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The Newsweekly of Television and Radio

Cable

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Cable's Originals

**A Special Report on
the Wired World's Own**

HBO's 'The Late Shift'

**To V or Not to V
Networks Wrestle with
Ratings System Dilemma**

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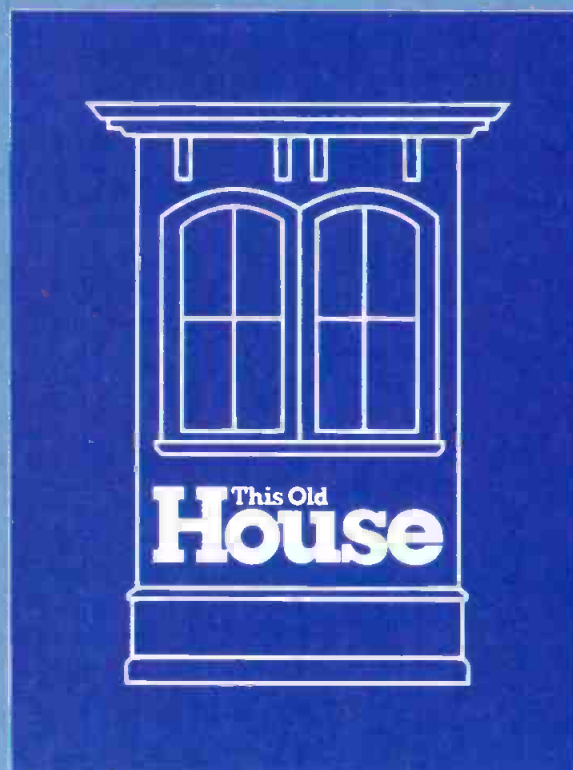
TOP OF THE WEEK / 6
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TECHNOLOGY / 65

**THEY BOUGHT
THE BRAND.**

**THEY'RE BUILDING
THE FRANCHISE.**



LOS ANGELES	KABC	OKLAHOMA CITY	KOCO
CHICAGO	WBBM	HARRISBURG	WPMT
SAN FRANCISCO	KPIX	W. PALM BEACH	WPEC
DALLAS	KXAS	GREENSBORO	WGHP
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TAMPA	WFTS	TUCSON	KTTU
MIAMI	WPLG	MADISON	WMTV
PHOENIX	KPHO	SOUTH BEND	WHME
ORLANDO	WFTV	BATON ROUGE	WAFB
BALTIMORE	WMAR	TYLER	KETK
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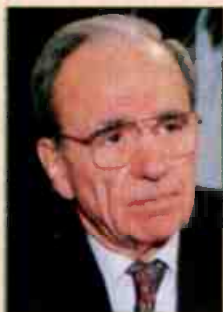
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Fast Track

Must Reading from
BROADCASTING & CABLE
February 19, 1996

TOP OF THE WEEK



Rupert Murdoch commits Fox to rating shows. / 6

Broadcasters agree to ratings Though talks still could break down, the four major commercial networks are poised to embrace a content ratings system similar to the one used by the movie industry. In fact, Fox jumped ahead last week, saying it would unilaterally adopt a ratings system. / 6

Latin American satellite destroyed The Latin American satellite broadcasting service backed by Rupert Murdoch and TCI still expects to debut in May, despite the crash last week of the first satellite that was to deliver the service. / 10

Turner, SI plan sports network Turner and Time Warner's *Sports Illustrated* are planning a December launch for CNN/SI, a 24-hour sports news and information network. / 12

Putting the new telcom rules in place The FCC has announced its schedule for implementing some 80 rulemakings called for by the Telecommunications Act of 1996. A "very open process" is promised and the bulk of the rulemakings will be conducted this year, commission officials say. / 14

Crossownership debate heats up Broadcasters offer differing opinions of the FCC's likely plans to relax the broadcast-newspaper crossownership rule. Some worry that abuses could occur if there are no restrictions. / 16

BROADCASTING



An original costume design for UPN's update of the popular 1980s miniseries 'Shaka Zulu.' / 20

UPN plans miniseries In its first foray into the miniseries business, UPN has acquired domestic rights to an updated version of *Shaka Zulu*. Production will begin this summer in South Africa. / 20

Ad dollars: Syndication's not-so-hidden persuaders An ad agency is getting an equity stake in the new talk show *J&J* from CBS in exchange for upfront commitments from some of the agency's clients. The deal underscores the clout that major-market stations wield with syndicators. / 21

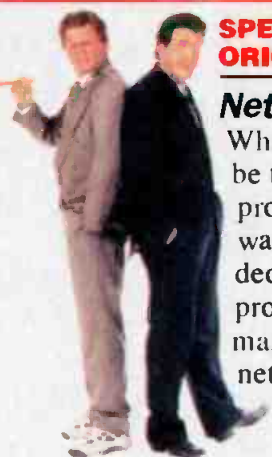
Radio supergroups: They're off With national ownership caps lifted, radio groups are intent on getting larger. Last week, Jacor Communications made a \$774 million deal for Citicaster's 19 radio and two TV stations, while SFX bought 16 stations from Prism Radio for \$105.25 million. / 29

CABLE

It's an uphill road to telco entry The cable industry is likely to spend a lot of time and money before local telephone markets are truly open to competition. There are "huge battles to be fought," one lawyer says. / 58

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SPECIAL REPORT: ORIGINAL CABLE PROGRAMING



Networks build name, loyalty

While original programming may not be the easiest road to success, cable programmers say the potential rewards make it worthwhile. Nickelodeon's full lineup of original kids programming, for example, helped make it the most-watched basic cable network of 1995. Originals build loyalty among current viewers as well as attract new viewers. / 32

Only on cable From A&E through Mind Extension University to Z Music Television, here's a list of full-time cable networks' original programming. / 45

Telemedia Week

IBM makes cable PCs consumer-friendly IBM is developing several low-cost consumer PC devices, including set-top boxes that could carry cable signals and enable some Internet activity. / 60

TECHNOLOGY

HP server debuts Based on consumer feedback, Hewlett-Packard is unveiling its latest generation of digital broadcast video servers. The biggest change is the base price, which has dropped by half. / 66

Discreet Logic stock nosedives Flame digital-compositing-system maker Discreet Logic's stock fell 53% in one day last week after announcements that included the resignation of president/CEO David Macrae. / 68

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COMING SOON: TV Ratings

TV networks, cable, studios won't attack V-chip in court; all will adopt MPAA-style guides

By Christopher Stern

Bowing to pressure from Congress and the White House, broadcasters, including the four major commercial networks, are poised to embrace a content ratings system similar to the one used by the movie industry.

Fox jumped ahead of its rival networks last week with an announcement Thursday that it would adopt a ratings system, whether or not the other networks follow suit. ABC also privately backs the ratings system, sources say.

CBS and NBC are less supportive of the proposal, but are widely expected to endorse a ratings system before Feb. 29, when industry executives are scheduled to meet with President Clinton.

Several industry executives warn that an agreement is not yet a done deal, however, and talks still could break down. ABC, CBS, NBC and Fox have refused to comment on the discussions other than to confirm that they are ongoing. The fledgling UPN and WB networks are participating in the discussions, says one source.

G GENERAL AUDIENCES

All Ages Admitted

PG PARENTAL GUIDANCE SUGGESTED

SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN

PG-13 PARENTS STRONGLY CAUTIONED

Some Material May Be Inappropriate for Children Under 13

R RESTRICTED

NC-17 NO CHILDREN UNDER 17 ADMITTED

After decades of opposition, broadcasters are considering TV ratings based on MPAA's familiar movie code.

That the industry is actively considering a ratings system (first reported in *BROADCASTING & CABLE's* Feb. 14 *TV Fax*) is a dramatic change of direction. Just weeks ago, broadcasters vowed to challenge in court the V-chip requirement in the new telecommunications law.

Since President Clinton signed the Telecommunications Act of 1996 into law on Feb. 8, however, representatives of the TV industry, including broadcast, cable and studio executives, have been actively discussing a content ratings system, sources say.

The act requires every television set sold in the U.S. to come equipped with the ability to block programming based on a content rating. The bill urges, but does not require, the television industry to adopt a ratings system.

Although a ratings system has received solid support from Fox and ABC, Motion Picture Association of America President Jack Valenti has been the driving force behind building an industry consensus on the issue, sources say. Valenti organized several meetings on the issue over the past two weeks, the MPAA confirmed last week.

