CyberTimes, a daily site focusing on technology topics, and a search function for job-seekers and home-buyers.

In addition to searching the *Times* archives, users can devise their own daily clipping service and do the famous *Times* crossword puzzle in an interactive format. Sections in the electronic edition will include the Front Page, Editorial and Op-Ed, Politics, Arts & Leisure and Travel.—RT

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RADIO

HELP WANTED MANAGEMENT

NATIONWIDE radio network organization seeks affiliate relations director to administrate a 12-person department. Candidate must have proven skills in management, sales, broadcast programming/promotional and media. If you are a motivator with solid detail and organizational skills, looking for a bright future with a company on the move, this may be your perfect opportunity. We offer a pleasant, state-of-the-art working environment with liberal benefits. Please send complete history, accomplishments and salary requirements. All references will be checked. Reply to Box 00689 EOE.

Successful, fast-growing radio group seeks Chief Operating Officer. Individual would oversee day-to-day operations for entire group of properties located in markets 75-150. This is an opportunity to build equity in a prudently expanding company. Send resumes and references to Box 00673 EOE.

Station Controller WMC TV/AM/FM seeks an accounting professional for the position of Station Controller. Qualified candidates must have a strong accounting background with a minimum of five years experience in a similar accounting and decision making position, providing effective supervision to accounting personnel, generating timely and useful financial reports, preparing budgets and updating financial systems, providing support to other departmental managers, performing all human resource functions, and ensuring compliance with government regulations. Experience with Columbine, Excel, and ADP On-line service helpful. Qualified applications should submit resumes to General Manager, WMC Job Opening, P.O. Box 4420 Memphis, TN 38104-4420. Equal Opportunity Employer.

Sales Manager for midwest station with incredible heritage. Same stable ownership for decades; committed to radio with aggressive future plans. Excellent compensation and career potential if you can direct a strong local and regional sales effort. Send letter of introduction, resume and salary requirements. Reply to Box 00657 EOE. M/F.

One of the East's fastest growing broadcast companies is looking to expand. Dame Media owners and operators of eleven radio stations in Pennsylvania and New York is looking for quality broadcasters to manage acquisitions in the near future. Small to medium market turnaround situations continue to be our target. Honesty, experience and "fit" are key to your future with our company. Send a resume and references if you would like to manage a winning facility for real broadcasters c/o COO, Dame Media, P.O. Box 6477, Harrisburg, PA 17112. EOE.

General Sales Manager - Southeast. Revenue leader in sensational Southeast market seeks experienced winner to replace our recently promoted GSM. Great station, growing group, unique opportunity. Show us that winning track record. Confidentiality assured. Reply to Box 00682. EOE.

Manager, Sales Service. Seeking radio professional with traffic/continuity experience to supervise national commercial scheduling. College degree/computer literacy required. Contact: Sarah Brooks, ABC Radio Networks, 3725 Montfort Drive, Dallas, TX 75287.

General Sales Manager. Largest group owner in Kansas has immediate opening for two FM stations in Wichita. Plus openings for small market station managers and sales managers. Seeking experienced persons who will carry list, train and motivate sales staff. Send resume to: Lesso Inc., 1632 South Maize Road, Wichita, KS 67209. EOE.

General Sales Manager. Seeking to move up from LSM or to larger market? Great opportunity to lead, coach, motivate sales staff in medium mid-west, Top 100 market. Send resume, references to Box 00671 EOE.

General Sales Manager - Immediate opening for experienced GSM at Barnstable Broadcasting's WLPZ/WCSO-FM, Portland, Maine. Candidates should be goal-oriented, over-achievers with successful track record in radio sales management, computer-literate, strong on recruiting, hiring, training and people skills. Send letter and resume to: Judy Sher, President/General Manager, WHOM/WLPZ/WCSO, 583 Warren Avenue, Portland, Maine 04103. Fax: (207)773-5770. Equal Opportunity Employer.

General Manager New England powerhouse. Highly rated large market stations owned by respected broadcast group. Must have excellent general management credentials with an emphasis on sales. This is an excellent long term career opportunity for the right candidate. Fax your resume and cover letter immediately in strict confidence to: (202)785-8060. EOE.

HELP WANTED SALES

Sales Manager. 100,000 watt country FM seeks Sales Manager with substantial experience in selling radio in mid-size and small markets. Station reaches 200,000 people in 16 county area in western Iowa. Attractive incentive based compensation package. Send resume to: Attn: General Manager, KSOM/96.5 FM, 413 Chestnut Street, Atlantic, IA 50022. KSOM is an Equal Opportunity Employer.

Northern New Jersey. Small market radio station has an immediate opening for an experienced account executive. Must be aggressive, self motivated...Reply to Box 00686 EOE.

National Sales Manager. WBNS Radio is looking for a National Sales Manager for both WBNS AM and WBNS FM. Individual will be responsible for the national sales operation of both stations. Responsible for forecasting and achieving national sales budgets. Work directly with and oversee the efforts of our national sales representative firm. Work with other station managers on station promotions and projects. Will report directly to the Vice President and General Manager. College degree preferred. Must have prior radio selling experience and national sales experience. Basic computer skills are essential. Must have well developed oral and written communication skills. Must have strong interpersonal skills. Please send resume to: General Sales Manager, c/o Business Office, WBNS Radio, 175 South Third Street, Columbus, OH 43215. Qualified women and minorities are encouraged to apply. WBNS-Radio is an Equal Opportunity Employer and is a smoke free and drug free workplace.

General Sales Manager. WBNS FM is looking for a General Sales Manager. Individual will be responsible for the sales operation of the station. Will oversee the local FM sales staff and administer the department. Responsible for forecasting and achieving sales budgets. Work with other station managers on station promotions and projects. Will report directly to the Vice President and General Manager. College degree preferred. Must have prior radio selling experience, sales management experience and some national sales experience. Basic computer skills are essential. Must have well developed oral and written communication skills. Must have strong interpersonal skills. Please send resume to: General Sales Manager, c/o Business Office, WBNS Radio, 175 South Third Street, Columbus, OH 43215. Qualified women and minorities are encouraged to apply. WBNS-Radio is an Equal Opportunity Employer and is a smoke free and a drug free workplace.

Four decade broadcasting/marketing company seeks travel-salesman. Advance against commission. Resume, background/picture, first letter. John Gilmore, President, Community Club Awards (CCA), P.O. Box 151, Westport, CT 06881. Tel:203-226-3377

Established leader in booming market. Great opportunity in sales. 100,000 watt country FM in rated SE small market. List includes direct and local-agency accounts. Stable company, excellent pay and benefits. Letter/resume to: G.M., WTX, Fax # (205) 333-8834. EOE.

Central California NT/AC Combo seeks a Local Sales Manager. If you are goal and results oriented; have a proven track record in sales and sales management; can sell as well as train and motivate a sales team and are looking to apply those skills for a small market heritage station, send your resume to Box 00678 EOE.

Account Executive. At Christian/High Country KHEP in Phoenix, Arizona. Salary, benefits, and good commissions. Call Hanford Fells at 602-234-1280. EOE.

HELP WANTED TECHNICAL

**CHIEF ENGINEER
Top 20 DMA**



AM chief needed for 50kw ALL SPORTS powerhouse home of the Cleveland Indians. Our person must be a hands-on, take charge engineer. You will be responsible for a staff, state-of-the-art studios and general building facilities. AM directional experience required, Harris MW50 and RCA BT50F knowledge helpful. Major ownership offering great benefits!

RUSH your confidential resume to Debbie Williams, Human Resources, WKNR Radio, 9446 Broadview Rd, Cleveland, Ohio 44147.

An Equal Opportunity Employer, M/F

Assistant Chief Engineer. Two class C FM stations and full-time AM DA in the intermountain area seeks full-time Assistant Chief. Needs minimum two years broadcast engineering experience. Knowledge of computers, networks, STL, RPU, AM directional, FM transmission and studio maintenance a must. Growing company with great benefit package including health, dental, 401k, etc. Reports directly to the Director of Engineering. Advancement opportunity. Reply to Box 00684 EOE.

HELP WANTED NEWS

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**ASSISTANT NEWS
DIRECTOR**
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PT. Produces, writes & edits stories to be broadcast on KCSN's newscasts; anchors news conferences; & operates newsroom equipment. 3 years professional or technical experience including 1 year broadcasting experience. Salary: \$1151-1375.50 mo. Submit OUR APPLICATION (no work samples unless interviewed) by 2/8/96 at the

**Human Resource Services Office,
18111 Nordhoff Street, Admin. Park 702
Northridge, CA 91330-8229.**

EOE/AA/Title IX, Sections 503 & 504
Employer

Entry Level News. Live FM, Phoenix ADI. Unusual opportunity for personality with right attitude. 1-800-360-1842.

HELP WANTED PRODUCTION

Team oriented player for P.M. drive and Production Director; all digital editing. 4 years experience. Send resume, references, picture and tape for this central PA opportunity to Box 00681 EOE.

SITUATIONS WANTED SALES

No Beginner. Veteran Salesman, with plenty of experience looking to re-locate in Southeast. Sales, announcing, and sports background. Stable and energetic. Reply to Box 00688 EOE.

SITUATIONS WANTED ANNOUNCER

Available: Professional announcer for production and on air. Adult formats. Southeastern states. 7 years with the Voice of America, government budget cutting casualty. Alex 513-777-8423.

MISCELLANEOUS

Wanted: Unsold time from radio and television stations. Write "Advertising of America" - "AD-AM" 1544 Heritage Landing Drive, Chattanooga, Tennessee 37405. Fax: 423-267-1811.

SITUATIONS WANTED PROGRAMMING

#1 Morning Team In Wyoming seeks mid-sized market needing on-air PD & On-Air MD. This team topped #1 team of 11 years in one book. We also took a station from dark to #1 in one year beating 2 long standing stations. PD has 10 station group experience. Send reply to P.O. Box 1489, Casper, WY 82602 or call 307-267-0107 or 307-237-0233.

TELEVISION

HELP WANTED MANAGEMENT

WCNC-TV, the dynamic, news-oriented NBC affiliate in Charlotte, North Carolina - America's 28th largest DMA has the following positions available:

RESEARCH DIRECTOR

We are seeking a television Research Director with a minimum of four years experience at a television station, rep or syndication company.

The position is new, reporting to the General Sales Manager and serving all the research needs of this major market station. You would be responsible for the preparation and analysis of metered market rating's information and have excellent written and verbal skills to produce superior sales and marketing pieces and presentations.

You should be able to analyze research for programming purposes and prepare rating rationales for national and local sales use. You must be computer literate and have experience with all the tools of today's TV research such as Nielsen Advantage, Scarborough, CMR, Simmons, TV Scan and PC based avail systems and computer spread sheets. Four year college degree required.

NATIONAL SALES MANAGER

We are seeking a National Sales Manager to guide and direct the activities of its national sales representatives, and develop client relationships, negotiate and package national business with a keen understanding of inventory control.

You must have a minimum of three to five years of rep or TV station national sales experience, with a proven track record of accomplishments, comprehensive communications skills, and the knowledge and ability to translate statistical data into effective sales presentations. Research, computer literacy and motivational skills are necessary. Four year college degree preferred.

These positions present outstanding growth opportunities with a station and a market on the move, owned by one of television's most respected groups - Providence Journal Broadcasting, and located in one of the most livable areas in the country. Send resume to:

**Zina Jemison, Human Resources, WCNC-TV,
1001 Wood Ridge Center Drive,
Charlotte, NC 28217-1901.
EOE/M/F/V/H.**

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

PRESIDENT MARYLAND PUBLIC TELEVISION

MPT, an innovative, six-station public broadcasting network, seeks candidates for President/CEO. We produce many national programs: "Wall Street Week with Louis Rukeyser," "Motorweek," "To the Contrary" and others. As a State network, we serve our region through award-winning programs like "Outdoors Maryland," "Gone but Not Forgotten" and "State Circle." Our state-of-the-art facilities help us fulfill our commitment to education. Our production of educational programs such as "Literacy Visions" and "electronics field trips" allow us to reach students in a variety of mediums. We offer programming covering the arts, education, business, news and public affairs, and other topics relevant to Marylanders.

The ideal candidate will possess outstanding executive experience and entrepreneurial leadership skills. We seek an individual with a proven track record in leading and managing a dynamic organization. You should be experienced in building partnerships with corporations, foundations and innovative funding sources. Your knowledge of government relations, sound management and financial practices, and the myriad opportunities in television will be rewarded with an exciting and important leadership opportunity.



Submit cover letter, resume and/or nominations to:
Chairman, Maryland Public Broadcasting Commission
 9616 Reisterstown Road
 Suite 498
 Owings Mills, Maryland 21117

MPT is an Equal Opportunity Employer
 Minorities and women are encouraged to apply.

inTV CONTINUES TO EXPAND

America's fastest growing network seeks sales oriented General Managers. Previous radio or television sales management experience a must.



Resumes only to:

Dean Goodman, President
 601 Clearwater Park Road
 West Palm Beach, FL 33401

A Service of Paxson Communications Corporation
 EOE

WHP-TV, the exclusive CBS affiliate in Harrisburg, PA, is now a Clear Channel Communications, Inc. property and has entered into a LMA with WLYH-TV. We are seeking an experienced Local Sales Manager with leadership ability to lead one of two LMA teams. Must have strong people skills to direct and motivate, and successful news business track record, including Event Marketing, Sports and Sales Promotion. Knowledge of Nielsen Rating Service, excellent research and negotiation skills vital. Send cover letter and resume to: Human Resources, WHP-TV, 3300 North Sixth Street, Harrisburg, PA 17110. EOE.

National Sales Manager: New World Television has an excellent opportunity for a proven NSM at NBC 13 in Birmingham. NBC 13 will offer attractive financial and benefit package. If you are a qualified candidate for this NSM job please send your resume to the Human Resources Department at 1732 Valley View Drive, Birmingham, Alabama 35209. EOE.

General Sales Manager- CBS affiliate in booming Texas market. Exciting challenge for candidate with national/local sales experience and knowledge of sales organization inside and outside the station. Send letter of introduction and resume. Reply to Box 00687 EOE.

Executive Director for non-profit company that programs two channels on cable system with 200,000 subs. Daily news, public affairs, public access, etc. Competitive salary and excellent benefits. Candidates should have strong qualifications in management, television production, written and oral communication. Send resume and salary history to: Executive Director Search, 7548 Standish Place, Rockville, MD 20855. No calls please.

HELP WANTED SALES

Exceptional Opportunity!
 in L.A. Area

Vice President Sales
 with ASC-the Leader in
 Digital Disk Based Video
 System Technology

Develop Direct and
 Indirect Sales Channels
 to Major Studios, TV,
 Cable & Corporate Markets.

Structure sales contracts
 with OEMs

Collaborate with R&D to
 effect product development.

Create Corporate Sales
 Policies to Meet Quotas

*Candidates must have
 demonstrated success as
 National or International
 Sales Director, & 8 yrs. exp
 Broadcast or Video Sales
 Management.

Resume/Sal Req. to
 ASC Audio Video Corp.- S
 3816 Burbank Blvd.
 Burbank, CA 91505

Sales-Local Sales Manager- Prefer at least five to seven years major market and/or local television sales experience. Sales responsibilities include overseeing and directing local and national sales. Knowledge of station traffic systems and inventory management preferred. Responsibilities include managing new business activities and expanding existing business by presenting at the management level of clients and agencies. Please send resume to: Todd Wheeler, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal Opportunity Employer.

Sales Development: WESH-TV, a Pulitzer Broadcasting Station, and NBC affiliate in Orlando, Florida is looking for an innovative "idea" person with a minimum 3-5 years experience in sales promotion or marketing. Will be responsible for development of "non-traditional" sales revenue. Must have knowledge of computer graphics and computer generated proposals. Good communication skills a must as applicant will be liaison between station and clients on all promotional opportunities. Broadcast experience preferred. College degree preferred. Send resume and samples of written sales proposals to: Ms. Claudia Wickham, Local Sales Manager, WESH-TV, 1021 N. Wymore Rd., Winter Park, FL 32789. No Phone Calls. An Equal Opportunity Employer.

Sales Account Executive: Prefer at least five years major market and/or local television sales experience. Strong communication skills, both oral and written, are required. Responsibilities include the development of new business and expanding existing business. Please send resume to: Todd Wheeler, WABC, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Sales Account Executive WTAP-TV, Parkersburg, WV, Benedek Broadcasting Corporation. We are seeking a Sales Account Executive for our local sales team. Applicant should have at least 1 year of TV sales experience. We are looking for an enthusiastic self-starter to develop new business and handle existing accounts. Send resume and references to: Bob Fox, General Sales Manager, WTAP-TV, One Television Plaza, Parkersburg, WV 26101. We are an Equal Opportunity Employer.

Local Sales Manager: KTMF, ABC/FOX in Missoula, Montana seeks an individual who has shown success in recruiting, training, and motivating sales people, has a strong track record in new business development, has strong people skills and would like to work into the Station Manager position. Send resume and salary history to Jim Colla, P.O. Box 1219, Great Falls, MT 59403.

KBSI Fox 23 has an immediate opening for aggressive national sales manager. Ability to project and achieve aggressive national sales goals; detail committed; strong closer; team oriented leadership skills and good communication skills a must. Send or fax resume to: Joe Fraley, GSM % KBSI-TV, 806 Enterprise, Cape Girardeau, MO 63703.(573)334-1208. Equal Opportunity Employer.

General Sales Manager and Local Sales Manager - Group owned NBC affiliate is filling two sales management positions in the Flint/Saginaw/Bay City Market (60th). Our new GSM should have 3 years experience as LSM or GSM, and have a proven track record of success; have the ability to control inventory, price aggressively, understand qualitative selling and develop sales promotions. Our LSM must have 5 years television sales experience, prior management is preferred, be able to generate direct business as well as agency; recruit outstanding sales people; must be goal oriented with good people skills. This is a newly created position. Our station recently changed affiliation from CBS to NBC. Buyers are ready to react to our recent growth. Fax (810) 687-8989 or send your resume to: Attn: Personnel Director, WEYI-TV, 2225 West Willard Road, Clio, MI 48420. M/F. EOE.

Broadcast Equipment Sales Manager, Asia Region. Odetics Broadcast is seeking an individual with a minimum of five years experience in television broadcast equipment sales with three years selling in Asia. This experience should include management of a distributor/agent/representative network and residency, past or present in the Asia Pacific region. This person will be based in the Odetics Broadcast Singapore office and will require extensive travel within the Asia Pacific Region working with a network of representatives to promote and sell Television On-Air Presentation Equipment to broadcast facilities. Odetics Broadcast, a division of Odetics, Inc., is a leader in broadcast television On-Air Presentation Systems. Odetics, Inc. a public company listed on the Nasdaq stock exchange has been selected twice as "One of the 100 Best Companies in America to Work For." Please send resumes to: Linda Krumme, Odetics, Inc., 1515 South Manchester Avenue, Anaheim, CA 92802.

Account Executive Sales DK International Sales, a dynamic, innovative division of the world's largest championship boxing promotions company with over 18 years experience, seeks proven professionals to sell boxing programming in international markets. Expansion of our sales Department at our Corporate Headquarters located currently in the Ft. Lauderdale area, but soon to relocate to the Deerfield Beach area, has resulted in exciting opportunities for an account executive to augment our current international sales operations. To successfully address the challenges of this position. You must have three to five years experience in international television sales. Bilingual capabilities and a four-year college degree are preferred. We offer an excellent salary/benefits package fully reflective of your skills and experience and the opportunity to play a major role in one of the world's most exciting and fastest growing sports marketing organizations. For confidential considerations, please send your resume with salary history and requirements to: Director of Personnel, DK International Sales, 871 West Oakland Park Blvd., Ft. Lauderdale, Florida 33311.

Account Executive WTAT Fox 24, Charleston, SC seeking competitive sales professional for position of Account Executive. Must be aggressive and highly motivated. Send resume to: MiMi Marchant, WTAT Fox 24, 4301 Arco Lane, Charleston, South Carolina 29418. No phone calls. EOE.

Account Executive: Small midwest affiliate accepting resumes for AE position. If you're not afraid of a challenge and have the ability to "think out of the box," this job is for you! College education and/or sales experience preferred. Women and minorities encouraged to apply. Please send resume and cover letter to: Tom Combs, WLFITV, P.O. Box 2618, West Lafayette, IN 47906. EOE.

HELP WANTED MARKETING

WTVJ, NBC's owned and operated South Florida broadcast station, is searching for a seasoned Marketing Manager who will not only generate new TV advertising revenues through innovative and creative marketing and promotional concepts but will also spearhead the marketing/production and research team. Strong background in television advertising/sales and marketing required. Enjoy terrific benefits and unlimited growth opportunities. Send a cover letter or resume which describes your experience and track record to: Employee Relations, WTVJ/NBC, 316 N. Miami Ave., Miami, FL 33128. WTVJ/NBC is an equal opportunity employer.

Sales and Marketing Account Executive Conus Communications is looking for a candidate with a minimum 3 years experience in sales, video production and satellite transmission. Must have proven success at prospecting, cold calling, and closing. Regional and National sales experience a plus. Should possess knowledge of advertising community, video production community, film and public relations. Submit resumes to: Amy J. Stedman, Conus Job #17-96, 3415 University Ave., St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

HELP WANTED NEWS

NEWS DIRECTOR

WBAL-TV, Baltimore's most watched station for local news is currently seeking a News Director to continue the momentum. The successful candidate will be a proven winner with tremendous leadership abilities. This person must also have vision, and a strong understanding of the imagery of live hard news coverage plus an even stronger understanding of marketing the concept of this philosophy both inside and outside of our broadcast.

Candidate must have at least 5 years news management experience. College degree preferred.

Anyone Interested in joining an excellent television station owned by one of the best in broadcasting, should forward resumes and a comprehensive outline of news philosophy to: WBAL-TV Attn: Philip Stolz V/P General Manager 3800 Hooper Avenue Baltimore, MD 21211

No Phone calls please.

WBAL-TV is an equal opportunity employer.



We are looking for an aggressive anchor/reporter for a medium market all news station. The person we seek must have solid news judgment and writing skills, an outstanding on-air presentation and the ability to enterprise and develop stories. An all news background helpful but not essential. This is an outstanding opportunity for those looking to develop their skills. Pilot Communications 1064 James Street, Syracuse, NY 13203.

Wanted: Television News Anchor/Producer for 6 and 10 newscasts on top rated station to complement female anchor. Must be top-notch on-air and serious journalist. At least 3 years of experience and college degree required. Send non-returnable tape and resume to: Paul Amundson, News Director, WDAZ-TV, P.O. Box 12639, Grand Forks, ND 58201. EOE.

Wanted: Meteorologist who cares and can communicate a passion for weather to live and work under the big sky. Station views weather as a major part of its news programming...not just an afterthought. We have Accuweather, Doppler Radar, Difax, live truck. Send 3/4 or VHS tape to George Mills, News Director, KULR-TV, 2045 Overland Avenue, Billings, MT 59102.

Want to Anchor? Entry level Reporter position open with NBC affiliate, offers you opportunity. Send non-returnable VHS or 3/4 inch tape to: WOWL-TV, P.O. Box 2220, Florence, AL 35630. An Equal Opportunity Employer. No phone calls.

WXXA-TV, a Clear Channel Television Station in Albany, New York, is seeking a News Director for a Fox 23 start-up newscast. Non-traditional, experienced, news manager to build FOXified 10pm newscast. Strong people skills and successful track record required. No phone calls. Send resume and non-returnable tape to General Manager, WXXA-TV, 815 Central Avenue, Albany, NY 12206. EOE.

WTNZ Fox 43 is now accepting resumes for a TV Spot Producer/Editor/Videographer. Formal education equivalent to a Bachelor's degree in broadcasting communications, advertising, or related field. Prior experience in writing, producing, directing and shooting preferred. Must be able to write clearly and concisely; be able to shoot in studio and on location; operate computer editor and other computer equipment. Must be able to work effectively with clients. Must be able to operate various production equipment, including, but not limited to: Production switcher, character generator, digital video effects, 3/4", Beta, and 1" videotape machines, timebase correctors, audio board, and cart machines. Must have basic working knowledge of studio and location lighting, audio recording, assemble and insert editing, framing and shot composition. Must be able to accurately read waveform monitors, vector scopes and VU meters, and make adjustments accordingly. Must be capable of handling the physical and mental requirements necessary for job completion. Interested parties should mail their resume to: WTNZ Fox 43, P.O. Box 43 Knoxville, TN 37901. EEOC.

WRDW-TV has opening for Chief Photographer. Leadership, organizational and motivational skills a must. Must also be an experienced news videographer looking for more responsibility. Send resume to: Judith M. Tredore, HRO, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

WFTV seeks News Promotion Writer/Producer. Do you live for deadlines? Write copy and teases that make the competition cringe? WFTV, the station with the country's #1 5-6pm news hour, seeks a Promotion Writer/Producer with minimum 2 years experience producing affiliate news promotion spots. Non-linear editing skills a must. Must be a self-starter, a team player and have excellent writing and communication skills. News topical experience a plus. Send tape and resume to: KC Stargardt, Marketing Director, WFTV, 490 East South Street, Orlando, FL 32801. Absolutely no phone calls, please. WFTV is Orlando's ABC affiliate owned by Cox Broadcasting Inc. WFTV-Channel 9 is an Equal Opportunity Employer.

Staff Meteorologist: Full time weekends with weekday Community Service Director duties. Broadcast position in state-of-the-art operation with Nexrad, Earthstation and Earthwatch. Meteorology degree required. Entry level applicants considered. EOE. Tape and resume to Paul Hagar, Chief Meteorologist, KMEG-TV, Box 657, Sioux City, IA 51102.

Sports Director--WCTI, Coastal North Carolina ABC affiliate is looking for solid, personable anchor with good planning and organizational skills. Must be a team player who works well with others in the newsroom. We need someone who enjoys covering local sports and is a creative self-starter. Send tape and resume to: News Director, WCTI, P.O. Box 12325, New Bern, N.C. 28561.

Sports Director Wanted: Here's your chance to do sports and live in a beautiful Rocky Mountain city at the same time. Leading NBC affiliate, in a sports-crazy city, is looking for a Sports Director. We are looking for a person who likes to do community and non-traditional sports and do live play-by-play coverage of college football and basketball games. Send tape, resume, and references to Rod Gramer, News Director, KTVB-TV, 5407 Fairview Avenue, Boise, Idaho 83706.

Reporter: We're looking for a good journalist who's a great storyteller. If you have solid reporting skills, are an excellent writer and do a live shot that makes viewers take notice, we want to hear from you. Qualified applicants should send tape and resume to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216, Attn: General Assignment Reporter. No Phone Calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Reporter. NBC affiliate in high tech city is looking for creative individuals who have a nose for news, a mind for writing and a desire to win. If you think you are among the best young reporters in the country, send a non-returnable tape and resume to: Griff Potter, Executive Producer, WAFF-TV, 1414 North Memorial Parkway, Huntsville, AL 35801. WAFF is an Equal Opportunity Employer and encourages applications from women and minorities. No phone calls. WAFF is an Equal Opportunity Employer.

Meteorologist-Midwest CBS station looking for an experienced Meteorologist for evening newscasts. Experience with a Kavours 17 a plus. Send non-returnable VHS tape to: Ms. Aries Hendershott, WIFR-TV, 2523 North Meridian Road, Rockford, Illinois 61105. EOE.

Reporter. KWTW is looking for a Reporter experienced in investigative reporting with a proven track record. The successful candidate will be able to originate ideas and know how to chase paper trails. We'll give you the time to produce great work and will expect great results. Send non-returnable tape and resume to Billye Gavitt, KWTW, PO Box 14159, Oklahoma City, Oklahoma 73113. EOE-M-F.

Primary Anchor-Sports Director-Weather Personality We're looking to fill the key positions within our new NBC newsroom. We'll surround you with solid journalists, the latest technology, and a strong marketing philosophy. In return, candidates must possess credible experience and a lead-by-example attitude. If you're interested in joining us this Spring, send letter, resume, references, and 3/4" or VHS tape to: Talent Search, WGBA NBC-26, P.O. Box 19099, Green Bay, WI 54307-9099. No phone calls please. WGBA is an Equal Opportunity Employer.

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.

Newscast Producer. If you want to work with the best in the business...look no more. We want a Newscast Producer who can run, gun and stun the competition. Send a resume and non-returnable tape to: Amy J. Stedman, KSTP-TV, Job #5-96, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal Opportunity Employer.

News Videotape Editor: WTVD-TV, a capital Cities/ABC owned station, is looking for a News Videotape editor. Position requires the ability to meet deadlines and the knowledge of 1/2" linear editing systems. If you're flexible and a hard worker, send tape/resume to: Ted Holtzclaw, News Operation Manager, WTVD-TV, P.O. Box 2009, Durham, NC 27702. No calls please. EOE.

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.

Chief Meteorologist for Top 100 Midwest ABC affiliate. Kavours system knowledge and strong graphics skills a plus. Send tape, resume and salary requirements to Box 00680 EOE.

#2 Meteorologist at #1 rated Midwest market. All the weather. All the tools. WSI graphics. Doppler. Thunderstorms and blizzards. Not an entry level position. Send tape and resume to: John Wheeler, WDAY-TV, 301 South Eighth Street, Fargo, North Dakota 58103. EOE.

News Director: KDLH-TV, the CBS affiliate in Duluth, MN has an immediate opening due to our current News Director resuming full-time anchoring. An excellent opportunity to oversee a complete studio/newsroom make-over, several major technical upgrades and staff additions. Must be dynamic, have a strong journalism background, news management experience, be a good coach, and be able to conceive, plan and implement short and long term strategies. Please send cover letter and resume to Mr. Terry Hurley, Vice President and General Manager, KDLH-TV, 425 West Superior Street, Duluth, MN 55802. EOE. Women and minorities encouraged to apply.