Should the networks adopt a ratings system, it is unlikely that they will file a lawsuit against the act's V-chip provisions for at least a year, according to one broadcast industry source.

The telecommunications act gives the



Murdoch steals march on rivals

Rupert Murdoch, whose Fox network is the home of *Married...With Children* and *Melrose Place*, has become the first broadcaster to commit to rating television shows for violent and sexual content.

"We have decided to implement an MPAA-like ratings system for the television programs on Fox," said Murdoch last Thursday. "We are prepared to act unilaterally if necessary."

Murdoch's preemptive announcement caused anger and frustration among participants in the ongoing industrywide talks to establish a television content code, said sources at two other networks. Although Murdoch's announcement was not well received by other participants, Fox will continue to take part in the discussions, sources said.

While most of the industry points to the recently enacted telecommunications act and President Clinton as the motivations for adopting a ratings system, Murdoch, a political conservative, points to Senate Majority Leader Bob Dole (R-Kan.) as his inspiration. "Since Senator Dole's speech in Los Angeles [last June], Mr. Murdoch has been thinking about this issue," said Preston Padden, president, Fox Network Distribution.

In a speech last year, Dole told a group of entertainment industry executives that they had to take personal responsibility for the sexual and violent images their companies are creating and distributing.

During his nationally televised State of the Union speech last month, President Clinton urged the TV industry to follow the movie industry's lead and adopt a content ratings code. During the same speech, the President invited entertainment industry executives to the White House to discuss content labels and efforts to improve the amount of educational programming on television. —CSS

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*Source: NSI, 2/13/96
**Based on household share

TV industry one year to come up with a ratings system. If the industry fails to act, the FCC is authorized to create an committee to develop its own television content code. The FCC also can appoint a committee to develop a ratings system if it determines that the industry's proposed system is unacceptable.

Broadcasters' legal arguments may be strengthened if the FCC rejects their voluntary efforts as inadequate, says Floyd Abrams, a New York First Amendment lawyer who is serving as a consultant to several of the networks: "If broadcasters come up with a proposal and it is rejected by the commission, [broadcasters] are perfectly free to sue when the commission announces its own scheme."

There is some concern both on Capitol Hill and at the FCC that the MPAA ratings system is not appropriate for

broadcast television, since most current programs would probably escape with a G or PG rating.

Even the MPAA said last week that it would not be acceptable for television simply to adopt the movie industry's system. "I don't think anyone thinks that would be satisfactory," said an MPAA spokesperson.

Representative Ed Markey (D-Mass.), who first introduced V-chip legislation in 1993, said last week that he has already told industry executives he is pleased with their progress in developing a voluntary system. He added that the "MPAA system is a very good foundation" for a television ratings code.

Although Markey says he is optimistic about the ongoing discussions, he adds: "I'm not counting my chickens before they're hatched."

The precursor: movie ratings

By Michael Katz

The words "screw" and "hump the hostess" had the film industry in a quandary when they appeared in the 1966 film "Who's Afraid of Virginia Woolf?" Jack Valenti, president of the Motion Picture Association of America, met with Warner Bros. head Jack Warner and a roomful of lawyers to discuss what to do about the controversial words. After three hours, "screw" was tossed out and "hump the hostess" remained. The controversy led to Valenti's decision two years later to implement a voluntary ratings system.

Today, most of America is familiar with the ratings: G (general audiences), PG (parental guidance suggested), PG-13 (some material may be inappropriate for children under 13), R (restricted; under 17 requires accompanying parent or adult guardian), and NC-17 (no children 17 and under admitted).

The MPAA says the purpose of the ratings system is to offer parents information about a film to help them decide what their children should or should not see. "If you are 18 or over, or if you have no children, the rating system has no meaning for you," says Valenti in an MPAA brochure. "Ratings are meant for parents, no one else."

The ratings are decided by the Rating



MPAA's Jack Valenti: "Ratings are meant for parents, no one else."

Board, which views a film, discusses it and chooses a rating, decided by majority vote. The board consists of 12 members chosen by the MPAA president; the only requirement is that they be intelligent, mature parents. The board views about 550 films per year and is funded by fees charged to producers based on the cost of film production. MPAA refuses to reveal the total annual

cost of its ratings system.

A film producer has the right to know the reason behind the rating given; may edit the film for resubmission, and may appeal the decision to the Appeals Board. The Appeals Board screens the film and listens to the producer's complaint, as well as the reasons for the rating given by the chairman of the Rating Board. A two-thirds vote is required to overturn a ruling; decisions by the Appeals Board are final and cannot be appealed.

According to the most recent poll conducted by the Opinion Research Corp., 75% of parents with children under 17 find the ratings to be "very useful" to "fairly useful" in deciding what is appropriate for their children.

"The rating system isn't perfect," says Valenti, "but in an imperfect world, it seems each year to match the expectations of those whom it is designed to serve—the parents of America."

Who's who

Following are the companies and their representatives who will meet with President Clinton at the White House on Feb. 29:

ABC—Bob Iger, president, CapCities/ABC

BET—Bob Johnson, chairman/CEO

CBS—Peter Lund, president/CEO

Comcast—Brian Roberts, president

DreamWorks—Jeffrey Katzenberg, co-founder

Fox—Rupert Murdoch, chairman/CEO, News Corp.

MCA—Ron Meyer, president

MPAA—Jack Valenti, president/CEO

NBC—Robert Wright, president/CEO

Silver King—Barry Diller, chairman/CEO

Sony Pictures—Alan Levine, president/COO

TCI—John Malone, chairman/CEO

Time Warner—Gerald Levin, chairman

Turner—Ted Turner, president/CEO

Walt Disney—Michael Eisner, chairman/CEO; Michael Ovitz, president

—MK

Internet ban blocked

Enforcement of the ban against transmission of "indecent" materials via computer contained in the new telecommunications law was blocked last week in federal court. A hearing will be held this week on the temporary restraining order issued by U.S. District Court Judge Ronald Buckwalter in Philadelphia.

The ruling, in response to a lawsuit filed by the American Civil Liberties Union and other groups, will be reviewed by a three-judge panel. Beyond that panel, the case would go to the Supreme Court.

—RT

Congress wants digital pay for play

Budget proposal would auction digital channels and force some UHF's off air, says NAB

By Christopher Stern

Congressional budget writers are backing a proposal that not only would make broadcasters pay for their digital spectrum allocation, but also would force more than 130 UHF stations off the air, according to the National Association of Broadcasters.

Supporters of the proposal hope to present it as a fait accompli when congress returns to Washington March 1, says the NAB.

Hill staffers who formulated the proposal are attempting to link it to a congressional vote on increasing the federal debt limit, says the NAB. If Congress does not increase the debt limit, the federal government will not be able to pay its bills later this year.

Senate Majority Leader Bob Dole (R-Kan.) and other members of House and Senate Republican leadership back the plan, according to several industry sources. However, neither House Commerce Committee Chairman Thomas Bliley (R-Va.) nor Senate Commerce Committee Chairman Larry Pressler (R-S.D.) is among the supporters, says one congressional staffer.

"We made a commitment to hold hearings, and we plan to stand by our commitment," said the Hill source.

The NAB said it was particularly concerned about the proposal to reclaim channels 57-69 so they can be sold by the federal government. Among the channels that would be targeted by the plan is the CBS Detroit affiliate, WGPR-TV, ch.62. However,

other sources have said the plan affects only future UHF allocations and that current licensees would be grandfathered.

Proponents say the plan would raise more than \$30 billion for the U.S. Treasury. That estimate, based on Congressional Budget Office numbers, assumes that a digital spectrum auction would raise \$11.4 billion and the sale of the UHF channels would raise another \$3.5 billion. Supporters also want to sell off 120 mhz of prime spectrum valued at \$15.4 billion. Congress approved the sale of the 120 mhz, including frequencies used by broadcasters for ENG, in the budget bill vetoed last year by President Clinton.

Broadcasters were alarmed by the latest development, particularly since they did not expect any movement on the issue until Congress held hearings on spectrum policy. "This is a total violation of what the deal was," said one network industry source.

Dole has been an outspoken critic of the current digital spectrum plan, which would allow every broadcaster in the nation to borrow a second channel from the federal government for free. Earlier this year, Dole threatened to scuttle the telecommunications act over the issue.