Meteorologist Meteorology degree with a minimum of 2 years experience as a broadcast meteorologist, including demonstrated ability to prepare forecast. Prefer AMS Seal. Must have solid weather background and ability to communicate that knowledge to the audience in a manner clearly understandable. Must be up-to-date and have experience with equipment and graphics needed to present a clean and informative weather segment. Must be able to interact with other on-air anchors as part of a broadcast team. This person will be part of a weather team concept. No Phone Calls. EOE. Please submit tapes and resumes to: WOWT, Human Resources/Meteorologist, 3501 Farnam Street, Omaha, NE 68131-3356.

Managing Editor. KCNC-Denver seeks an experienced broadcast journalist for No. 2 position in 100+person shop. Will have responsibility for all aspects of day-to-day news coverage and presentation. We've already interviewed many excellent candidates, but we want to be sure we haven't overlooked the right person. Please phone voice mail at (303)830-6400 and enter Ext. 9905. We'll ask you to record a brief verbal resume, and we'll contact candidates who best match the profile we're seeking. EOE-M/F.

Los Alamos Bureau Reporter. Reporter/Photographer needed for dominant ABC affiliate in 48th DMA. Candidate must be able to operate as a 1-person news bureau, covering Los Alamos, New Mexico during the week and Santa Fe, New Mexico on weekends. Person must be ambitious self-starter, who can report, shoot, edit and do creative live shots. Send resume and tape: Jon Janes, News Director, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. Equal Employment Opportunity Employer.

KTVN-TV Anchor/General Assignment Reporter. Duties include anchoring assigned newscasts, and general assignment reporter. High school or equivalent and one year experience reporting including live shots and relief anchoring required. College with an emphasis on journalism preferred. Send resume to Nancy Cope, News Director, P.O. Box 7220, Reno, NV 89510. Qualified minorities are encouraged to apply. No Phone Calls. KTVN-TV is an E.O.E.

Camerman/Editor For the New York bureau of RTL Dutch Television. The ideal candidate is creative, fast, independent, and hard-working. He will be part of a small, but professional and enthusiastic team that covers hard news and features throughout the United States and South America. Fax resume to RTL Dutch TV, at (212) 975-7448. We'll call you for a reel.

Investigative Producer If you are a producer looking for a new challenge - a great Midwest television station has the opportunity of a life time for you! We're looking for an experienced producer for an award winning investigative unit. "Contact 16" takes calls from viewers and helps solve their problems. The stories range from in-depth investigative pieces to emotional, light hearted packages. We need a producer who is organized, creative and self motivated. The producer should be a great writer and have interviewing experience. This is a rare opportunity for a producer to put his/her creativity to use! Please submit resume and NON-RETURNABLE TAPE to: The WNDU Stations, Position #00136. Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls, please.

Executive Producer - "The Ten O'Clock News." WTXF has an immediate opening for an Executive Producer for The Ten O'Clock News. Responsibilities include supervising the production of the Evening News Program and participation in the overall management of the News Department. The person we're looking for should have television news management experience, strong people skills and good news judgement. Send letter and resume to: Personnel Director, WTXF - TV/FOX Philadelphia, 330 Market Street, Philadelphia, PA 19106. EOE. M/F. No phone calls please.

Director/Technical Director. Aggressive FOX affiliate in sunny south Florida is seeking a Director/Technical Director for fast paced newscast, that has been named Best Newscast in the state of Florida by the Associated Press, for the 2nd consecutive year. Must have experience directing and switching live newscasts. Knowledge of GVG switchers, Abekas DVE and computer editing is preferred. Please send resume and non-returnable tape to: Brian Culbreth/Production Manager, WFTX-TV, 621 Pine Island Road, Cape Coral, FL 33991. Minorities are encouraged to apply. We are an Equal Opportunity Employer.

Coming to Nashville could be good for your health! The winning team at WTVF seeks a visual storyteller to fill our opening for a Health/Medical Reporter. Three years medical reporting experience a requirement. Extensive remote and studio "live" experience also a must. Background in medicine or other natural science preferred. Qualified applicants should send letter, resume and non-returnable tape to: Phil Bell, Executive Producer, WTVF TV, 474 James Robertson Parkway, Nashville, TN 37219. No calls, please. WTVF is an Equal Opportunity Employer.

Alaska's #1 News Team is growing again. We need an Executive Producer with at least 5 years experience reporting or producing. If you've got the leadership skills to motivate a staff of 40, while keeping the job fun, you're who we're looking for. If you're a General Assignment Reporter with two years experience, who enjoys travel, good pay, benefits, and the time to write award winning stories, we need you! We're also looking for a Photographer to join a nine member photo staff with a strong N.P.P.A philosophy. New Beta equipment, new cars, new live truck, same aggressive attitude that has made us a Murrow Award winner. Send non-returnable tapes to John Tracy, News Director, KTUU-TV, 701 E. Tudor Rd. Suite 220, Anchorage, Alaska 99503. EOE.

AM News Producer. Producer needed for expanding morning newscast. Top rated ABC station in ideal 48th DMA Southwest location needs someone to ramrod a 3-anchor hour-long morning show. You've got to be a very well organized self-starter, who has the personality to manage the early morning, with little or no supervision. You'll do the morning show and help start production on the Noon. This is not a position for the "meek of heart" or for those who see news as simply a "job." If you know news, have aspirations for higher management and have the stamina to handle a 2AM-10AM shift, send resume and tape: Dave Sebastian/Executive Producer, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. Drug free workplace. Equal Employment Opportunity Employer.

HELP WANTED PRODUCTION

TELEVISION

NewSport, the sports news channel, has several positions available for professionals with 3-5 years newsroom or live sports experience. If you can work well under pressure, have a bachelor's degree and an in-depth knowledge of sports, we are seeking DIRECTORS, TECHNICAL DIRECTORS, CHYRON INFINITI OPERATORS, AUDIO OPERATORS and TAPE OPERATORS. For consideration, please send your resume and salary requirements to: Dept JC, 40 Seaview Blvd., Port Washington, NY 11050. We are an equal opportunity employer.



INTERNATIONAL TELEVISION PRODUCTION EXECUTIVE

Supervise all aspects of international television production from development through post-production. A minimum of five years experience in multi-format, video and film production desired. Extensive travel required. International television experience preferred especially in Asia. Please send resume to: Sony Pictures Entertainment, Attn: Code BM-ITPE, SPP2458, 10202 W. Washington Blvd., Culver City, CA 90232-3195. Equal opportunity employer.

COLUMBIA TRISTAR



INTERNATIONAL TELEVISION
a SONY PICTURES ENTERTAINMENT company

SUPERVISING PRODUCER

Washington D.C. documentary production company seeks experienced documentary/news magazine editor for staff position as Supervising Producer. Will have writing and editorial control in the area of acquired programming for two hour prime time weekly television show. Recruits and supervises freelance writers and editors. Edits weekly host segments and other projects as time permits.

Experience in, and extensive knowledge of off-line editing, non-linear systems, and post-production. A bachelor's degree from a recognized university or college and/or at least 12 years experience in documentaries and/or commercial television is required. This includes experience in staff supervision, video post production budgeting, a strong background in on-line editorial supervision, story development and scriptwriting.

Send resume with confidential letter and salary history to Box 00685 EOE.

Writer/Producer. If you're a self-starter, have great ideas and want the challenge of a lifetime, send us your demo reel. You'll get to market and launch a new station complete from graphics package to community events and station image. Plus, you'll be working for one of the nation's leading broadcasting corporations-Cox. Send resume and non-returnable tape to: Bonnie Barclay, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. No phone calls please.

WTHR-13, A Dispatch Broadcast Group, has an immediate opening for Production Manager. This individual will work with state-of-the-art television equipment including Grass Valley Switcher, Krystal Effects, Inifit! and much more. Responsibilities will include management of directors, technical directors and production personnel; maintaining three studios; and directing one newscast per day. Interested applicants should be able to demonstrate superior creative skills, have five years of production experience, three years of directing experience; and have previous management experience in production. Candidate must have college degree and a proven track record in hiring, training, and leading production personnel. Send tape, resume and references to the Human Resources Dept., PO Box 1313, Indianapolis, IN 46206. Women and minorities encouraged. We are a smoke-free and drug-free environment.

Videographic Artist/Editor. Work with Pinnacle Alladin, Inscribe and Crystal Topas graphic programs and CMX/Grass Valley post-production system. Create graphics for and assists in editing of on-air promotions and commercial productions. Secondary responsibility as videographer. Send demo tape and resume to: Curtis White, WTAT-TV FOX 24, 4301 Arco Lane, Charleston, SC 29418. EOE.

Promotion Producer Top 10 Granite Broadcasting Station seeks creative teaser. If you have exceptional writing and producing skills and you're driven by the desire to be #1, let's talk. Only news lovers with at least 2 years experience need apply. Send tape and resume to: Wilma Campbell, WWMT, 590 West Maple, Kalamazoo, MI 49008. For inquiries only, e-mail: davidcom@wwmt.iserv.net. EOE.

Post-Production Editor needed for network news magazine show based in Boston. Must have at least 3 years on-line edit experience. Must be familiar with Sony 9100 editor, Sony DVS 6000 switcher, and Sony DME 3000 Digital Effects. Send tape and resume to: Sunbeam Productions, WHDH-TV, 7 Bulfinch Place, Boston, MA 02114.

Local Program Producer One of America's top local programming departments seeks extremely talented writer/producer who knows how to tell stories through their writing. We produce everything from Pittsburgh Steelers pre-game shows to live marathons to hour long medical specials to parades to telethons to PSA campaigns and long form programs that accompany them. Editing and/or videography skills preferred as the successful candidate will be permitted to totally perform ALL aspects of producing a program. If you have been doing award-winning long format program producing work and thrive on it, send your tapes and resume to the number one station in one of America's most liveable cities. Mark Barash, Director of Programming and Operations Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

If you love to Produce.. one of the best jobs in local television is now available. Executive Producer, Local Programming. Very aggressive top 20 television station looking for an experienced executive producer who can produce everything from entertainment to hard news. Ideal candidate would be creative, energetic and have strong leadership abilities. This would include being able to motivate and direct a large group of people on different kinds of projects. Must have a minimum of 10 years experience producing a wide range of programming. Send tape and resume to: Allen Sharian, Vice President and General Manager, WFOR-TV, 8900 NW 18 Terrace, Miami, Florida 33172. No phone calls please. WFOR Channel 4 is an Equal Opportunity Employer and encourages women and minorities to apply.

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.

Former Network T.V. News Producer sought for lucrative (\$75K+) NYC, Chicago, D.C., S.F., Atlanta or Miami-based position as a consultant to an expanding, high-powered TV publicity firm with national contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: New Century Communications, Inc., 1632 South Bayshore Court #502, Miami, FL 33133.

Executive Producer of Local Programming Award-winning local program department seeking a leader to continue our tradition of quality local programming. We seek an exceptional writer/producer who can produce programming that will make our viewers laugh, cry, think, respond and enjoy! Outstanding management/people skills, budget preparation, and cost consciousness are integral parts of this position. We produce everything from Pittsburgh Steelers Football pre-game shows, 60 minute medical specials, live marathons and bicycle races, telethons, parades, Pittsburgh Pirates Baseball games to public service announcement campaigns and accompanying programming. If you thrive on the satisfaction of putting major local shows on the air, then this could be the opportunity for you. Send your resume and tapes to the number one station in one of America's most liveable cities. Mark Barash, Director of Programming/Operations Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Executive Producer WXYZ-TV Detroit is looking for an executive producer of news. The individual will be responsible for the look, style and production of daily newscasts consistent with our strong content side. The executive producer will work closely with newscast producers in production of lead stories, reporter packages, and copy review. Ideal candidate is already a supervising producer, with several years news producing experience. Resumes to: Walter Kraft, News Director, WXYZ-TV, P.O. Box 789, Southfield, MI 48037. No Phone Calls. WXYZ-TV is an Equal Opportunity Employer.

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. For more info call 314-951-4113. Send resume to Neva Sprung, 2185 Hampton Avenue, St. Louis, MO 63139.

Commercial Producer to have the ability to take projects from concepts to completion -to write, shoot and edit advertisements. A minimum of two years experience required. Send letter, resume, references, and 3/4" or VHS tape to: CP, WGBA NBC-26, P.O. Box 19099, Green Bay, WI 54307-9099.

Assistant Production Director/Commercial Producer. West Texas, CBS affiliate, seeks an Assistant Production Director/Commercial Producer. Must be able to write, shoot, and edit three-quarter inch video for broadcast. Assist in supervision of Production Personnel. Must be organized, able to meet strict deadlines, possess people skills, and have a good driving record. Degree and prior experience required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Art Director. Orbis Broadcast Group, Chicago's premiere full service Video/Multimedia facility is expanding again. We have recently opened a digital publishing division, and are seeking someone with experience in ad layout, print, and 3D animation skills, preferably on an SGI or Symbolics platform. Experience in designing for online services and Web sites is a plus. Send resume and samples of work to: Orbis Broadcast Group, 100 South Sangamon Street, Chicago, IL 60607. Attn: Michael Opager.

Are you looking for a challenge? Do you love news? WBMG TV in Birmingham is looking for energetic, creative individuals to fill the following positions: Production Manager/Director, Director/TD, and Graphic Artist. Minimum two years relevant experience for all positions. Ampex 335, Infiniti and Avid experience preferred. Faint of heart need not apply. Resumes/tapes to Operations Manager, P.O. Box 59496, B'ham, AL 35259. No phone calls. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

WKYT-TV in Lexington, KY is seeking a Business Manager. The person in this position will report to WKYT's President and interface with all departments, as well as the corporate office. The ideal candidate will have an accounting degree and knowledge of EXCEL, Close-up and Columbine broadcast software. Responsibilities include execution, supervision, and evaluation of financial statements, general ledger, accounts payable/receivables, payroll, and personnel benefits. Interested candidates should send resume, references, and salary requirements to: President, WKYT-TV, P.O. Box 55037, Lexington, KY 40555. No phone calls please. WKYT-TV is an Equal Opportunity Employer.

Business Manager for Top 50 Market Major Group Affiliate. Responsible for managing the financial and business affairs of the station including coordinating the preparation of annual budgets. Includes supervision of accounting, traffic, and human resources functions. Position requires outstanding analytic, organizational and communication skills. The successful candidate will serve as an integral member of the company's management team. C.P.A., experience in broadcasting required. IBM AS/400 experience and Lotus 1-2-3 proficiency preferred. EOE. Reply to Box 00679.

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

Business Manager. KASA-TV FOX 2 has an immediate opening for the position of Business Manager. Position includes responsibility for management of accounting and business functions of the television station. Organization and development of fiscal year operating and capital budgets. Supervising personnel in the accounting department. Ensuring operations within business and tax laws. Must possess degree in accounting, finance, business administration or equivalent. Five years accounting experience required. Television station financial management experience preferred. KASA-TV is a Providence Journal Broadcasting station located in the Albuquerque/Santa Fe, New Mexico market. It's a great place to live with very small winter snows. Send resume, salary requirements and cover letter to: KASA-TV, Human Resources, P.O. Box 25200, Albuquerque, NM 87102. KASA-TV is an Equal Opportunity Employer. M/F/D/V.

HELP WANTED PROGRAMMING

Program/Research Director. WHBQ-TV is looking for a Program/Research Director to handle all programming and research. Candidate should have television programming background and excellent knowledge of Nielsen rating service; should be a team player with a real sense of creativity. Send resume to WHBQ-TV, 485 South Highland Street, Memphis, TN 38111, Attention: Personnel Department. Equal Opportunity Employer. M/F/V/HA.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212,337,7073 • FAX: 212.206.8327
INTERNET:AFASULO@BC.CAHNERS.COM

Television Engineer WTVI, Charlotte, NC WTVI is seeking a Engineer to oversee technical operation, troubleshoot and repair equipment to the component level and perform maintenance on production, broadcast and transmitting equipment. Production experience helpful. Required: 5 years experience in TV broadcast engineering, 2-year electronics degree and FCC general license or restricted permit. Send resume and salary requirement to Personnel, WTVI, 3242 Commonwealth Avenue, Charlotte, NC 28205 or FAX 704-371-8807. Closing date 2/9/96. EOE.

Studio Supervisor: S. Florida Production Facility seeks top notch bilingual Studio Supv. Must have min. 2 yrs experience coordinating all studio productions: scheduling camera and teleprompter operators, training, supervising and evaluating studio personnel. Excellent benefits package. Send resume to Human Resources, Telemundo Network, 2290 W. 8 Ave., Hialeah, FL 33010. No phone calls, please. E.O.E.

HELP WANTED TECHNICAL

Engineering

Satellite Video Engineer

Scientific-Atlanta, a world leader in satellite-based communication networks, cable television electronics and instrumentation products, has an immediate need for a Satellite Video Engineer in the Satellite Television Networks Division.

The successful candidate will be responsible for providing technical support to the sales and marketing organizations. This includes defining customer requirements from RFP's and discussions with the customer; designing satellite video networks including analog and MPEGII/DVB analog and digital compression equipment, earth-station RF equipment and terrestrial interconnecting equipment; producing lists of equipment and associated costs, block diagrams, system descriptions and link analysis; producing technical input to Scientific-Atlanta proposals; visiting customers to provide technical answers, make technical presentations and assist in contract negotiations; and evaluating competitive products and technologies.

Our ideal candidate will have a BSEE or equivalent and 3+ years experience in technical support of satellite-based video and RF systems. Exceptional communications and interpersonal skills are essential. Previous experience in conducting technical discussions with customers is critical. Ability to travel internationally is a must. Fluency in other languages would be an asset.

We offer a competitive salary and benefits package along with the opportunity to take a leadership role in this pivotal position. For immediate and confidential consideration, send via mail or fax a current resume, including salary requirements, to: Scientific-Atlanta, Human Resources, Department 27-81, 4356 Communications Drive, Norcross, GA 30093; FAX: 770-903-6444 (5pm-8:30am please).

An Equal Opportunity Employer. M/F/D/V.



Scientific Atlanta



WOIO TV and WUAB TV are seeking an Engineering Operations Manager. Ideal candidate will have experience in television operations, be a strong manager with excellent people and organizational skills. Send resume to Director of Engineering, 1717 East 12th Street, Cleveland, OH 44114. Equal Opportunity Employer.

Videographer Named the Best Newscast in Florida by the Associated Press, for the 2nd year in a row, Fox News at Ten, in the Ft. Myers market, seeks a videographer. Two years experience required, college degree preferred. Send non-returnable tape and resume to: Chris McKinney, Chief Videographer, WFTX-TV, 621 SW Pine Island Rd., Cape Coral, FL 33991. We are an equal opportunity employer.

Studio Maintenance Engineer WATL 36 seeks Studio Maintenance Engineer responsible for preventative and corrective maintenance of all studio broadcast equipment; install, relocate and modify equipment; computer repair and installation. Must have 5 years hands-on component level troubleshooting experience on all television systems. Extensive Betacam repair experience is a must. 2 year Associate Degree in Electrical Engineering or equivalent. If qualified, send resume to WATL 36, One Monroe Place, Atlanta, GA 30324 or fax to (404)881-3759. No phone calls. EOE.

Maintenance Engineer: Opening in Great Falls, MT for an organized, self-starter engineer with UHF, Studio and production experience. Send resume to KTGF, P.O. Box 1219, Great Falls, MT 59403.

Field Service Engineer. Ikegami Electronics is accepting applications for an experienced engineer to be based at its west coast office in Torrance, CA. Expertise in video technology, in particular broadcast cameras and monitors, is required. Essential responsibilities to include installation, resolution of technical problems in maintenance and operation, and technical presentation of Ikegami products at customer locations; answer technical questions submitted by dealers and users; and assist in setting up and working trade shows. Send resume to: Alan Keil, VP Engineering, Ikegami Electronics, 37 Brook Avenue, Maywood, NJ 07607.

Chief Engineer Are you ready to move into the number one slot? KCTF, the Waco Public Television station, seeks a qualified hands-on engineer who provides primary maintenance responsibilities for the UHF transmitter and studio sites, along with system design and integration. Experience in UHF transmitter and studio sites, along with system design and integration. Experience in UHF transmitters, station automation, equipment installation and maintenance, as well as excellent written and verbal skills required. SBE Certification or First Class FCC License preferred. Submit letter of interest and resume to: KCTF-TV, P.O. Box 97296, Waco, TX 76798-7296. EOE.

NETWORK OPERATIONS COORDINATORS ■

DIRECTV®, the nation's leading direct broadcast satellite service, delivers 175 channels of digital-quality television programming to American homes and businesses that are equipped with the DSS® receiving unit, which features an 18-inch satellite dish. Future services include data and interactive applications.

We are seeking additional staff members in our growing Network Monitoring Center. Responsibilities include monitoring and troubleshooting multiple video and audio signals on the DIRECTV network and verifying traffic data for completeness and accuracy. Successful candidates must have 2-5 years experience in satellite communications or television broadcast operations. An AA certificate in radio/TV or an ASC in Electronics, technical training or equivalent broadcast industry experience required. Must also be able to cope effectively in high-pressure situations and be willing to work all shifts, including nights and weekends. Strong communication skills also essential.

DIRECTV offers an excellent compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history to: **DIRECTV, Inc., Attn: Employment-SP, P.O. Box 915, RE/R8/N301, El Segundo, CA 90245.**

An equal opportunity/affirmative action employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply.



Chief Engineer/Systems Manager: KEYE TV CBS' most successful switch station (<http://www.k-eyetv.com>) seeks computer-savvy Chief with can-do attitude to maintain and grow Granite Broadcasting's state-of-the-art facility. Must have UHF transmitter, ENG and studio/production operations experience, as well as expertise in non-linear editing (all-Avid editing newsroom), LAN and other computer-based operations. Electronics technology or related college degree, systems management experience, and SBE certification preferred. Minimum 3 years Chief Engineer or related experience required. GBC/KEYE 42 TV is an Equal Opportunity Employer. No phone calls, please. Send resume to: KEYE 42 TV, Attn: Dennis Upah, 10700 Metric Boulevard, Austin, Texas 78758.

Assistant Chief Engineer - Independent UHF station needs experienced person to maintain transmitter, microwave systems and studio equipment. FCC General License required. Please send resume to KTZZ-TV Personnel Department, 945 Dexter Avenue North, Seattle, WA 98109. Fax (206) 281-0207. EOE.

Assistant Director of Engineering: KOTV, the A.H. Belo owned CBS Affiliate in Tulsa, OK is looking for an individual with experience in broadcast maintenance. Should have strong technical skills to include troubleshooting to component level of video and audio systems, switchers, videotape machines, RF systems, and computer networks. Requires two years college, technical or military training in electronics or a related field and five years experience in broadcast television. Equivalent combinations may substitute. SBE certification preferred. Send resume to Director of Engineering, KOTV PO Box 6, Tulsa, OK 74101. EOE.

Chief Engineer: Atlanta area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, Trinity Broadcasting Network, P.O. Box C-11949, Santa Ana, CA 92711; E-mail: BMILLER@TBN.ORG; Fax 714/665-2101. M/F EOE.

HELP WANTED PROMOTION

WE WANT YOU... IF

you're ready to join a hard-working Creative Services team in a highly competitive market.

KSAT 12 is San Antonio's top rated ABC affiliate and we have immediate opportunities for a **PROMOTION PRODUCER** and an **ART DIRECTOR**. Best of all we're a Post-Newsweek Station so we have the right tools, great benefits, competitive salaries and a stable working environment.

PROMOTION PRODUCER candidates must be excellent writers and be able to edit and produce everything from daily news topicals to station image spots. Minimum 2 years station experience with emphasis on news promotion.

ART DIRECTOR candidates must be familiar with SGI, ALIAS, MATADOR PAINT/ANIMATION and DESKTOP MEDIA. Minimum 2-3 years prior experience as graphics manager at a television station. Rush resumes and tapes with only your best stuff to Personnel Administrator, KSAT 12, P.O. Box 2478, San Antonio, TX, 78298. No phone calls please.

Any job offer contingent upon results of a pre-employment physical including drug screen. EOE/M-F/DV/ADA.

WLEX-TV wants a killer News Topical Promo Writer/Producer. A team player who knows what's promotable, how important grinding these babies out every day is to the success of the station, checks the facts, and is itching to motivate viewers to stay around for news. VHS tape and resume to Station Relations, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. EOE. Immediate opening.

Promotion Supervisor. WHNS-TV FOX 21, First Media Television, FOX affiliate in the 35th market, is accepting applications for the position of Promotion Supervisor to execute established marketing and advertising plans and supervise award winning support staff. Creativity with hands on editing and producing skills required. Knowledge of buying radio, print and other forms of media helpful. Minimum 3 years broadcast TV promotion. Kids and event promotion knowledge is a plus. Send tape and resume to: WHNS-TV, Attn: Personnel-Promo, 21 Interstate Court, Greenville, SC 29615. EOE. M/F/H.

Promotion Producer needed for daily network news magazine show based in Boston. Must have strong writing and production skills. Ability to meet tight deadlines. Send tape and resume to: Sunbeam Productions, WHDH-TV, Personnel Department, 7 Bulfinch Place, Boston, MA 02114.

News Promotion Producer to create, produce and edit news-oriented and syndicated show promotion. A minimum of two years experience required. Voice talent and shooting skills a plus. Send letter, resume, references and 3/4" or VHS tape to: NPP, WGBA NBC-26, P.O. Box 19099, Green Bay, WI 54307-9099.

HELP WANTED ADMINISTRATION

DISCREPANCY, CONTRACTS & INVOICE MANAGER

KABC-TV has an immediate opening for a Discrepancy, Contracts & Invoice Manager within our Sales Department. Proficiency in basic accounting procedures is required. Candidates must be highly organized, detail oriented, and have the ability to prioritize and handle multiple tasks at one time. Experience with LAN Management, JDS Systems and sales traffic systems is preferred.

Please send your resume to: KABC-TV, Attn: J. Riedl, Dept. DCIM-BC, 4151 Prospect Avenue, Los Angeles, CA 90027. Equal Opportunity Employer. No Phone Calls, Please.



Trainer/Client Services Representative: Software vendor needs person with broadcast/cable experience in traffic or A/R; Enterprise Systems experience helpful. Positions involve software in-stallation and training our clients. Relocation to Colorado Springs and extensive travel required. Must be self motivated, organized and have good people skills. Competitive compensation package. Fax resume and salary history to: Human Resources (719)548-1818. EOE.

Secretary to News Director: Candidate must possess excellent oral and written communication skills and should be able to deal with constantly changing priorities. Knowledge of WordPerfect 5.1 is necessary. Candidate should also have some knowledge and interest in current events. Please send resume to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

HELP WANTED RESEARCH

ASSOCIATE RESEARCH DIRECTOR

TBS Superstation is seeking a seasoned audience research manager for its Atlanta-based research department. This individual will be responsible for providing network management, programming, marketing, advertising and promotion staffs with audience and marketing-related information used for decision making purposes. Job functions include analysis and interpretation of data obtained from a variety of sources, including the A.C. Nielsen Company and primary research studies. This individual will be responsible for managing projects from the ground up, including developing project outlines and designing custom Nielsen analyses and primary research studies.

The ideal candidate will have 7+ years experience in cable or broadcast media research and will have the ability to manage several projects simultaneously with

a minimum of supervision. Applicants should be well skilled in the analysis of A.C. Nielsen audience data, and have a solid understanding of television programming and marketing strategies and practices. Experience in primary research design, advanced PC knowledge and strong written and oral communication skills required. Candidate must be outgoing, aggressive and able to interact well with network management and other network departments.

For consideration please send resume and salary requirements to:

Nancy Canali Lucas
Vice President/Research
1050 Techwood Drive
Atlanta, GA 30318



SITUATIONS WANTED NEWS

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Senior Designer/Harriet WCCO-TV, CBS O & O is seeking Senior Designer/Harriet/Quantel Paintbox whiz for News, Promotion, and Sales projects. Great station, great people, new equipment! Send tape and resume to: Gayle Allen, Director of Creative Services, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls please. EOE.

CABLE

HELP WANTED SALES

Miami Cable Interconnect Account Executive. Cable Interconnect seeks Account Executive. Must have excellent communication skills and at least 3 years prior media sales (TV, Radio, Agency, Cable) experience. Knowledge of PC based sales tools a must. Fax resume and Compensation requirements to (954)462-5836. EOE Drug Test required. No phone calls please.

MTV Latino is the world's first panregional 24-hour network that speaks directly to the unique interests and lifestyle of Latin youth culture. As a fast-growing affiliate of Viacom International, we're hotter than ever! This translates into outstanding opportunities for ambitious professionals at our Miami Beach office.

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- Research background and knowledge of Latin American territory and cable industry; DTH experience a must.
- Proven experience in dealing with cable affiliates, negotiating contracts, closing deals and maintaining accounts.
- Extensive travel in Latin America is required.

Send your resume to:
MTV Latino
Human Resources
1602 Alton Road
PO Box 50
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EOE. M/F/D/V.

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Telephone Technical Support With a client base of over 2,000 broadcast and cable stations throughout the world, Columbine JDS Systems, Inc. is an undisputed leader in the broadcast information system industry. The driving force behind our achievements is an outstanding team of employees. We are seeking a Telephone Technical Support Representative for our Golden, CO office. Individuals with experience supporting products under DOS 5.0-6.2, Windows 3.1 and NOVELL 3.11 and a thorough understanding of computer hardware should send resumes to: Columbine JDS Systems, Inc., 1707 Cole Blvd., Golden, CO 80401 or fax to (303) 237-0085. Broadcast experience a plus! CJDS offers a competitive compensation and benefits package. EOE M/F/V/H.

Director of Engineering. New Spanish language international Cable Television network seeks qualified applicants for the position of Director of Engineering. This is a start-up opportunity. Your chance to design and install technical systems from the ground up. The successful candidate will have ten or more years of engineering experience in broadcast and/or cable television, with demonstrated ability in television production and transmission facility design, systems integration/ installation and maintenance. A thorough working knowledge of satellite communications is necessary, as is a complete understanding of studio production and engineering principles. All candidates must have professional management qualifications. Fax resume, 404-364-1625.