He was still pushing for a change in the telcom legislation when leadership in the House and Senate decided to hold a final vote on the bill last month. Dole allowed the bill to go forward only after receiving a commitment from the FCC that it would not award any digital licenses until Congress revisited the

issue. Pressler and Bliley also promised to hold hearings on the issue.

Under the current plan, every broadcaster will be given a second channel to transmit a digital signal. Once that transition is complete, the broadcasters must return their current analog channel to the government. There is no deadline for returning the original channel. The White House supports a plan that would allow broadcasters to use both the digital

Dauphinee to head East Coast at C/GW/M

King World Productions and Post-Newsweek Stations veteran Jim Dauphinee has been named senior vice president of programming and development for CBS's new syndication unit, CBS/Group W/Maxam.

Dauphinee will oversee the development and production of CBS/Group W/Maxam programs originating on the East Coast, which includes the talk show *Gordon Elliott* and the news magazine strip *Day & Date*. His counterpart on the West Coast is expected to be named soon.

Dauphinee has spent the past five years as head of programming and production for Post-Newsweek Stations, where he executive-produced such network prime time specials as *The Newsweek American Achievement Awards*. He also served as executive in charge of production on the CBS News/Post-Newsweek co-productions *Watergate: The Secret Story* and *CBS Reports: Who Killed JFK? The Final Chapter*.

Before joining Post-Newsweek, Dauphinee was vice president of programming and development for King World Productions, where he managed production on *Oprah*, *Inside Edition* and other first-run strips.

—CL

'Branding' advertisers to radio

Radio Advertising Bureau President/CEO Gary Fries told radio sales executives at last week's annual RAB Marketing Leadership Conference to act as partners with their advertisers and connect the "branding" quality of radio with their clients' products. "It is easy to learn how to sell spots, but it is difficult to establish partnerships with advertisers and meet their quest to help brand their products," said Fries in his opening speech to more than 2,000 executives.

"Radio is considered one of the best

branding mediums" because of the loyalty listeners have for stations, he said. "But we have never understood how to communicate to advertisers how we can brand ourselves to them."

Fries said radio revenue from combined local, national and network advertisers grew an average 8% in 1995 over 1994. Fries predicted an equivalent 8% growth in 1996, but he urged salespeople to work for a larger share. "To get 10% or 20% of the revenue is more difficult, but we can earn that by delivering to our advertisers."

—DP

Satellite loss not likely to delay DBS service

Murdoch-backed Latin American service still slated for May

By Jim McConville

The Latin American satellite broadcasting service backed by Rupert Murdoch and Tele-Communications Inc. still expects to make its debut this May, despite the loss last week of the first satellite that was to deliver the service.

Last Wednesday a Chinese Long March 3B rocket carrying the Intelsat 708 satellite exploded just seconds into launch. The satellite was to have been the first of three used by the venture.

PanAmSat Executive Vice President Luli Saralegui says the venture also has capacity on PanAmSat's PAS-3 satellite, already in orbit. PanAmSat is to be the venture's "workhorse," providing capacity on its PAS-5 and PAS-6 birds. They are slated for launch later this year and should be operational by early 1997.

Saralegui says the venture now hopes to launch the service on Intelsat 707, which is scheduled to launch March 2 and should be operational in time for the planned May start-up. "It's

not a blow to the venture," he says. "They'll get another shot on 707."

In addition to Murdoch's News Corp. and TCI, the venture's partners include Grupo Televisa SA, Mexico's largest broadcaster, and Organizacoes Globo, Brazil's largest media company. The venture will compete head-to-head with another satellite venture led by Hughes Electronics—Galaxy Latin America—which also plans to be in business this spring.

There were conflicting reports last week over deaths and injuries resulting from the explosion. Hong Kong Radio reported that four people were killed and dozens injured, while the Chinese government aerospace agency reported no deaths.

The Chinese government's China Great Wall Industry has had trouble launching satellites. In January 1995 an explosion destroyed Apstar-2 about a minute after takeoff. It was to have delivered U.S. cable programming to Asia and Africa.

A week later, a Long March rocket exploded 51 seconds into launch,

destroying EchoStar Communications' first broadcast satellite. But China Great Wall successfully launched another satellite for EchoStar on Dec. 22, 1995, and is scheduled to launch a third for the company this June.

HSN begins revamping

Home Shopping Network officials last week



disclosed a comprehensive restructuring plan that included eliminating

100 jobs and shrinking a tier of 28 mid-level executives to nine, who will report to HSN President/CEO James Held.

The layoffs, which occurred earlier this year, represent roughly 2.5% of HSN's work force of 4,000. The company has laid off 1,100 workers in the past two years, including 200 last August. HSN officials say the moves will save the company \$4 million in payroll and reduce operating expenses by \$20 million annually.

Barry Diller's Silver King Communications bought the cable shopping channel, along with Savoy Entertainment, last November. In a statement, Held said, "When we arrived in December, we realized that we had to take immediate action."

Details of HSN's reorganization were disclosed as the company reported a fourth-quarter operating loss of \$25.6 million on sales of \$288.5 million compared with a \$1.79 million profit and sales of \$301.7 million a year ago.

HSN also will seek \$100 million in additional financing through a proposed private placement of unregistered convertible subordinated debentures. Proceeds reportedly will be used to reduce borrowing and provide more operating flexibility.

In addition, HSN named Kevin McKeon, HSN senior vice president and treasurer, chief financial officer, replacing Peter Kern, who will take a senior position with Silver King.

—JM

BROADCASTING & CABLE'S TV FAX

Follow the Leader

On Thursday, Feb. 15, the *New York Times*, *Washington Post*, *Atlanta Constitution* and scores of other major (and lesser) news outlets announced what readers of *Broadcasting & Cable TV Fax* already knew: The networks were considering adopting a ratings system similar to that used by the Motion Picture Association of America. By the time the network's own newscasts were carrying the story, *TV Fax* readers had already had a full business day to contemplate the implications of what could be one of the biggest changes in the history of TV programming.

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Don McGouirk, WMAZ-TV Macon, GA (left)
Douglas Grimm, Magic Broadcasting Co. (right)
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after a special performance.



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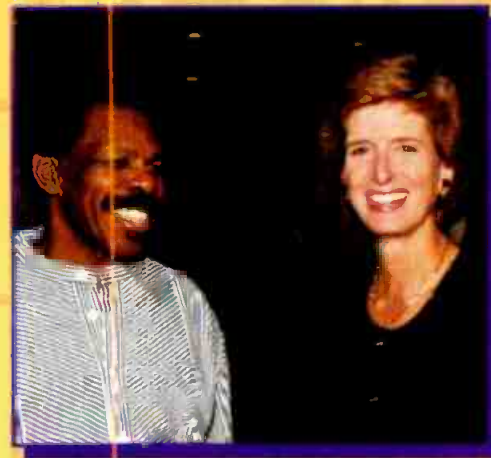
NAB RADIO SHOW

Chuck Berry entertains 400 radio broadcasters
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SOUTH CAROLINA STATE CONVENTION

BMI songwriter Charlie Daniels greets Matt Sedota,
WGSN/WNMB North Myrtle Beach and BMI's Dan Spears.



NEW JERSEY STATE CONVENTION

BMI songwriter Lloyd Price joins New Jersey
Governor Christine Todd Whitman at the opening reception.

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Turner, 'Sports Illustrated' plan sports network

CNN/SI to enter crowded sports-channel field in December

By Rich Brown

While the Time Warner/Turner merger continues to wait on the sidelines, a planned sports news network from the two companies is ready to play ball.

Turner and Time Warner's *Sports Illustrated* are planning a December launch for CNN/SI, a 24-hour sports news and information network that will be based at CNN headquarters in Atlanta. CNN/SI is entering an already crowded sports field that includes two channels of ESPN and a long list of regional sports networks. The service will also go head-to-head with NewSport, a well-financed competitor that currently stakes its claim in 9 million cable, DBS and TVRO homes.

ESPN, launched in 1979, passes 68.1 million cable households, while two-year-old ESPN2 passes 30 million addressable cable households. An ESPN spokeswoman says that beginning in the second quarter, viewers will be able to choose between ESPN and ESPN2 for 13.5 consecutive hours each weekday of sports and news information. "Viewers already have a place to turn for breaking sports news, highlights and analysis."