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

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate Assistants (9), Miami University, in Mass Communication Master's degree program. The following assistantships are available: (1) work for WMUB FM, full time 24.5 Kw NPR affiliate, Big Band-Jazz-News format - 2 positions in news (reporting, writing and possible on-air), 1 position in operations, 1 position in marketing. (2) 4 positions as teaching and research assistants. (3) 1 position as video production assistant for educational access cable channel. Stipends for 1996-97 academic year approximately \$7,600, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. Bruce E. Drushel, Williams Hall, Miami University, Oxford, OH 45056. AA/EOE. Deadline February 12, 1996.

Belmont University seeks an Assistant Professor for a new position in broadcasting to teach courses in programming, advertising and sales. Additional course work may include broadcast news, scriptwriting, and related courses in applicant's area of interest. Professional experience or background in radio desirable. PhD. in Mass Communications or related area required. This is a full time, tenure-track position beginning in August 1996. Salary commensurate with qualifications. Send application letter, resume, transcripts, and three reference letters to Thom Storey, Search Committee Chairman, Communication Arts Department, Belmont University, Nashville, Tennessee 37212. Review of applications will begin March 1st. Belmont University, an institution of the Tennessee Baptist Convention, is an EO/AA employer. Minorities and women are urged to apply. Belmont's vision is to be a premier teaching university bringing together the best of liberal arts and professional education in a consistently caring Christian environment.

HELP WANTED MANAGEMENT

Trade Association General Counsel. Major Southeast location telecommunications trade association invites applications for the newly created position of General Counsel, and who will report directly to the Chief Executive of the association. Qualified candidates must have a minimum of five to seven years experience in the telecommunications industry, preferably in private law firm practice or as in-house counsel to a telecommunications company or association. The successful applicant will have subject expertise in one or more of several relevant areas, including: contract negotiations, association relations, litigation and public service commission proceedings. Send resume, transcript and writing sample to Box 00683 EOE.

HELP WANTED PRODUCTION

Arena Stage, a professional theater in Washington, DC, seeks producer for playwright Anna Deavers Smith's "Press and the Presidency Project" - an exploration of the relationship between the press and the president and how that relationship shapes the public's view of the president. This project's end result will be a play opening Arena, fall 1997. Desired Qualities: high-level political/media contacts, senior-level media experience. Responsibilities: arranging interviews, securing credentials, preparing research, and trouble-shooting. Please send letter, resume/cv, and 3 references to: Producer Search, Arena Stage, 6th & Maine Ave. SW, Washington, DC 20024.

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Small Combo, central Florida; Suburban AM, major Florida market; Florida Atlantic Coast AM; Others Florida and Georgia. Beckerman Associates, 813-971-2061.

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

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Take a proactive approach to EEO Compliance. Compliance Surety, Inc. can help you cut costs and simplify your EEO compliance efforts. Fax your request for free information to CSI at 719-592-9673. Include your station or company name, contact, address and phone number.

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word. Screened Background: \$2.40. Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

Broadcasting & Cable**Classifieds****Order Blank (Fax or Mail)****CLASSIFIED RATES**

Display rate: Display ads are \$173 per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are \$1.95 per word with a minimum charge of \$39 per advertisement. Situations Wanted rates are \$1.05 per word with a minimum charge of \$21 per advertisement.

Blind Boxes: Add \$25.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category:

Line ad ☐

Display ☐

Ad Copy:

Date(s) of insertion:

Amount enclosed:

Name:

Company:

Address:

City:

State:

Zip:

Authorized Signature:

Payment:

Check ☐

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MasterCard ☐

Amex ☐

Credit Card #:

Name on Card:

Exp. Date:

Phone:

Clip and Fax or Mail this form to:

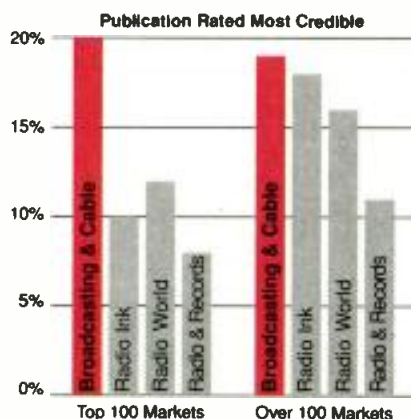
B & C

245 W. 17 Street ▲ NYC 10011 • Attention: Antoinette Fasulo

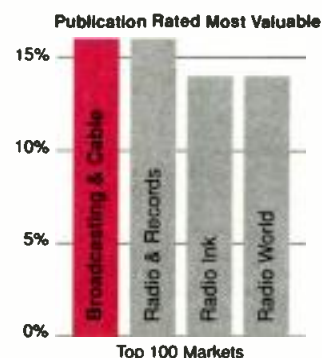
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Since 1931, radio station executives have relied on **Broadcasting & Cable*** for the most complete, authoritative coverage of the electronic information media. In fact, when industry leaders were recently asked which publications best cover the topics important to them (Congressional & Regulatory, Advertising & Marketing, Engineering/Technical, Economics & Business, Programming & Syndication, Journalism) only one magazine was rated in the top three in every category—Broadcasting & Cable.

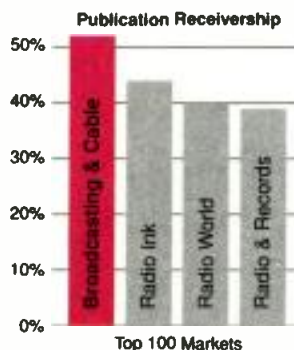


Considering this long-standing commitment to journalistic excellence, it should come as no surprise that Broadcasting & Cable is also considered the most credible publication among all executives surveyed and among both the top 100 and 100+ groups. Or that it ties with Radio & Records as the most valuable among the top 100 station General Managers.



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*formerly Broadcasting Magazine

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

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Country		
Phone		
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BC

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To learn about exhibiting at NAB '96, call the NAB exhibit sales team at 800/NAB-EXPO or 202/775-4988

For the Record

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

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

OWNERSHIP CHANGES

Granted

Fernandina Beach, Fla. (BTC-95100-2EA)—North East Florida Radio Inc. for WQAI-AM 1570 khz: involuntary transfer of control from Billy G. Hogan (deceased) to Sylvia F. Hogan (personal representative). *Jan. 17*

Tyler, Tex. (BALH-951129GK)—KTYL Radio Inc. for KTYL-FM 93.1 mhz: involuntary assignment of license from KTYL Radio Inc. (debtor-in-possession) to KTYL Radio Inc. *Jan. 17*

Charlotte Amalie, V.I. (BALH-930913GE)—Palm Beach Group Broadcasting Co. for WYCFM 104.3 mhz: involuntary assignment of license to John J. Ellis (trustee). *Jan. 17*

Filed

Apache Junction, Ariz. (BTCH-960111-EE)—American Broadcasting Systems Inc. for KVVA-FM 107.1 mhz: involuntary transfer of control from American Broadcasting Systems Inc. to American Broadcasting Systems Inc. (debtor-in-possession) *Jan. 11*

Phoenix (BTC-960111ED)—American Broadcasting Systems Inc. for KVVA-AM 860 khz: involuntary transfer of control from American Broadcasting Systems Inc. to American Broadcasting Systems Inc. (debtor-in-possession) *Jan. 11*

Houlton, Maine (BALH-960111GO)—Peak Communications Inc. for WHOU-FM 100.1

mhz: involuntary assignment of license to Gary M. Grove (trustee). *Jan. 11*

Idabel, Okla. (BAL-960111ES)—Curtis L. Cochran for KBEL-AM 1240 khz: involuntary assignment of license to Nona Sanders. *Jan. 11*

Idabel, Okla. (BALH-960111ET)—Curtis L. Cochran for KBEL-FM 96.7 mhz: involuntary assignment of license to Nona Sanders. *Jan. 11*

Woodbury, Tenn. (BTCH-960111GR)—Dasan Communications Corp. for WBOZ-FM 104.9 mhz: involuntary transfer of control to John C. McLemore (trustee). *Jan. 11*

Woodbury, Tenn. (BTC-960111GQ)—Dasan Communications Corp. for WBRY-AM 1540 khz: involuntary transfer of control to John C. McLemore (trustee). *Jan. 11*

NEW STATIONS

Granted

Santa Barbara, Calif. (BPH-880301MJ)—Joelmart Inc. for new FM at 107.7 mhz, ERP .71 kw, ant. 536 m. *Dec. 12*

Key Largo, Fla. (BPED-940330MB)—South Florida Educational Broadcasters for non-commercial educational FM at 91.7 mhz, ERP 100 kw, ant. 146 m. *Jan. 19*

McCook, Neb. (BPH-950417MQ)—W. Lawrence Patrick for FM at 93.9 mhz, ERP 50 kw, ant. 150 m. *Jan. 19*

Grants Pass, Ore. (BPED-950113MD)—American Family Association for new non-commercial educational FM at 91.1 mhz, ERP .250 kw, ant. 4 m. *Jan. 18*

Ganado, Tex. (BPH-940630MB)—Hooten Broadcasting Inc. for new FM at 104.7 mhz, ERP 50 kw, ant. 150 m. *Jan. 11*

Filed/Accepted for filing

Anchorage (BPH-951120MO)—Chinook

Concert Broadcasters Inc. (James R. Goodfellow, president/24.7% owner, 3601 C St., No. 290, Anchorage, AK 99503) for FM at 93.7 mhz, ERP 15.171 kw, ant. 271 m., Flat-top Mtn. communications site, 17.6 km SW of Anchorage. Chinook owns KLEF-FM Anchorage. *Nov. 20*

Healdsburg, Calif. (BPH-951206MD)—Wine Country Radio (Frederic W. Constant president/owner, 3565 Standish Ave., Santa Rosa, CA 95407) for FM at 96.7 mhz, ERP .335 kw, ant. 420 m., N side of Pine Flat Rd., 13.1 km W of Middletown, Calif. Constant owns KSAC-FM Sutter Creek, Calif., and KRAZ-FM Ketchum and KAKO-FM Gooding, Idaho, and has interest in KRSH-FM Middletown. *Dec. 6*

Merced, Calif. (BPH-951109MM)—John Neuhoft (2350 Broadway, Apt. 702, New York, NY 10024) for FM at 94.1 mhz, ERP 3 kw, ant. 100 m., .22 km E of Tower Rd., .43 km N of Gerard Ave., 7.2 km SE of center of Merced. *3 Nov.*

Leadville, Colo. (BPH-951207ME)—Rocky Mountain Radio Network Inc. (Al Martischang, president/50% owner, 5035 Ames Way, Denver, CO 80212) for FM at 93.5 mhz, ERP .16 kw, ant. 578 m., atop Mosquito Pass, near Lake/Park County line, 10 km S of Climax, Colo. Rocky Mountain is buying KHTH(AM) Dillon, KSKE(AM) Vail, KDMN(AM) Buena Vista and 75% of KRKY(AM)-KRKM(FM) Granby/Kremmling, all Colo. Martischang has interest in KHTH(AM) Dillon. *Dec. 7*

Dahlonega, Ga.—Georgia Public Telecommunications Commission (Frank C. Jones, chairman, 1540 Stewart Ave. SW, Atlanta, GA 30310) for noncommercial educational FM at 89.5 mhz, ERP 3 kw, ant. 140 m., .17 mi. S of Hwy 9, W of Dahlonega. GPTC owns WABW-TV Pelham, WACS-TV Dawson, WCES-TV Wrens, WCLP-TV Chatsworth, WCO-TV, WGTV(TV) and WUGA(FM), both Athens, WJSP-TV Columbus, WVAN-TV and WSVH(FM), both Savannah, WXGA-TV and WXVS(FM), both Waycross, WABR(FM) Tifton, WAGC(FM) Augusta, WDCO-FM Cochran, WJSP-FM Warm Springs, WUNV(FM) Albany, WWET(FM) Valdosta, WJWV(FM) Fort Gaines and WWIO(FM) Brunswick, all Ga. *Dec. 6*

Donaldsonville, Ga. (BPH-951204MB)—Augusta Radio Fellowship (Clarence T. Barinowski, president, 3213 Huxley Dr., Augusta, GA 30909) for noncommercial educational FM at 107.5 mhz, ERP 2.9 kw, ant. 144 m., .5 km SW of intersection of SRs 39 and 285, Ga. Augusta owns WLPE(FM) Augusta, WLPT(FM) Jesup, WGPH(FM) Vidalia and WPWB(FM) Byron, all Ga., and WLPG(FM) Florence, S.C. Barinowski owns WLPP(FM) Ocilla, Ga. *Dec. 4*

Ramsey, Ill. (BPED-951124MH)—Country-side Broadcasting for educational FM at 88.3 mhz, ERP 25 kw, ant. 153 m. *Nov. 24*

Tower Hill, Ill. (BPH-951206IA)—Cole C. Studstill (1607 Stroble Ave., Mendota, IL 61342) for FM at 98.3 mhz, ERP 6 kw, ant. 100 m., 6.4 km NE of Oconee, Shelby Co., S of Turkey Farm Rd. *Dec. 6*

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.4 million.
Sources: FCC, Nielsen, Paul Kagan Associates

PROFESSIONAL CARDS

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Tel: (202) 452-5830 Fax: (202) 452-5820
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**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
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9049 Shady Grove Court
Gaithersburg, MD 20877
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Tower Hill, Ill. (BPH-951208MA)—Virden Broadcasting Corp. (Randal J. Miller, president/owner, 111 W. Main Cross, Taylorville, IL 62568-0169) for 98.3 mhz, ERP 2.89 kw, ant. 143 m., Williamsburg Hill, 3.64 km SW of BR583-BR568 intersection in Lakewood, Ill. Virden owns WKFI(AM)-WJRE(FM) Kewanee, Ill. Miller owns 30% of WCNL(FM) Carlinville and 70% of WTIM(AM) Taylorville, Ill. *Dec. 8*

Miner, Mo. (BPH-951124ME)—Freddie M. Dickins (2413 E. Malone Ave., Sikeston, MO 63801) for FM at 107.1 mhz, ERP 6 kw, ant. 100 m., 1.2 km W of Z Hwy, 2.5 km SW of Crowder, Mo. *Nov. 24*

Stockton, Mo. (BPH-951113MN)—Kyoo Communications (Stephen W. and Ann P. Paris, owners, 304 E. Jackson St., Bolivar, MO 65613) for FM at 107.7 mhz, ERP 6 kw, ant. 100 m., 2.3 km SSW of Independence Church, 12 km SW of Stockton, Mo. Kyoo owns KYOO-FM Halfway, Mo. *Nov. 13*

Billings, Mont. (BPH-951113MO)—Conway Broadcasting Inc. (Lars Conway, president/owner, 4415 Fremont Ave. S., Minneapolis, MN 55409) for FM at 96.3 mhz, ERP 100 kw, ant. 157 m., 2.3 mi. S of I-90 on Coburn Rd. Conway is buying KMGH-FM-KSEI-AM Pocatello, Ind., and has applied to build FMs in Rapid City and Dell Rapids, S.D., and Billings. *Nov. 13*

Missoula, Mont. (BPED-951130MA)—Faith Communications Corp. for educational FM at 91.1 mhz, ERP 1 kw, ant. 622.1 m. *Nov. 30*

Buskirk, N.Y. (BPED-951206ME)—Northeast Gospel Broadcasting Inc. (Brian A. Larson, president/.333% owner, Box 36 Kings Rd., Buskirk, NY) for FM at 88.1 mhz, ERP .1 kw, ant. .33 m., .6 km NNW of Buskirk. Northeast Gospel owns WNGX-FM Fort Ann. Larson owns WNGN-FM Hoosick Falls, N.Y. *Dec. 6*

La Grande, Ore. (BPCF-951207KH)—Communication Properties Inc. (Birger J. Brinck-Lund, president/owner, 105 Cedar Green Lane, Berkeley Heights, NJ 07922) for TV at ch. 16, ERP 11.3 kw, ant. 780 m., atop Mt. Fanny, 27.9 km E of La Grande. Communication has applied to build TV at ch. 11, Pendleton, Ore. *Dec. 17*

Pen Argyl (BPED-951206MF)—Mercer County Community College (Richard P.