"Turner's announcement confirms

solid interest in the niche market we successfully created two years ago," says Josh Sapan, president and CEO, Rainbow Programming Holdings, which owns a 25% stake in NewSport and is managing partner of the network. (Rainbow is the programming arm of multiple system operator Cablevision Systems Corp.) Other partners include NBC (25%) and Liberty Media (50%), the programming arm of top MSO Tele-Communications Inc.

NewSport executives say the service has grown by 3 million households in the past six months. The majority of subscribers receive the sports news and information network on a full-time basis, but about 2.5 million households receive the service part time as a sort of backdrop service on SportsChannel Florida and SportsChannel Midwest. Those two regional sports networks as well as virtually all of the nation's regional sports networks are owned by some combination of Liberty, Rainbow and NBC.

CNN/SI faces competition not only from other sports networks but also from the many other existing and would-be networks trying to expand their distribution on overcrowded cable systems. Turner is even competing with itself as it seeks distribution for



SI Television President Ted Shaker will handle SI's production and business contributions to the venture.

another information-based service, CNNfn, the fledgling financial news network launched by the company late last year.

"While it is difficult to launch a sports news service currently because of the channel-capacity crunch, it is an area that I think there is an opportunity in, longer term," says cable system programmer Phil Laxar of Jones Intercable. "The problem currently is that we allocate a good portion of our channel capacity to the sports fans. When you have only a channel or two channels to spare, it's hard to justify giving more to that genre when you have other genres that are underrepresented."

CNN/SI executives are not disclosing start-up costs or distribution goals. They also would not give a projected break-even point for the new network or share any rate-card plans. Among the few details offered on the service is that Turner plans to heavily crosspromote the new channel through its eight other domestic cable networks and *Sports Illustrated* magazine.

CNN will own 75% of CNN/SI and SI will own the remaining 25%. Overseeing CNN's development and management of CNN/SI will be CNN Sports Vice President and Executive Producer Jim Walton. Overseeing *Sports Illustrated*'s editorial participation will be Time Inc. veteran Steve Robinson. SI's production and business contributions to the venture will be handled by SI Television President Ted Shaker.

"If the merger happens we're going to do this, and if the merger doesn't happen we still think this is a compelling service and something we want to partner on," says Shaker. ■

Gralnick heading ABC's news channel

Former ABC News producer Jeff Gralnick is returning to the network to take charge of production of its planned 24-hour news channel.

Gralnick heads back to ABC after almost three years as executive producer for *NBC Nightly News*. The veteran producer spent more than 20 years at ABC News, most recently as vice president and executive producer of special broadcasts. Gralnick now will be responsible for editorial content and production of the ABC News network, which is scheduled to launch by year's end.

The planned network faces stiff competition as it sets out to find channel space on already crowded cable systems. NBC expects to convert its America's Talking network into the MSNBC news network by summer, and Fox Broadcasting plans to have a news channel operating by year's end. Meanwhile, CBS executives also are considering launching a news channel.

Cable operators say the news networks have not yet begun knocking on their doors, but they suspect the channels will be part of the retransmission consent renegotiations this summer. Any network expecting to launch on systems by the end of the year will need to have deals in place by October to give subscribers ample notification, operators say. —RB

'60 Minutes' goes year-round

News magazine adds commentators and breaking-news producer in face of competition from yet another 'Dateline'

By Steve Coe and John Eggerton

With the prospect of NBC cloning yet another *Dateline* NBC, this time on Sundays at 7-8 p.m. opposite *60 Minutes*, CBS is beginning year-round production on the veteran news magazine as well as adding three commentators for a new segment and a senior producer to concentrate on breaking news.

60 Minutes, the most successful news magazine in TV history and now in its 28th season, will produce original episodes year-round rather than on the current nine-month production cycle. "For all intents and purposes, the rerun season is over for *60 Minutes*," says executive producer Don Hewitt.

Although the show has suffered in the ratings from the loss of its NFL football lead-in (its rating has dropped some 17% since Fox's preemptive strike two seasons ago), *60 Minutes* remains a frequent top 10 performer and is currently ranked ninth for the season, with a 14.3/23 average.

CBS's desire to strengthen the *60 Minutes* franchise is understandable, given the show's value as both a moneymaker for the division and a tie to CBS's strong news tradition, a reputation that lately has been buffeted (see box, this page).

Headlining the new commentary segment will be Fort Worth *Star Telegram* columnist and Pulitzer prize-winner Molly Ivins. Liberal Ivins will square off with conservative authors/social critics P.J. O'Rourke and Stanley Crouch, who will alternate appearances with her. The segment—to be called either "Ivins & Crouch/Crouch & Ivins" or "Ivins & O'Rourke/O'Rourke & Ivins"—will begin within the next two or three weeks. "We're going to offer our viewers some stimulating and healthy opinion," says Hewitt.

Although the segment is touted as a new feature, it is something of a return to the show's roots. *60 Minute's* popular "Point/Counterpoint" (1972-81) featured conservative commentator James J. Kilpatrick and liberals Nicholas von Hoffman and later Shana Alexander squaring off on issues of the



Point/Counterpoint 1996? Liberal Molly Ivins will square off on a rotating basis with conservatives P.J. O'Rourke (above) and Stanley Crouch on a new '60 Minutes' segment.

day. As proof of the sparks sometimes generated by the matchups, the segment became the source of a running lampoon on *Saturday Night Live*.

To help handle the new year-round production load, Josh Howard, who served as a producer on the show from 1989 to 1994, has returned as senior producer, focusing on late-breaking reports.

According to the network, eight of

the 19 episodes this season have featured late-breaking news, including the assassination of Yitzhak Rabin.

Of Howard's hiring, Hewitt says: "He will further strengthen our ability to quickly turn around late-breaking, quality stories, which we've been doing quite a bit of this season." Howard most recently served as executive producer of *Biography: This Week* for CBS News Productions. ■

In-house fighting at CBS News

Accusations of a liberal bias in the news media are nothing new and in some circles are accepted as fact. However, the debate was taken one step further last week when CBS News correspondent Eric Engberg was accused of having a liberal bent to his reporting. Ironically, his accuser was not an irate politician or celebrity, but fellow CBS News correspondent Bernard Goldberg.

In an editorial in Tuesday's *Wall Street Journal*, Goldberg accused a recent Engberg piece on Republican presidential candidate Steve Forbes's flat tax proposal of having "set new standards for bias." Goldberg also took to task the news media in general by saying that the long-held perception of a liberal bias "is so blatantly true that it's hardly worth discussing anymore."

Last Thursday, in an interview with *BROADCASTING & CABLE*, Engberg said Goldberg called him on Monday to say that the editorial would be running the following day but did not give details on its content. "When I asked him what piece he had a beef with, he said the Forbes flat tax story was a hatchet job. I stand by my story and so does the news department," said Engberg, adding: "I'm disappointed in his timing and his treatment of a colleague."

Both Goldberg and Heyward were out of town late last week and unavailable for comment. —SC

FCC begins work on telcom act

March will see commission issue rulemakings on broadcast and cable changes

By Chris McConnell

March will be a busy month at the FCC. The commission expects to issue a series of broadcast- and cable-related orders and rulemaking proposals next month as it begins implementing the Telecommunications Act of 1996.

Orders and proposals slated for March will cover relaxed broadcast ownership limits, relaxed crossownership rules, extended broadcast license terms, telco open-video-system rules, cable indecency scrambling and the elimination of the Section 214 filing requirements for telcos wishing to distribute video.

The commission announced its plans last week as it unveiled a broad schedule for implementing some 80 rulemakings called for in the new act.

"We're going to hit the ground running," FCC Chairman Reed Hundt said last week. The schedule calls for conducting the bulk of the rulemakings this year, with several report and orders slated for release by the fourth quarter.



"It's going to be a very open process: Everybody has to have a seat at the table."

—FCC Chief of Staff Blair Levin

Hundt added that the commission hopes to beat the several deadlines the act places on the commission. He also stressed the importance of "team play" among commissioners and the FCC bureaus, adding that bureau chiefs had met over the weekend to develop strategy for implementing the bill.

"It's going to be a very open process," added FCC Chief of Staff Blair Levin, who cited plans to conduct forums with industry representatives and other interested parties. "Everybody has to have a seat at the table."