Perlman, chairman, Board of Trustees, 1200 Old Trenton Rd., Trenton, NJ 08690) for FM at 89.5 mhz, ERP .001 kw, ant. 343 m. MCCC owns WWFM Trenton and WNNJ-FM Dover Township, N.J. *Dec. 6*

Bulls Gap, Tenn. (BPH-951207MF)—Shelby Joan Trent (3125 Cherokee Dr., Morristown, TN 37814) for FM at 100.7 mhz, ERP 6 kw, ant. 100 m., .15 km N of Stagecoach Rd., E of intersection with Rte. 113, Whitesburg, Tenn. *Dec. 7*

Bulls Gap, Tenn. (BPH-951207MB)—Patti D. Govan (112 Barberry Rd., No. G27, Johnson City, TN 37604) for FM at 100.7 mhz, ERP 3.95 kw, ant. 123.7 m., alongside Grassy Valley Rd. 8.5 km from Bulls Gap. *Dec. 7*

Bulls Gap, Tenn. (BPH-951207MD)—Statewide Broadcasting (Larry Melton/Jerry Thorton, partners, Route 2, Box 405, Camden, TN 38320) for FM at 100.7 mhz, ERP 6 kw, ant. 100 m., 1.3 m. S of Whitesburg on CR 113. Melton and Thorton each own 25% of WPIB-AM-FM Booneville, Miss. *Dec. 7*

Ogden, Utah (BPCT-951201KG)—Beehive Broadcast Corp. (E. Morgan Skinner Jr., president/.333% owner, 210 N. 1000 E., St. George, UT 84770) for TV at ch. 24, ERP 1170 kw, ant. 1197 m., Farnsworth Peak, 5.1 km SE of Lake Point, Utah. Skinner has interests in applications to build FMs in Richfield and Tremonton, Utah. *Dec. 1*

Dayton, Wash. (BPH-951120MN)—Dayton Broadcasting Co. (Russell G. Whipple, .333% partner, 1420 S. 2nd, Dayton, WA 99328) for FM at 102.3 mhz, ERP 6 kw, ant. .114 m., N end of 1st St., one block NNW of Dayton. *Nov. 20*

FACILITIES CHANGES

Returned

Corydon, Ind. (BP-950526AA)—Radio Corydon Inc. for WOCC-AM 1550 khz: change frequency to 1030 khz, increase power to 1 kw, change ant. system, change TL to 2.5 km from center of Corydon, Ind. *Dec. 15*

Granted

Alexandria, Ind. (BPH-950908IA)—Triplett

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Broadcasting Co. of Indiana Inc. for WAXT-FM 96.7 mhz: change ant. to 107 m., ERP to 2.5 kw. *Jan. 11*

Jeffersontown, Ky. (BPH-950914IC)—Channel Chek Inc. for WLSY-FM 101.3 mhz: change ERP to 2 kw, ant. to 59 m., frequency to 101.3 mhz. *Jan. 17*

Gladstone, Mo. (BMP-951103AB)—Michael Gliner for KGGN-AM 890 khz: reduce power to 960 w, change ant. system. *Jan. 19*

Knob Noster, Mo. (BPH-950818)—Bick Broadcasting Co. for KKKX-FM 105.7 mhz: change ant. to 153 m., ERP to 38 kw. *Jan. 19*

Rocky Mount, N.C. (BPCT-950915KG)—Roberts Broadcasting Co. for WRMV-TV ch. 047: change ERP to 5000 kw, ant. to 370.9 m., TL to 9.8 km E of Louisville, N.C., 2.7 km N of SR 56. *Jan. 19*

Salisbury, N.C. (BPH-950214IE)—Wend LP for WEND-FM 106.5 mhz: change ERP to 84 kw, ant. to 319 m., TL to Lipe Rd., 5.1 km WNW of China Grove, Rowan City, N.C., change class to C1. *Jan. 16*

Rock Island, Wash. (BPH-950712IG)—Sunbrook Communications Inc. for KXAA-FM 99.5 mhz: change ERP to 5.3 kw, ant. to .25 m. *Jan. 19*

Filed/Accepted for filing

Glendale, Ariz. (BPH-951122IC)—Broadcast Group Inc. for KKFR-FM 92.3 mhz: change ant. to 500 m., TL S Mtn., 13.5 km SSE of Phoenix. *Nov. 22*

Two Harbors, Minn. (951128IB)—Twin Ports Broadcasting Inc. for WRSR(FM) 104.3 mhz: change ant. to 121 m. *Nov. 28*

Cleveland, Miss. (951113MN)—Radio Cleveland Inc. for WCLD-FM 103.9 mhz: change ERP to 24.5 kw, class from A to C3. *Dec. 4*

Seneca, S.C. (BPH-951121IG)—Alpeak Broadcasting Corp. for WPEK-FM 98.1 mhz: change ant. to 300 m., TL to 5.6 km from center of Walhalla, S.C. *Nov. 21*

Burlington, Vt. (BPED-951204IC)—University of Vermont and State Agricultural College for WRUV-FM 90.1 mhz: change ant. supporting-structure height to 40 m. *Dec. 4* ■

Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

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For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

Still waiting

EDITOR: I have been attempting to call the FCC to get an answer to a simple question for over a month.

I couldn't reach anybody for most of December because the government was shut down. When the government finally reopened, I couldn't get in touch with anybody at the FCC because of the snowstorm in D.C. When I called yesterday, the commission was closed for Martin Luther King's birthday. When I called today, I reached voice mail. (Don't these people know how to answer a phone?) When I tried to leave a message, I was told I couldn't because the mailbox was full.

There's a lot more to the government shutdown controversy than just Bill Clinton and Newt Gingrich. It's about a federal bureaucracy that has gotten totally out of control and totally unresponsive to those it is supposed to be serving. The FCC is a prime example, and it is but a minuscule part of the federal government.

In addition to corporate taxes and personal income taxes, broadcasters also are forced to pay filing fees for everything we do, including a filing fee for our annual ownership reports. Then we have to pay an annual regulatory fee on top of that. What is it we are paying for?

Maybe one of these days I'll be able to reach someone at the FCC who can answer my question, without having to wade through voice mail and/or being transferred to at least six different offices. Yeah, and maybe I'll win the lottery too.—*Larry Fuss, president/general manager, Delta Radio Inc., Cleveland, Miss.*

Anniversary update

EDITOR: I found your Nov. 6, 1995, 75th Anniversary of Broadcasting issue to be very interesting, informative and fun to read. I would, however, like to point out that you may have missed something.

In 1984 the manner by which all television broadcasters gathered news was changed forever with the inauguration of Conus, the world's first satellite newsgathering organization. As you probably know, with the introduction of Conus, television stations were free to select their own headlines, just as newspapers do. With the introduc-

tion of Conus and satellite newsgathering, for the first time local stations did not have to wait for the network in order to present national or international news. I believe that the introduction of Conus and the concept of satellite newsgathering was about as big a change as any since the introduction of color television.—*Stanley S. Hubbard, president/CEO, Hubbard Broadcasting Inc. (managing general partner of Conus), St. Paul*

EDITOR: In the Editor's Note accompanying Don Russell's Dec. 18, 1995, letter on the DuMont Network, you've omitted a DuMont-owned station in Washington and added a nonexistent Paramount station "on the West Coast."

WTTG, like WABD, was only with DuMont, one of four commercial VHF channels in the District of Columbia market, but as Pittsburgh's one and only, WDTV was affiliated with all four networks.

It should have been no surprise to anyone, then, that when DuMont Broadcasting threw in the towel, Westinghouse jumped at the opportunity to convert ch. 2 to KDKA-TV, while the two ch. 5 stations had to be spun off as Metropolitan Broadcasting. (Thanks to the arrival of John Kluge, however, that turned into a viable and growing MetroMedia and laid the foundation for DuMont's revival as Fox.)

Paramount did have two experimental licenses, both in Los Angeles: w6XYZ, which became KTLA, always an independent and never affiliated with DuMont or any other network until The WB began recently (DuMont's only Los Angeles affiliate was KTTV, which, coincidentally, Kluge later brought into the MetroMedia fold and so was able to lay on the table before Rupert Murdoch), and w6XLA, a mobile facility, operated as a development auxiliary to w6XYZ, but abandoned with the switch to commercial operation on w6XYZ's channel (known

in the commercial era as ch. 5).

With its acquisition of the Balaban and Katz theater chain in the Midwest, Paramount's theater subsidiary also picked up WBKB (for Balaban and Katz Broadcasting), which carried, not DuMont, but ABC in Chicago. Thus Leonard Goldenson, who headed Paramount Theatres when Uncle Sam forced the separation of movie studios and theater chains, was "the affiliate who bought the network," even as Thomas Murphy and Michael Jordan would be one day, following in Goldenson's footsteps.

In her letter (under the same heading), Loreen Arbus properly credited Goldenson (her father) with negotiating the entry of film studios as major suppliers of network television programming. As both a broadcaster and a movie exhibitor, he could speak credibly to the concerns of both and pave the way for the movie studios to boldly go where only their off-label subsidiaries (Revue, Screen Gems, etc.) had cautiously ventured before.

Of course, Disney helped considerably by showing the way to use the *Disneyland* television program to attract audiences to theatrical releases (perhaps Goldenson had a hand in shaping that), a pattern followed with such offerings as *Warner Bros. Presents* and *The M-G-M Hour*.

Whether Goldenson was willing to accept Roy Disney's condition that ABC put up a third of the capital to build Disneyland Park (along with the Disney Studio and Western Printing and Lithograph, Disney's book and comic publisher) because he shared Roy's faith in Walt's vision or whether he was just hungrier for programming than NBC or CBS, he was the ideal candidate to lead the movies into television.

Whatever Goldenson's expectations, ABC's investment in Disneyland Park proved to be so good that the company reinvested its profits from the venture in another theme park, Marine World in the San Francisco Bay area.

For his role in finessing their transition into the modern era, Arbus's dad deserves laurels from all three affected businesses: movie production, movie exhibition and broadcasting. Each of them has benefited from walking through the doors that he opened.—*Thomas D. Bratter, Los Angeles*

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Datebook

THIS WEEK

Jan. 29-30—Midwest Broadcasters & Telecommunications conference and trade show. Radisson Hotel South, Minneapolis. Contact: (612) 926-8123.

Jan. 30—"1996 Special Events—Elections & Olympics: The Year from Hell," panel discussion by the New York chapter of the *Society of Satellite Professionals*. NBC, 30 Rockefeller Center, New York. Contact: Karla Silas, (800) 648-4145.

Jan. 30-31—"Exploring the Full Potential of Multimedia Over Radio," MMDS/MVDS conference presented by the *Institute for International Research*. Churchill Inter-Continental Hotel, London. Contact: +44 (0) 171 915 5055.

Jan. 31—Hollywood Radio and Television Society newsmaker luncheon, with featured speaker Bill Gates. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

Jan. 31—Third annual *Federal Communications Bar Association* public policy forum. ANA Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 2-4—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Melrose Hotel, Dallas. Contact: Cy Porter, (202) 467-5219.

Feb. 3-5—2nd annual Wireless Cable Technical Symposium, presented by *Wireless Cable Association International*. San Antonio Marriott Riverwalk Hotel, San Antonio, Tex. Contact: (202) 452-7823.

Feb. 3-6—53rd annual *National Religious Broadcasters* convention. Indiana Convention Center, Indianapolis. Contact: (703) 330-7000.

FEBRUARY

Feb. 5-6—Radio Group Head Fly-In, hosted by the *National Association of Broadcasters*. ANA Hotel, Washington. Contact: Lori Long, (202) 429-5402.

Feb. 6—West Virginia Broadcasters Association sales seminar. Ramada Inn, South Charleston, W.Va. Contact: (304) 744-2143.

Feb. 6-9—Satellite '96, 15th annual international conference and exhibition, presented by *Phillips Business Information Inc.* Hyatt Regency Crystal City, Arlington, Va. Contact: (800) 777-5006.

Feb. 7—West Virginia Broadcasters Association sales seminar. Ramada Inn, Morgantown, W.Va. Contact: (304) 744-2143.

Feb. 8—"Inside FCC Form Processing," *Society of Cable Television Engineers* satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 363-6888.

Feb. 8—International Radio & Television Foundation industry conference, co-sponsored by *Broadcasting & Cable*. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 9—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 9-11—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Mayflower Park Hotel, Seattle. Contact: Cy Porter, (202) 467-5219.

Feb. 9-15—36th annual *Monte Carlo Television Festival*. Loews Hotel, Monte Carlo. Contact: Liliane Vitale, (201) 869-4022.

Feb. 12-13—"Introduction to Telephony," *Society of Cable Telecommunications Engineers* regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.

Feb. 12-15—Western Communications Forum, presented by the *International Engineering Consortium*. Grand Kempinski Hotel, Dallas. Contact: Mike Vogt, (312) 938-8787.

Feb. 14-16—"Light the Credit Torch," seminar presented by *Broadcast Cable Credit Association*. J.W. Marriott at Lenox, Atlanta. Contact: (708) 296-0200.

Feb. 14-16—"Marketing Strategies for Cable TV

Companies," conference presented by *Global Business Research Ltd.* Le Meridien, Coronado, Calif. Contact: Rich Manhardt, (212) 366-3249.

Feb. 14-16—"Introduction to Fiber Optics," *Society of Cable Telecommunications Engineers* regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.

Feb. 15—"DBS: The Five Burning Questions," seminar presented by *The Carmel Group*. Warner Center Marriott, Woodland Hills, Calif. Contact: (408) 626-6222.

Feb. 15-17—Oklahoma Association of Broadcasters winter convention. Oklahoma City. Contact: (405) 848-0771.

Feb. 15-18—Radio Advertising Bureau marketing leadership conference. Wyndham Anatole Hotel, Dallas. Contact: (214) 753-6700.