Hundt also said the commission will not be giving up its efforts to win more financing from Congress to implement

the act. He said the FCC still is more than \$10 million short of the \$188 million it had requested from Congress.

While the schedule calls for the FCC to issue an omnibus order on broadcast ownership in March and to launch another TV ownership rulemaking in the second quarter, officials last week were uncertain where on the schedule the attribution proceeding would fit.

Although it is not covered by the bill, the commission in late 1994 proposed modifications to the procedures it uses to define broadcast ownership. An FCC official said the commission has not decided whether to add the attribution proceeding to one of the rulemakings on last week's schedule.

While the rulemakings are slated to begin emerging from the FCC in March, sources last week did not expect any to show up on the commission's Feb. 29 open-meeting agenda. ■

Putting the rules in place

The FCC last week announced a tentative schedule for implementing some 80 rulemakings called for in the Telecommunications Act of 1996, with many of the proceedings slated for lift-off in March. Commission officials stressed that their schedule is not binding and can be changed without notice. Here is an overview of the plan:

ISSUE	BUREAU	SCHEDULE
Broadcast ownership <i>Act's requirement:</i> Eliminate national caps on radio stations and set new local radio caps depending on market size. Eliminate national 12-station TV ownership limit and allow common ownership of dual networks, provided one network does not acquire another existing network. (Local TV ownership rules slated for separate rulemaking in second quarter.)	Mass Media Bureau	Omnibus order in March
Network-Cable Crossownership <i>Act's requirement:</i> Allow common ownership of networks and cable systems.	Cable Services Bureau (with Mass Media Bureau)	Order in March
Cable/MDS Cross Ownership <i>Act's requirement:</i> Allow cable-MDS crossownership where cable operator is subject to effective competition.	Cable Services Bureau (with Mass Media Bureau)	Order in March
Broadcast License Terms <i>Act's requirement:</i> Extend TV-radio license terms to eight years; streamline renewal process.	Mass Media Bureau	Rulemaking proposal in March; report and order in third quarter
Over-the-Air Reception Devices <i>Act's requirement:</i> Prohibit rules inhibiting viewers from using devices designed to receive broadcast, MDS or DBS signals.	International Bureau/ Cable Services Bureau	Rulemaking proposal in March, report and order in August
Telco Video <i>Act's requirement:</i> Eliminate Section 214 filing requirement for telcos delivering video.	Cable Services Bureau (with Common Carrier Bureau)	Order in March, or notice in March and report and order in third quarter

Open Video Systems	Cable Services Bureau	Rulemaking proposal in March; report and order in June; reconsideration order in August
<i>Act's requirement:</i> Prescribe rules for telco "open video systems," in which telco must make channel capacity available to unaffiliated programmers without discrimination. Open video systems must comply with same network nonduplication, syndicated exclusivity, must-carry and retransmission consent rules that cable systems do.		
Hearing/Sight Impaired	Cable Services Bureau (with Mass Media Bureau and Disabilities Task Force)	Further notice of inquiry in March; report in August
<i>Act's requirement:</i> Conduct inquiry on use of closed-captioning and use of video descriptions to make programing accessible to hearing- and sight-impaired.		
Scrambling	Cable Services Bureau (with Mass Media Bureau and Office of General Counsel)	Order and rulemaking proposal in March; report and order in fourth quarter
<i>Act's requirement:</i> Determine hours of day when children are likely to view indecent programing; require cable to scramble any programing deemed by subscriber to be unsuitable for children.		
Must Carry	Cable Services Bureau	Report and order in first quarter
<i>Act's requirement:</i> For must-carry purposes, define station markets using commercial publications that delineate markets based on viewing patterns.		
Cable Telephony	Common Carrier Bureau (with Wireless Telecommunications Bureau and Cable Services Bureau)	Rulemaking proposal in April; report and order in August
<i>Act's requirement:</i> Require local telcos to negotiate with new telephone entrants for interconnection, dialing parity, access to rights-of-way and reciprocal compensation.		
Local TV Ownership	Mass Media Bureau	Rulemaking proposal in second quarter, report and order in fourth quarter
<i>Act's requirement:</i> Conduct review of TV "duopoly" rule and relax one-to-a-market rule. Statutory restriction on local cable-station crossownership is also repealed.		
Comparative Renewal	Mass Media Bureau	Rulemaking proposal in second quarter, report and order in fourth quarter
<i>Act's requirement:</i> Grant license renewals barring "serious" violation of FCC rules; eliminate competing applications unless FCC first decides against renewal application.		
Cable Rates	Cable Services Bureau	Rulemaking proposal in second quarter, report and order in fourth quarter
<i>Act's requirement:</i> Deregulate extended basic tier (MTV, Lifetime, ESPN, etc.) rates of large systems in three years; deregulate small-system rates and rates of systems subject to effective competition from telcos offering comparable service by any means except DBS.		
Cable Drops	Cable Services Bureau	Rulemaking proposal in second quarter, report and order in fourth quarter
<i>Act's requirement:</i> Review extent to which phone company may obtain use of cable transmission facilities.		
Video Dialtone Repeal	Cable Services Bureau (with Common Carrier Bureau)	Action in second quarter
<i>Act's requirement:</i> Repeal existing video dialtone rules.		
Navigation Devices	Cable Services Bureau (with Office of Engineering and Technology and International Bureau)	Rulemaking proposal in second quarter; report and order in first quarter in 1997
<i>Act's requirement:</i> Adopt rules assuring commercial availability of set-top boxes and other interactive equipment from vendors not affiliated with programing distributors.		
V-chip	Office of General Counsel (with Cable Service Bureau and Mass Media Bureau)	Inquiry in second quarter
<i>Act's requirement:</i> Establish ratings system for "violence, sex and other indecent material" based on advisory board recommendations if industry fails to develop ratings system within one year.		
V-chip Technology	Office of General Counsel/Office of Engineering and Technology (with Mass Media Bureau and Cable Services Bureau)	Inquiry in second quarter, rulemaking proposal in third quarter, and report and order in first quarter 1997
<i>Act's requirement:</i> Requires every set sold in U.S. to carry ability to block programing based on electronically encoded rating.		
Program Accessibility	Cable Services Bureau (with Mass Media Bureau and Disabilities Task Force)	Rulemaking proposal in December; report and order in August 1997
<i>Act's requirement:</i> Write rules to insure video programing is accessible through closed captions.		
Spectrum Flexibility	Mass Media Bureau/Office of Engineering and Technology	Rulemaking proposals on DTV standards and digital TV channel allotment—dates to be determined
<i>Act's requirement:</i> Limit initial eligibility of advanced TV licenses to incumbent broadcasters.		

pleased that the FCC intends to look for ways to reduce the excessive burdens its current EEO policies have placed on small stations," says NAB President Eddie Fritts.

"They are at least addressing some

of the sensibilities," says Meredith Broadcasting President Philip Jones, adding that the current rules pose an unnecessary expense.

MMTC countered by saying the commission's proposal represents

"breathtaking cutbacks in EEO enforcement" and that it will ask the Department of Justice and the U.S. Civil Rights Commission to oppose it. "It really turns enforcement into a joke," Honig says. ■

There appears to be some disagreement in the Clinton administration over the wisdom of a digital spectrum auction. Joseph Stiglitz, chairman of the Council of Economic Advisors, said last week that he supports a plan favored by the Republican leadership that would put the second channel on the auction block. He added that an auction of the digital spectrum would not put broadcasters out of business, as the National Association of Broadcasters claims. Other Clinton administration officials, including National Telecommunications and Information Administration Chief Larry Irving, have suggested that broadcasters need to borrow the spectrum for free to make a successful transition to the digital age. Under the White House plan, every television broadcaster in the country would be given a second channel to begin transmitting a digital signal. The White House plan also calls for broadcasters to give up their original analog channel in 2005.

Jane Pauley of Dateline

NBC is this year's winner of the Sol Taishoff Award for Excellence in Broadcast Journalism. She'll pick up the award from the National Press Foundation at its annual dinner, Feb. 28 in Washington. The award is named for the founding editor of BROADCASTING & CABLE. Winners of other NPF prizes: *New York Times* columnist William Safire; *Daily Oklahoman* editor Ed Kelley; *Miami Herald* cartoonist Jim Morin, and broadcaster Joe Allbritton.

Remco Toys, a unit of Azrak-Hamway International Inc., has agreed to notify TV stations that carried ads for its Steel Tec toys of guidelines for prescreening children's advertising. Remco's effort is part of its settlement with the Federal Trade Commission over allegations that the Steel Tec spots were deceptive. They allegedly showed the race cars, planes and trucks operating under their own power—something they are incapable of doing. Remco also agreed to refrain from airing similar ads and to offer a full refund to consumers who bought the toys for \$9-\$40. The guidelines for screening ads were developed by the Council of Better Business Bureaus.

It looks as though Acting FCC Public Affairs Director Susan Lewis Sallet and her husband, Jonathan, won't be able to talk shop at home anymore. Jonathan, a former aide to Commerce Secretary Ron Brown, is leaving his government job to join MCI's office of strategic planning. Susan Sallet said last week that there is no potential for conflict of interest, since she does not have a policymaking position. However, she added that she will be going out of her way to avoid even the appearance of an ethical conflict.

In a speech to a group of education professionals last week

FCC Chairman Reed Hundt called for a "Head Start in the home," provided by free over-the-air television. "Wouldn't you like to see parents have the choice of letting their young children watch educational TV that prepared them for school, improved their test scores and incidentally substituted for violent cartoons or adult-oriented shows?" Hundt asked. He also said that he looks forward to a future rulemaking that will allow him to expand his drive for more educational material on television and the Internet. That rulemaking, said Hundt, will "examine how to insure that teachers and kids in classrooms have access to advanced telecommunications services, ranging from e-mail to the Internet."

The FCC has lined up some 30 panelists for its March 5 on banc hearing on spectrum management.

The daylong meeting will cover future demands on spectrum, technology trends and spectrum allocation. Those scheduled to

appear include NAB Senior Vice President of Science and Technology Lynn Claudy, MCI Senior Vice President of

Corporate Development Susan Mayer, David Sarnoff Research Center's Glenn Reitmeier, Association of Maximum Service Television counsel Jonathan Blake and Richard Parlow of the National Telecommunications and Information Administration.

FCC Commissioner Susan Ness, who requested that the commission hold the hearing, last week said it will help the FCC to examine its spectrum policies in the face of new technologies and issues. "Some have argued that the commission should not make any of these judgment calls, but should simply sell off the spectrum in fee simple to the highest bidder for whatever use the winner chooses," Ness said in a speech to Women in Aerospace. "I don't share that view."

Garden State Cablevision has reached an agreement with the FCC to settle 71 cable rate complaints. The proposed resolution calls for Garden State to pay about \$1.6 million plus interest in subscriber refunds in the form of bill credits. The company also will forgo more than \$1.93 million in inflation and external cost adjustments. Comments on the proposed deal are due March 11.

DBS auction winner MCI has won an early green light on building a satellite. The FCC's International Bureau last week gave MCI a waiver allowing it to construct a satellite at its own risk. MCI last month bid \$682.5 million to secure DBS channels at an orbital slot covering the full continental U.S. Issuing the satellite waiver, the bureau said MCI expects to sign a construction deal before Feb. 28 and hopes to launch a satellite in late 1997.



Edited By Chris Stern

Broadcasting

February 19, 1996

ONCE AGAIN, THE PEOPLE'S CHOICE... RUSH BY A LANDSLIDE.



Jan. 29, 1996 - Rush's audience is identified as better educated, more affluent and more politically engaged than most Americans in a national survey by *The Washington Post*, *The Kaiser Family Foundation* and *Harvard University*.



Jan. 1996 - One of the most admired men in America by 15th annual *Good Housekeeping Magazine* poll.



1995 - International Radio and Television Society Foundation Award for his significant impact on the electronic media industry.



1995 & 1992 - Marconi Awards from the National Association of Broadcasters in the category of network syndicated personalities.



1994 & 1993 - One of the most admired people living today by *USA Today/CNN Gallup* poll.



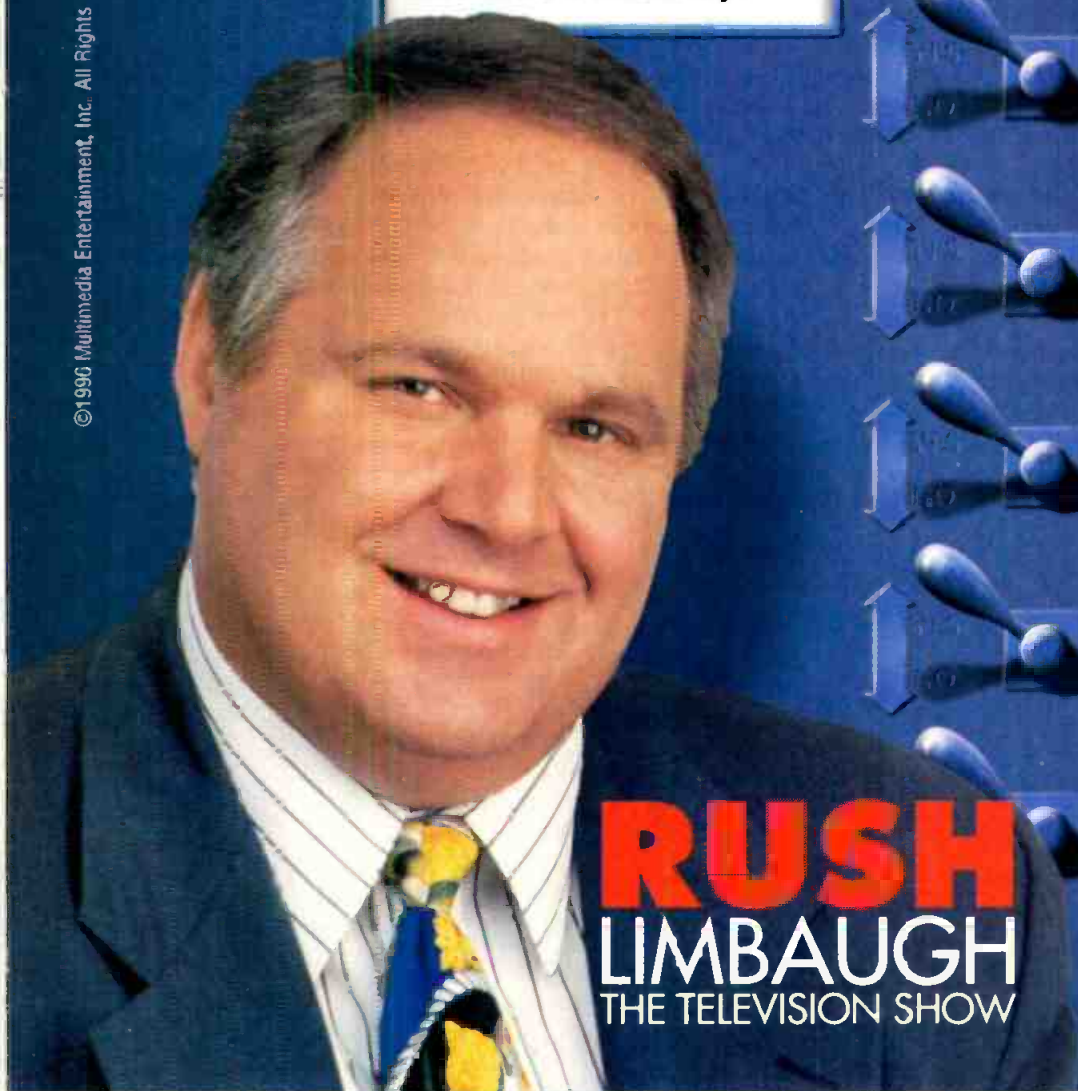
1994 - A favorite late night personality by *Satellite TV Week* poll.



1995 - No other late night program builds upon lead-in like Rush Limbaugh.*



1995 - Overall growth of households and male demos (year to year, book to book-167 markets.)**



RUSH
LIMBAUGH
THE TELEVISION SHOW



MULTIMEDIA
ENTERTAINMENT

New York: 212-332-2000
Ad Sales, New York: 212-332-2082

...as the FCC and the FCC prepare to expand their kids blocks over the next two years, eating up the issue, according to lawyers in the FCC's enforcement division.