Feb. 20-22—Georgia Association of Broadcasters 51st annual Radio-TV Institute. University of Georgia, Athens, Ga. Contact: 770-395-7200.

Feb. 21-22—"Convergence: Partners in Progress," course presented by *Women in Cable & Telecommunications*. Lake San Marcos Resort, San Diego. Contact: Molly Coyle, (312) 634-2353.

Feb. 21-23—Texas Show '96, presented by the *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

Feb. 22—Federal Communications Bar Association luncheon featuring Robert Iger. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 23-25—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Warwick Regis Hotel, San Francisco. Contact: Cy Porter, (202) 467-5219.

Feb. 26-28—Great Lakes Broadcasting Conference and Expo, presented by the *Michigan Association of Broadcasters*. Lansing City, Lansing, Mich. Contact: Karole White, (517) 484-7444.

Feb. 27-28—Wireless Cable Europe conference, presented by *IBC Technical Services Ltd.* Copthorne Tara Hotel, London. Contact: +44 (0) 171 637 4383.

Feb. 28-29—North Carolina Cable Telecommunications Association winter meeting. Washington Duke Hotel, Durham, N.C. Contact: (919) 834-7113.

MARCH

March 1-3—55th annual *Intercollegiate Broadcasting System* international convention of educational broadcasters. Roosevelt Hotel, New York City. Contact: Fritz Kass, (914) 565-0003.

Mar. 4-5—"Introduction to Telephony," *Society of Cable Telecommunications Engineers* regional training seminar. SCTE National Headquarters, Exton, Pa. Contact: (610) 363-6888.

March 4-6—Satellite Broadcasting and Communications Association Las Vegas '96 Satellite Show. Las Vegas Hilton, Las Vegas. Contact: (818) 558-3679.

Mar. 6-8—"Introduction to Fiber Optics," *Society of Cable Telecommunications Engineers* regional training seminar. SCTE National Headquarters, Exton, Pa. Contact: (610) 363-6888.

March 7—"Satellite Imagery and the News Media," conference presented by *American University School of Communication*. American University, Washington. Contact: (202) 885-2037.

March 7-8—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Continental Cablevision offices, Pompano Beach, Fla. Contact: Molly Coyle, (312) 634-2353.

March 8—12th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: Fred Brown, (202) 463-8970.

March 13-15—NIMA International spring meeting/product distribution day. Renaissance Mayflower Hotel, Washington. Contact: David Savage, (202) 962-8342.

March 14—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

March 14—Federal Communications Bar Association luncheon featuring Richard Notebaert. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 14-15—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Scientific-Atlanta offices, Norcross, Ga. Contact: Molly Coyle, (312) 634-2353.

March 14-15—Cable television law 1996 seminar presented by the *Practising Law Institute*. PLI Training Center, New York City. Contact: Christine Garcia, (212) 824-5700.

March 17—West Virginia Broadcasters Association spring meeting. Holiday Inn, Martinsburg, W.Va. Contact: (304) 744-2143.

APRIL

April 12-15—Broadcast Education Association 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

April 15-16—Television Bureau of Advertising sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 15-18—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 28-May 1—Cable '96, *National Cable Television Association* annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

MAY

May 19-22—36th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teister, (708) 296-0200.

May 23-25—"CES Orlando...The Digital Destination," multimedia trade show presented by the *Electronic Industries Association*. Orange County Convention Center, Orlando, Fla. Contact: Cynthia Upson, (703) 907-7674.

JUNE

June 9-15—17th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 19-22—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

OCTOBER

Oct. 9-12—World Media Expo, comprising the *National Association of Broadcasters* Radio Show (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osmanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640), and *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

NOVEMBER

Nov. 11—Broadcasting & Cable 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

DECEMBER

Dec. 11-13—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Quantel's Taylor packages 'power of digits'

Digital may be the broadcast buzzword of the '90s, but Richard Taylor thought it was a pretty hot idea back in 1975. That's when he and a group of colleagues left EMI Research Laboratories to start Quantel Ltd.

In his engineering post at EMI, the bulk of Taylor's work was for military and research contracts. But he also developed automation for color cameras for broadcast TV.

"We realized that there was going to be a huge demand for digital technology in the broadcast field," says Taylor, now Quantel's executive chairman. "In those days it was a totally analog world, and it simply cried out to have the power of digits."

Quantel is known as an industry vanguard in producing digital effects, graphics and editing machines. But the company's first broadcast product, in 1976, was a portable digital framestore synchronizer for handling remote ENG feeds, for which Quantel won contracts from CBS, ABC and the Canadian Broadcasting Corp.

The compact box also was capable of shrinking a picture to one-quarter size, a feature that CBC used during the opening ceremonies of the 1976 Olympic games in Montreal. CBC used Quantel's product to take the microwave feed of the Olympic torch-bearer running through the streets of Montreal, synchronize it, shrink the picture and superimpose it onto a wider shot of the crowd waiting in the stadium.

"In those days we were engineers building lumps of engineering for broadcast engineers," Taylor says. "But in 1976 at the Olympics, the way the machine was used was suddenly a creative use and we got exposed to the creative side of television: its insatiable demands and its sometimes unreasonable demands."

These demands led to Quantel's next product, an electronic zoom machine, in 1978. Taylor and his team began experimenting with storing still slides on computer disks and developed a machine to replace the slide scanner (now known as Picture-box). But the "still store" had a drawback—the graphics that news and sports programs were saving were rather crude, captured by cameras off drawing boards.

"We thought: 'Why can't you do away with all that and replace the drawing board with electronics?'" Meanwhile, a Quantel engineer had designed a computer for his children that would allow them



"Technology should not get in the way."

Richard John Taylor

Executive chairman, Quantel Ltd., Newbury, England; b. April 15, 1945, Northwood, England; BS, electrical engineering, Manchester University, 1967; MS, electronics, London University, 1970; research engineer, EMI Research Laboratories, 1968-75; Quantel: managing director, 1975-89; named chairman, 1989; m. Judy Allport; children: James, 5; Emily, 3.

to paint electronically (albeit rather primitively). The symbiosis of these ideas led to a new television graphics system in 1981, Paintbox, which offered graphic artists the electronic equivalent of pencil and paper.

The breakthrough of Paintbox was followed in 1983 with another graphic design tool, Mirage, a stand-alone effects machine that allows designers to put moving images on "bendy sheets" and manipulate them.

By 1984, multiple-arm disk technology surfaced that allows information to be read in parallel off disks, significantly boosting the storage and access capabilities of computers.

"It was the breakthrough we'd been waiting for to allow us to build a machine we'd had in our mind for some time—a disk-based effects editing machine," Taylor says. "That was the start of 'Harry.'"

The revolutionary Harry debuted in 1985, offering digital editing and multilayer effects in one machine. "Quite suddenly you could do all sorts of things that previously had merely been a dream," Taylor says. "It was made so the machine was a servant of the creative process, not the master, which I think so often becomes the case—that the technology overwhelms the creative user."

Quantel now is trying to outfit the digital newsroom market of the future with the network of its Newsbox nonlinear editor, Storybox journalist server and powerful Clipbox server, which can be configured for both in-plant transport and "playout" to air (for programming or commercials).

While competitors in the news editing and server markets might label Quantel as a post-production supplier, Taylor sees getting into hard-news editing and commercial playout as a "logical extension" of Quantel's proven still-store and networking products for broadcasters. He says Quantel will continue its digital motto: Start with a clean sheet of paper and design for the future.

"Digits are being used to merely emulate what is being done in the analog world," Taylor says. "If you have a display that looks like a tape recorder, then yes, anybody who is used to using a tape recorder can feel comfortable with that. But is that actual progress? We say that it's not. What you want to do is to look at what that person is actually trying to achieve and make it the easiest thing in the world." —GD

BROADCAST TV

Jennifer Murphy, anchor/reporter/producer WBTW(TV) Florence, S.C., joins WKYC-TV Cleveland as reporter.

Jay Chrepta, production assistant and member outreach representative, WGBH-TV Boston, joins WPBT(TV) Miami as producer.

Scott Swan, reporter/producer, Disneyland Resort, Anaheim, Calif., joins WISH-TV Indianapolis as reporter/back-up anchor.

Vincent Nelson, LSM, WYTV(TV) Youngstown, Ohio, joins WTAP-TV Parkersburg, W.Va., as GM.



Bill Lamb, GSM, WPLG(TV) Miami, joins WMBD-TV Peoria, Ill., as station manager.

Joan Chase, VP/business manager, WXIA-TV Atlanta, joins Cottonwood Communications, Springfield, Mo.,

as VP/CFO.

Ken Foote, consultant, Ken Foote & Assoc., Dallas-Fort Worth, joins KDFW-TV/KDFI-TV there as program director.

Appointments at WPLG(TV) Miami: **Josie Goytisolo**, VP, news, Telemundo Network, joins as executive producer; **Glen Ecklund**, executive VP, news, operations and promotion, WWSB(TV) Sarasota, Fla., joins as director, broadcast operations; **Paul Kaniewski**, promotion producer, named creative services manager; **Marcel Franck**, producer/director, Burger King Corp., joins as post-production editor.

Katherine McGee, news producer, KGO-TV San Francisco, joins KFSN-TV Fresno, Calif., as executive producer, news programs.

Jeff Cash, GSM, WCMH(TV) Columbus, Ohio, joins WKEF(TV) Dayton, Ohio, as VP/GM.

Lisa Bennett Downie, senior account executive, WSET-TV Lynchburg, Va., named national/regional sales manager.

Kirsten Hanson, news producer, WBBH-TV Fort Myers, Fla., joins WPBF(TV) West Palm Beach, Fla., in same capacity.

Appointments at WAVE(TV) Louisville, Ky.: **Dan Foos**, production manager,

named operations manager; **Rick Brown**, news director, adds production director to his responsibilities; **Angela Martinez**, reporter/weekend anchor, named news co-anchor.

Barbara Schalch, account executive, WPSG(TV) Philadelphia, named LSM.

Licia Hahn, VP, marketing and promotion, Group W Television, named VP, marketing, CBS Television Station Group, New York.

Russell Hamilton, president/GM, KWQC-TV Davenport, Iowa, joins KGAN(TV) Cedar Rapids, Iowa, in same capacity.

Bruce Binenfeld, program director, WABU(TV) Boston, joins WGN-TV Chicago as director, programing.

Al Jerome, president/CEO, Spectra Vision, joins KCET(TV) Los Angeles in same capacity.

PROGRAMING



Meyer

Paul Meyer, senior VP/GM, Viacom New Media, Chicago, named executive VP/GM, New York office.

Geoff Calnan, senior VP, advertising and on-air promotion, Fox Broadcasting Co.,

Beverly Hills, Calif., named executive VP.

Michael Malekoff, president, Grey Advertising, Stamford, Conn., joins New Media Inc., Westport, Conn., as senior VP, integrated marketing.



Bowen

Keith Bowen, sales manager, kids sales, Turner Broadcasting Sales, New York, named VP.

Arthur Goldblatt, independent film producer, Los Angeles, joins CME Program-

ming Services Inc., London, as managing director.

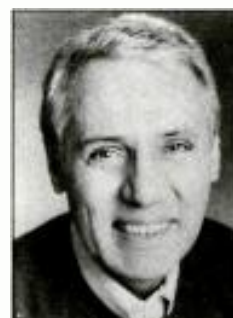
Susan Borke, VP, business affairs, National Geographic Television, Washington, adds general counsel to her responsibilities.

Kenneth Ostrow, lawyer, Skadden, Arps, Slate, Meagher & Flom law firm, Los Angeles, joins New World Entertainment there as VP/general counsel.

Peter Martin, executive director, creative services, Buena Vista Television, Burbank, Calif., named VP.

Appointments at Rainbow Programming, New York: **Robert Pollichino**, senior VP, Prime SportsChannel Networks, named senior VP, sports; **Michael Blair**, senior VP, SportsChannel Regional Network, named executive VP, sports. They will oversee Rainbow's national and regional sports operations within their respective divisions.

RADIO



Anthony

Dean Anthony, program director, WHLI(AM) Long Island/Hempstead, N.Y., named VP/program director.

Jeff Dorf, GM, WBPS, a PSR affiliate and radio station leased by Liberty Sports,

joins Prime Sports Radio, Irving, Tex., in same capacity.

Rick Bockes, regional director, Mutual Broadcasting Systems, joins Business News Network Inc., Alexandria, Va., as VP, affiliate relations.

Liz Laud, senior director, affiliate relations, Westwood One, New York, named VP, affiliate relations, music and event programing.

Mike Shields, VP/GM, KNST(AM)/KWFM-FM Tucson, Ariz., joins KHTC-FM/KIDR(AM) Phoenix as GSM.

Bob Straczek, sales manager, WPXR-FM Rock Island, Ill., joins KSTB-FM Houston/Crystal Beach, Tex., as VP/GM.

Rick Sellers, director, operations and programing, Palmer Communications, Des Moines, Iowa, joins WMT-AM-FM Cedar Rapids, Iowa, as GM.

CABLE

Appointments at News 12 New Jersey, Edison: **Angela Helton**, producer, WCSH-TV Portland, Me.; **Sabine Boggs** and **Wendy Daniel**, producers, Newschannel 8, Washington; **Emily Benson**, producer,

KARK-TV Little Rock, and **Christopher Welch**, assistant editor, *New Jersey Monthly*, all join as producers.

Jim Carey, VP, Southeast region, Cablevision Industries, joins MediaOne Inc., Atlanta, as executive VP, cable television and residential telephone operations.

David Van Valkenburg, senior VP, US West Multimedia, Englewood, Colo., named executive VP, cable/telephony, US West International.



Boehm

Helen Boehm, VP, public service and children's network, Fox Broadcasting Co., joins MTV Networks, New York, as senior VP, public responsibility and network standards.

Appointments at

Jones Intercable, Englewood, Colo.:

Jana Henthorn, GM, Kenosha, Lake Geneva, Ripon, Wisconsin systems, named VP, operations; **Michael Lovett**, GM, Chicago suburbs system, named VP, operations; **Charlie Railey**, Fund VP, eastern cable systems, named VP, regulatory affairs.

William Haggarty, GM, California systems, InterMedia, Brentwood, Tenn., named director, Tennessee region.

Appointments at Summit Communications Inc., Bellevue, Wash.: **Dana Moler**, marketing services manager, Viacom Cable, Puget Sound, Wash., joins as director, new technologies; **Ronald Sheldon**, manager, accounting and auditing, Clothier and Head P.S., joins as controller.

Appointments at SportsChannel, New York: **John Moore**, producer/director, New York Yankees games, WPIX(TV) there, joins as director, New York Mets telecasts; **Nate Archibald**, teacher/counselor, New York public school system, joins as analyst, Hofstra basketball telecasts.

MULTIMEDIA

Phillip Cox, VP/GM, WJSU-TV Anniston, Ala., adds senior VP, Northeast Alabama (Osborn Communications Corp.), to his responsibilities.

Leo Henning, station manager/director, operations, WGEM-TV-AM-FM Quincy, Ill., named VP/GM.