—CL

Future 'Shaka': UPN plans miniseries

Broadcasting

CBS gets 'Blue'

CBS-owned stations have signed a two-year deal for weekend off-network runs of Twentieth Television's *NYPD Blue* starting in fall 1997. Major-market stations in the newly merged CBS/Group W broadcast group cover 32% of the country.

Twentieth is offering double runs of the Steven Bochco-produced ABC police drama on a barter basis, with stations getting 6 1/2 minutes of local ad time to sell and the syndicator 7 1/2 minutes. The series will make its off-network debut as a strip on Twentieth TV's co-owned cable network, fX, in September 1997. —CL



dicators, who can't launch a successful show without solid clearances in key markets. As they have for years with children's shows, syndicators are turning to advertisers and agencies for help with distribution as the growth of Fox, UPN and the WB Network take away time periods traditionally occupied by first-run product.

While *J&I* is hardly the first TV show to have such close ties to an ad agency, observers say it may mark the beginning of a new era of syndicator/advertiser/station alliances in the increasingly competitive first-run arena.

The shrinking pool of available slots, accelerated by the Big Three's re-entry into syndication, also has prompted program suppliers to seek long-term deals with sizable station groups.

The time period squeeze, particularly in the children's area, forced even an industry giant like Disney to team with Kellogg Co. and the Leo Burnett agency to keep its Disney Afternoon block on the air over the next three years.

"Distribution is where the battleground is," says Tim Duncan, executive director of the Advertiser Syndicated Television Association. "The balance of power in the TV business is shifting back to the station level."

CBS/Group W/Maxam officials say Foote, Cone & Belding's involvement with *J&I* gives them leverage in securing good time periods for the show on strong stations. Stations that sign on for *J&I* can expect to do more business with FC&B clients.

"There's no quid pro quo going on

here, but it's clear that their clients spent a lot of money in spot TV, and they will favor, to some degree, the stations that carry the show," says Bob Cook, executive vice president of CBS/Group W/Maxam.

J&I, an issues-oriented strip co-hosted by TV producer Leah Hanes and her daughter, Jami, has been cleared on Chris Craft-owned stations in New York and Los Angeles. Station officials say the prospect of winning more of the agency's spot dollars was not the primary reason they bought *J&I*, although it did make the show more attractive.

"The program has to stand on its own," says Carol Martz, program director for KCOP(TV) Los Angeles. "I could make more money in the short term by running infomercials in prime time, but it wouldn't be a good programming decision. *J&I* looks like a good show, and with [Foote, Cone & Belding] in there, it's probably not going to be on any advertiser hit-lists."

Indeed, it was the growing concern about the content of daytime TV

shows among FC&B clients that prompted the agency's parent company, True North Communications, to take a gamble on *J&I*. True North's entertainment unit will have a say in all aspects of the production and marketing of the strip.

"The advertiser is the missing part of the equation the way the syndication business works now," says Toby Martin a former Viacom production executive who is now vice president of TN Entertainment. "We spend our money with both the syndicator and the station. We're trying to create a triangular relationship that hasn't existed before. We all have a reason to make these shows work."

True North's endorsement of *J&I*, created independently by Los Angeles-based Four Point Entertainment, proves that the producers realized their goal of developing an advertiser-friendly talk show, says Ron Ziskin, executive producer of *J&I* and president of Four Point.

"In the past, advertiser involvement with programing has been looked upon with suspicion," says Ziskin. "But that's not the real world any more. It's tough to get past the bottleneck in New York and Los Angeles. These advertisers are obviously going to be a lot more committed to the show than someone who's just buying spots."

J&I's appeal with daytime viewers remains to be seen, but the show is sure to be carefully watched by syndication executives and advertising mavens. If it's a hit, observers predict it will lead to more advertiser-producer pacts.

"If [an advertiser] spends enough money in a certain daypart or in daytime syndication, for example, it's feasible to do these kinds of deals," says Steve Grubbs, senior vice president, director of national TV buying, BBDO. "Especially if you are a multiple-product company or represent enough companies."

One existing partnership that does not involve the advertiser in the distribution or content areas is Paramount's pact with Procter & Gamble, covering everything from network prime time to new first-run offerings such as *Viper* and *Real TV*.

Procter & Gamble funds part of the development and production costs, which in turn allows the consumer products giant to "preempt" its competitors by gaining access to the advertising time in the shows prior to the upfront market, says P&G spokes-

Errata

In the Mediascope violence chart in the Feb. 12 issue (page 22), two figures were reversed. The broadcast networks' percentage of programs with violence should have been 44% and public broadcasting's should have been 18%.

woman Elizabeth Moore.

"We haven't seen these types of deals in a number of years," says Grubbs. "If one of these shows becomes a big hit, you'll probably see a

lot more of them."

But the view from the station level is that these deals mean far more to program suppliers than to buyers.

"If the station people just outright

dislike the show and think it will be bad for the schedule, in most cases no amount of advertising can get them to take it," says one programming executive with a major broadcast group.

SYNDICATION MARKETPLACE

Dog's best friend

Paramount Domestic Television's *Hard Copy* has won its third Genesis Award for what the animal rights group The Ark Trust describes as the show's commitment to spotlighting animal abuse. *Hard Copy* co-executive producer Cheri Brownlee says the show's staffers "feel a genuine responsibility to expose unspeakable acts of animal cruelty." The Ark Trust, which releases an annual report card on the treatment of animals on TV, boasts such stars as Alec Baldwin, Kim Basinger, Ellen DeGeneres and Jack Lemmon on its honorary board of directors.

New Friend for 'Extra'

David Friend has been named an executive producer of Warner Bros.' *Extra*. Friend, who has been with the magazine strip since its inception, will co-executive-produce the show with Dick Stolley, the longtime Time Inc. executive who joined *Extra* as executive producer last May. Warner Bros. officials say Friend's hard-news background will help refine the show's focus on pop culture and human-interest subjects. Before joining *Extra*, Friend was an assistant news director at WABC(TV) New York and also served as a writer and news producer for WPIX(TV) New York.

Two for Tradewinds

Tradewinds Television has signed on as the distributor for *N Print*, the weekly first-run magazine show from Texas-based Taylor-Foreman Productions. Taylor-Foreman plans to produce 47 episodes of the half-hour series, which focuses on news and personalities in the publishing world. Taylor-Foreman executives say they have had multiple offers in 15 of the top 30 markets since last month's NATPE convention. Tradewinds is offering *N Print* on a barter basis, with stations getting three minutes of ad time to sell, and the distributor three minutes of national time. Tradewinds also says it has taken over distribution of the FCC-friendly children's series

Madison's Adventures: Growing Up Wild from ITC Entertainment, which had syndicated the BBC-produced show for the past two seasons.

Help for 'Hutton'

The swift demise of half of the 1995-96 season's new talk shows has proved a boon to the lowest-rated one of the bunch, Turner Program Services's *Lauren Hutton And...* The one-on-one late-night interview show hosted by model/actress Hutton has been upgraded in major markets, including Philadelphia, Indianapolis and Charlotte, N.C. The half-hour strip also won time period upgrades and second runs on WBDC(TV) Washington and KRQE(TV) Albuquerque, N.M. TPS officials say a decision on proceeding with year two of the show, which has averaged a .8 national Nielsen household rating, will be made after the February sweeps.

Double-digit features

Broadcasters have long lamented the fact that weekend movies just "ain't what they used to be." Only a handful of A-list titles top a 10 rating between noon and 6 p.m. on Saturday and Sunday, according to a Petry Television survey of weekend movies aired in Nielsen's metered markets during the November sweeps. Those double-digit perform-

ers were "Beverly Hills Cop," "Honey, I Shrunk the Kids," "Ferris Bueller's Day Off," "Raiders of the Lost Ark," "Top Gun," "Overboard" and "Red Heat."

Police sweep

Real Stories of the Highway Patrol this week will run special localized episodes in California, Florida and Ohio as part of New World/Genesis Distribution's February sweeps campaign for the long-running reality strip. New World/Genesis officials say the promotion was designed as a way to touch base with fans in three states where the *Real Stories* film crew frequently can be found. The special episodes will run in select markets in each state, including KCBS(TV) Los Angeles, WBFS(TV) Miami and WJW(TV) Cleveland.

'F/X' a go

Rysher Entertainment is charging ahead with *F/X: The Series*, declaring the weekly action hour a firm go for fall with clearances on 117 stations covering 82% of the country. The series, based on theatrical movies of the same name, follows the adventures of a team of movie special-effects wizards who use various tricks and illusions to fight crime and nail bad guys.