Appointments at WETA-TV Washington:

Yoko Arthur, director, system human resources development, Corporation for Public Broadcasting, Washington, joins as VP, human resources and organizational development; **Jeff Epreman**, director, corporate account management, WNET(TV) Newark, N.J., joins as VP, program marketing.

David Kaufman, president, Major Market Radio Sales Inc., joins Metro Networks and Metro Traffic Control, New York, as VP, affiliate relations.

TELEMEDIA



Crowley

Bruce J. Crowley, president, Distance Learning, New York, named executive VP of parent company ACTV Inc. and president of ACTV Interactive.

Appointments at Disney Interactive Entertainment Group, Burbank, Calif.:

Isaac Kerlow, chairman, computer graphics department, Pratt Institute, New York, joins as VP, creative resources; **Harry Jenkins**, VP, product development, Silicon Gaming, San Jose, joins as VP/executive producer.

Appointments at Disney Online, Burbank, Calif.: **Charles M. Davis**, senior VP, circulation and computer marketing, *TV Guide*, Philadelphia, joins as senior VP, marketing; **David Vogler**, executive producer/creative director, Nickelodeon Online, New York, joins as VP, kids content.

Appointments at NBC Interactive Media, New York: **Martin J. Yudkovitz**, senior VP, NBC Multimedia, named president; **Edmond Sanctis**, general manager, NBC Digital Publishing, named senior VP/executive producer.

ALLIED FIELDS

Bill Fitzgerald, VP, Daniels & Associates investment banking firm, cable television division, Denver, named senior VP.

Tom Simon, independent producer/consultant, Washington, joins The Reader's Digest Association Inc., Pleasantville, N.Y., as director, global video and television, and executive producer.

Appointments at TV/COM International, Inc., San Diego: **Wallace Dieckman**, CFO/chief accounting officer, Magma

Power Co., San Diego, joins as VP, finance and administration and CFO; **William Mopenhaver**, director, operations, motion analysis systems, Eastman Kodak Co., joins as VP, operations.

Mark Pinellus, director, licensing, Rhino Records, Los Angeles, named senior director, licensing and special products.

Pat Wyatt, senior VP, Applause Inc., joins 20th Century Fox Licensing and Merchandising, Los Angeles, as president.

Keith Harris, director, broadcasting/marketing, Los Angeles Lakers, named VP, California Sports Marketing-Lakers.

Richard Alessandri, VP, operations, SportsTicker, Jersey City, N.J., named VP/GM.

DEATHS

Harry Kramer, 84, former CBS staff announcer, died Jan. 23 in Sarasota, Fla. Kramer was the voice of CBS for many years. From 1962 to 1971 he introduced the *CBS Evening News* with *Walter Cronkite*. He announced special reports, documentaries, political conventions, elections, space flights and assassinations. Other regular assignments included *CBS Weekend News* and *60 Minutes*. During the '50s Kramer's baritone began *The Red Buttons Show* and the daytime drama *The Edge of Night* on CBS Television, and *Mr. Keene*, *Tracer of Lost Persons* and *Our Gal Sunday* on the CBS Radio Network. He also hosted a musical radio quiz show, *Hits and Misses*. Kramer is survived by his wife, Ruth; three children, and eight grandchildren.

Jack Gaines, 78, retired producer, died Jan. 14 of a heart attack in Hollywood, Fla. Gaines started his broadcasting career in 1940 at WNYC(FM) New York as a continuity and news writer. He joined the Office of War Information in 1941 as a producer of radio news and propaganda broadcasts. After World War II Gaines joined the Voice of America as a producer. After VOA was absorbed into the State Department, Gaines became a producer with the United States Information Agency. He retired in 1993. Gaines is survived by two children, Richard and Susan, and three grandchildren.

—Compiled by Denise Smith
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Sources say Twentieth Television's reality strip *America's Most Wanted: Final Justice* will not be coming back for a second season in the fall. The show, which offered updates to cases covered on the long-running Fox series, has averaged a 3 national Nielsen rating. A Twentieth spokesperson said the studio would await the February sweeps before making any official decision.

Capital Cities/ABC Inc. will pay approximately \$25 million for U.S. broadcast rights to the 1998 World Cup soccer tournament in France, almost double what was paid to broadcast the 1994 event. The deal, not yet finalized, is between ABC and the Federation Internationale de Football Association. The deal calls for ABC to televise 12 games and Capital Cities/ABC owned ESPN and ESPN2 the other 52 games in the expanded tournament.

United Video Satellite Group Inc. shareholders voted to adopt approve the merger with Tele-Communications Inc. announced last July. The deal calls for UVSG, a provider of satellite-delivered video, audio and data services, to remain a separate, publicly traded affiliate of TCI.

Invoking the fine print of the 1992 Cable Act, **Cablevision Systems Co. resumed carriage of WOOD-TV, an NBC affiliate in Grand Rapids, Mich.,** which owner LIN Television had yanked from the cable system two weeks ago. On Jan. 24 Cablevision restored the station without its owner's permission, claiming that LIN is violating FCC rules by being incon-

sistent in granting retransmission consent to two cable systems within the same area. Cablevision officials say WOOD-TV granted must-carry status to Western Michigan University's EduCABLE, but not to Cablevision. As a result, Cablevision says WOOD-TV forfeits the right to negotiate with it. LIN reportedly pulled WOOD-TV because Cablevision refused the broadcast owner's request to carry a yet-to-be developed weather channel for which Cablevision would be required to pay. Cablevision spokesman Charlie Schueler says Cablevision offered to put the weather channel on for two weeks and then take an independent survey to see whether subscribers wanted the channel.

UPN's new Tuesday programing lineup averaged a 6.3 Nielsen rating/9 share, putting the network fourth for the night that featured President Clinton's State of the Union address on ABC, CBS, NBC and Fox. Twelve silver and one gold baton were awarded for excellence in television and radio journalism in last week's annual **Alfred I. duPont/Columbia University Awards** ceremony in New York. Receiving the gold baton was veteran journalist Daniel Schorr, whose career includes work for CBS News, CNN and now National Public Radio. Silver batons were awarded to ABC News,



Man of the year and the hour

Capital Cities/ABC's Tom Murphy received NATPE's Lifetime Achievement Award last Tuesday (Jan. 23) at the convention's opening general session. Murphy was introduced by former NBC chairman Grant Tinker, who said, "It is a great privilege to be part of any tribute to Tom Murphy." Murphy, who praised programers for the essential part they play in the industry, said of his career that "my only regret is that I can't do it all over again."

PBS, ABC News, WXYZ-TV Detroit, WTVJ-TV Miami, The Discovery Channel and Brian Lapping Associates, WMAL(AM) Washington, NPR, independent TV producers Billy Golfus and David Simpson, and Deborah Hoffmann/PBS.

FutureVision Of America Corp. launches its cable service in Tom's River, N.J., this week on a fiber-to-the-curb network constructed by Bell Atlantic Corp. Attempting to supplant Adelphia Cable as the local video provider, FutureVision is offering 77 channels of cable/pay-per-view services for \$19.95 per month; premium channels for \$10, and PPV movies for \$3.

Evergreen may buy Detroit combo

Chancellor Broadcasting Co. has granted Evergreen Media Corp. an option to purchase WDFN(AM)-WWW-FM Detroit for \$30 million. The deal is contingent, however, on Chancellor's first acquiring the stations from Shamrock Broadcasting. That deal is expected to close in first quarter 1996, according to Star Media Group broker Bill Steding.

In what is being described as an "advertising brokerage agreement" with Evergreen, Chancellor has agreed to sell the stations once it completes its acquisition of Shamrock stations as announced last year.

The stations would give Evergreen its third FM and second AM in the Detroit market (see "Changing Hands," page 32). Evergreen already owns WKQI(FM) and WNIC(FM) Detroit and WDOZ(AM) (formerly WMTG), Dearborn, Mich.

—DP

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 14. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.8/227/99
2. Jeopardy!	12.0/216/98
3. Home Improvement	10.9/219/97
4. Oprah Winfrey Show	8.4/229/97
5. Seinfeld	8.3/215/98
6. Wheel of Fortune-wknd	8.0/185/83
7. Entertainment Tonight	7.8/173/95
8. The Simpsons	6.8/183/95
8. Star Trek: Deep Space 9	6.8/234/98
10. Home Improvement-wknd	6.6/211/94
11. Inside Edition	6.4/161/89
12. Hard Copy	6.2/176/91
13. Hercules, Journeys of	5.9/223/98
13. Roseanne	5.9/174/92
15. Fresh Prince of Bel-Air	5.8/162/89

WASHINGTON

FCC gets raise

The FCC won some money back from Congress last week. The continuing resolution signed by lawmakers funds the commission for fiscal 1996 at \$175.7 million—the mark agreed on earlier by a conference of House and Senate lawmakers. The level is about \$10 million more than the previous resolution gave the commission, but FCC Chairman Reed Hundt has said the commission will still need more funding to implement new telecommunications legislation.

Gotcha!

Fox's *America's Most Wanted* has scheduled a sweeps special for Feb. 3 to celebrate the show's 400th capture. The show actually had 399 captures at press time, but felt confident—with all fingers crossed—that they would have the 400th by airdate. The odds are in their favor, with the show averaging more than one apprehension per week. Three and a half years ago, the show planned a 200th-capture May sweeps special. By airdate, the number was 205.

Commissioners get Disney recommendation

Disney last week moved closer to FCC approval of its acquisition of CapCities/ABC. FCC commissioners late Friday received the Mass Media Bureau's recommendation on the Disney-CapCities/ABC merger (which industry sources expect will be an approval). The item could make Wednesday's meeting agenda if commissioners have no problems with it, but otherwise it will be considered at the Feb. 8 meeting, commission sources say.

LAS VEGAS

Tammy fan

The circus on the floor of NATPE '96 in Las Vegas was more minimus than maximus compared with previous years, veteran NATPE attendees say. But the gathering did have its

moments. One of the oddest had to be the sight of daytime's newest sensation, Rosie O'Donnell, hotfooting it from the Warner Bros. spread down to the Worldvision booth to meet Tammy Faye Messner. It seems O'Donnell had seen Worldvision's *Jim J. and Tammy Faye* on Las Vegas's KUPN-TV and called her old comedy-circuit friend Jim J. Bullock to compliment him on the show. Worldvision had arranged for a special midnight run of the campy new talker during the convention. Said O'Donnell after shaking hands with Messner: "Tammy Faye Bakker to me is the funniest human on the planet. I can't wait to see more of that show."

Sunbeam on 'Deco Drive'

Sunbeam Television, owners of WSVN-TV Miami and WHDH-TV Boston, is talking with the Fox station group about picking up *Deco Drive*, a Sunbeam-produced lifestyle and entertainment show. Sunbeam wants to bring in Fox, or another station group, as a possible partner on the show and then consider a wider rollout.

Di Bona 'Shouting Match'

Vin Di Bona Productions, of *America's Funniest Home Videos* fame, is looking for a distributor (and possibly a broadcast partner) for *Shouting Match*, a half-hour of political satire designed as a late-night strip. "It's absolutely ready to go," says chairman Vin Di Bona. If all goes well, the show will debut this summer, several months before ABC is scheduled to place *politically incorrect*, an off-cable political humor entry, on its late-night schedule. The success of one does not mean the failure of the other, Di Bona says. "There is definitely room for more than one."

NEW YORK

DirecPC on TV?

When Hughes Network Systems last week officially trumpeted the launch of its satellite-delivered computer video

service, DirecPC, it may have foreshadowed a convergence with Hughes's DIRECTV venture. DirecPC, a project involving Hewlett-Packard and Starlight Networks, is intended to provide PCs on internal business networks with up to 99 video channels via cable connection to a 24-inch dish. The technology eventually will be marketed for residential use, and a Hughes source says announcements involving DIRECTV and DirecPC are in the offing. That could mean a convergence that would enable migration of Internet content to the TV screen.

WBIS+ dives into Media Pool

When the start-up New York superstation WBIS+ launches in April, it will be using a BTS Media Pool digital server for commercial playback, says Jim Scott, managing engineer for Wall Street Journal Television. The planned 24-hour business/entertainment channel, owned jointly by WSJT parent Dow Jones and ITT, may also play back some short-form programming off the server in addition to promos and spots. Although the final configuration is still undecided, Scott says the Media Pool probably will be linked to an Odetics analog tape-based system.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"I'm opposed to censorship, but don't put that on TV."

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

The V for voluntary

The broadcasting industry must figure out what it is going to do about children's television. It is not enough to say it will stand pat. It is not enough to resist the chairman of the FCC and the President of the United States, nor all those in its audience who feel television is underserving the nation's youth, and thus the nation.

It is time for the National Association of Broadcasters and the major television networks and the principal groups to come up with a voluntary children's TV initiative that will make a difference. It can be a national workshop to produce the next *Sesame Street*. It can be a cooperative effort in every community to produce one special a week. It can be funding the local public station to create new programming for the 6-12-year-olds. It could be a quantitative commitment to broadcast a set number of hours per week (although that appeals to us least of all). There could be major-market commitments and smaller-market commitments. The critical considerations: It should be voluntary and it should be soon.

Let us hasten to add: It also is time for the chairman of the FCC and the President of the United States to be open to such voluntary initiatives; in the case of the Hundt FCC, that hasn't always been the case. (Yes, we know there is a law here, and a duty to enforce it. But surely there is discretion enough to cover the instant circumstances.) Assuming there is a meeting between the chief executive and the broadcasting industry on this subject, as he suggested in his State of the Union address, there could be no more splendid result than the President endorsing a broadcaster initiative and asking the FCC to defer a regulatory solution.

There is a critical balance between what the government can impose on a public trustee and what a public trustee does on its own. The genius of the American system of broadcasting is that the industry's own sense of fitness has

generally preceded the government's goading. This is a time for first principles, not the First Amendment.

The V for vile

So long as the President is going to honor the broadcasting industry with such attention, perhaps he'll accept another piece of advice. Stay away from the V-chip. Don't be taken in by how innocent it looks as it leaves Mr. Markey's drawing board; it is the precursor of Big Brother.

Voluntary should be the guiding principle in your discussing sex and violence, too. Leave the V-chip where it belongs: outside the room.

Getting crowded up there

Those who think the marketplace model is better than the public trustee model got a sobering reality check last week: MCI's \$682.5 million bid for the DBS spectrum, a figure roughly double what conventional wisdom expected. If that doesn't whet the appetites of the budget mavens going after the broadcasters' digital spectrum, nothing will.

But beyond the dollars represented, the import for the U.S. programming industry is awesome. There are now five domestic powers that be in direct broadcast satellites: Hughes (with AT&T), Hubbard, EchoStar and MCI (with Murdoch) in the high-power world, and PrimeStar in the medium-power Ku-band. A far cry from the day when you couldn't give away DBS spectrum.

At last, cable will have a major competitor to help keep its rates unregulated. Alas, those competitors may beat prices into the ground.

That leaves terrestrial TV holding at least two aces: remaining the only free TV medium and the only local one. In mass media audience terms, that's still the hand to beat.

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Broadcasting & Cable
1705 DeSales Street, N.W.
Washington, DC 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

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