It's 'Showtime'

Western International Syndication is offering an hour special highlighting memorable moments from its first-run variety series *It's Showtime at the Apollo. The 200th Episode Celebration of It's Showtime at the Apollo*, sold on a barter basis with stations and distributor each getting 6 1/2 minutes of ad time to sell, is set for a broadcast window of Feb. 24-March 10. The long-running weekly series spotlights stars and up-and-comers who perform at Harlem's famed Apollo Theatre. The special, hosted by comedian Steve Harvey, will feature appearances by pop stars Jodeci, Kool & the Gang, Mary J. Blige, Brandy and actor-comedian Sinbad.

—CL

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 4. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.2/226/99
2. Jeopardy!	11.7/220/99
3. Home Improvement	10.7/220/97
4. Oprah Winfrey Show	9.1/234/99
5. Nat'l Geog On Assignment	8.7/181/96
6. Seinfeld	7.9/217/98
7. Entertainment Tonight	7.8/174/95
7. Wheel Of Fortune-wknd	7.8/181/78
9. Hercules, Journeys of	7.0/225/98
9. Inside Edition	7.0/165/93
11. Home Improvement-wknd	6.6/201/92
12. Simpsons	6.5/185/95
13. Baywatch	6.1/223/97
14. Star Trek: Deep Space Nine	5.7/231/98
15. Hard Copy	5.5/176/91
15. Xena: Warrior Princess	5.5/201/96

"The greatest impact [advertiser support] has is in that gray area when programmers are considering two or three different shows."

In midsize markets, advertising incentives usually are offered only as a last resort, but with more shows chas-

ing fewer time periods, syndicators are reaching the desperation point much faster than they used to.

"There's more product available to us than ever before, but most of it isn't right for our stations," says Ervin Parthe, vice president of programming

for Meredith Broadcasting, which owns six stations in such markets as Phoenix, Kansas City, Mo., and Nashville. "We don't get pressured too much with advertising. We just keep an eye out for what the needs are in each of our markets."

PEOPLE'S CHOICE: Ratings according to Nielsen, Feb. 5-11

Week 21	abc	CBS	NBC	Fox	UPN
	9.3/14	11.5/17	15.2/23	11.2/16	3.7/6
MONDAY	8:00 58. Second Noah 9.3/14	19. The Nanny 12.9/19	31. Lance Burton's Magic 11.3/17	33. Melrose Place 11.2/16	90. Star Trek: Voyager 5.1/8
	8:30	37. Can't Hurry Lv 11.0/16			
	9:00 45. Most Awesome Acts on Earth 10.5/15	41. Murphy Brown 10.6/15	4. NBC Monday Night Movie—Gulliver's Travels, Part 2 17.2/26		103. Nowhere Man 2.4/3
	9:30	60. High Society 9.1/13			
	10:00 67. Murder One 8.3/13	22. Chicago Hope 12.6/20			
TUESDAY	13.3/21	8.6/14	13.1/21	7.3/11	2.6/4
	8:00 26. Roseanne 11.8/19	74. John Grisham's The Client 7.6/12	29. Wings 11.4/18	76. Fox Tuesday Night Movie—If Looks Could Kill: America's Most Wanted 7.3/11	95. Moesha 3.7/6
	8:30 24. Coach 12.3/19		15. 3rd Rock fr/Sun 13.2/20		100. Minor Adjustm'ts 2.6/4
	9:00 6. Home Imprvmt 16.2/24	60. CBS Tuesday Movie—Co-Ed Call Girl 9.1/14	7. Frasier 15.9/24		105. Psychic Detectives 2.0/3
	9:30 33. Champs 11.2/17		17. J Larroquette 13.0/20		
	10:00 12. NYPD Blue 14.1/23		23. Dateline NBC 12.5/21		
WEDNESDAY	11.3/18	6.4/10	12.5/20	9.1/14	2.9/4
	8:00 41. Ellen 10.6/17	67. Dave's World 8.1/13	41. National Geographic Special 10.6/17	50. Beverly Hills, 90210 10.0/16	98. Sister, Sister 2.9/5
	8:30 38. Drew Carey 10.9/17	75. The Louie Show 7.4/11			97. The Parent 'Hood 3.0/5
	9:00 15. Grace Under Fire 13.2/20	84. Matt Waters 6.1/9	21. Dateline NBC 12.7/20	66. Party of Five 8.2/13	98. The Wayans Bros. 2.9/4
	9:30 46. Naked Truth 10.4/16	88. Greatest Show You Never Saw 5.4/9	10. Law & Order 14.3/25		100. Unhap Ever After 2.6/4
THURSDAY	6.7/10	9.0/14	23.0/36	7.1/11	
	8:00 65. Wld's Fun Vid 8.5/13	54. Murder, She Wrote 9.5/15	3. Friends 21.7/33	77. Living Single 7.0/11	
	8:30 62. Before/Stars 8.9/14		5. The Single Guy 16.8/26	73. Martin 7.7/12	
	9:00 87. ABC Thursday Night Movie—Boiling Point 5.7/9	67. Rescue: 911 8.1/12	2. Seinfeld 23.9/36	79. New York Undercover 6.9/10	
	10:00	59. 48 Hours 9.2/15	1. ER 25.9/42		
FRIDAY	11.5/20	7.2/13	11.1/20	8.5/15	
	8:00 38. Family Matters 10.9/20	77. Due South 7.0/13	46. Unsolved Mysteries 10.4/19	82. Strange Luck 6.5/12	
	8:30 46. Boy Meets Wrlld 10.4/18				
	9:00 49. Step by Step 10.2/18	67. Diagnosis Murder 8.1/14	35. Dateline NBC 11.1/19	41. The X-Files 10.6/18	
	9:30 52. Hangin' w/Mr C 9.6/16		27. Homicide: Life on the Street 11.7/21		
SATURDAY	13. 20/20 13.8/25	83. Picket Fences 6.3/12			
	5.8/10	12.9/23	5.7/10	7.6/13	
	8:00 91. Hudson Street 5.0/9	35. Dr. Quinn, Medicine Woman 11.1/20	79. National Geographic Special 6.9/12	81. Cops 6.6/12	
	8:30 88. Maybe This Time 5.4/10		93. Hope & Gloria 4.4/8	72. Cops 7.8/14	
	9:00 84. Saturday Night at the Movies—Life with Mikey 6.1/11	14. Touched by an Angel 13.4/24	94. Home Court 4.1/7	71. America's Most Wanted 7.9/14	
SUNDAY	11.8/18	14.0/22	10.6/17	7.9/12	2.4/4
	7:00 55. Am Fun Hm Vid 9.4/16	8. 60 Minutes 15.2/25	27. NBA All-Star Game 11.7/20	91. Space: Above and Beyond 5.0/8	106. Pinky & The Brain 1.8/3
	7:30 17. Am Fun Hm Vid 13.0/21				107. Simon 1.2/2
	8:00 19. Lois & Clark 12.9/19	25. Cybill 11.9/18		64. The Simpsons 8.7/13	104. Sister, Sister 2.3/3
	8:30	38. Almost Perfect 10.9/16		52. The Simpsons 9.6/14	102. Kirk 2.5/4
WEEK AVG	10.0/16	10.1/16	12.9/21	8.4/13	UPN: 3.2/5; WB: 2.6/4
	11.1/18	9.6/16	12.1/20	7.5/12	UPN: 3.1/5; WB: 2.4/4

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

Mapping out new ownership rules

FCC's contour rules still apply in radio markets

By Elizabeth Rathbun

The new telecommunications law may change the face of radio markets around the country, but it doesn't change the way those markets are defined, the FCC says.

But some owners, brokers and lawyers still haven't gotten the word and are puzzled about how radio markets are defined under the new law.

"There [are] a lot of questions about deregulation still to be answered," says Washington lawyer Dick Bodorff, adding that last week he tried "for days" to find out how a radio market is defined under the new law. "The commission has not spoken, and we really don't know," he says. Bodorff likes the current definition: "Everybody's familiar with it. All the engineers know how to do it."

Stuart Bedell, assistant chief of the FCC's audio services division, says a market will continue to be defined by FCC rules that call for measuring an AM or FM station's "principal community contour," or signal strength. Unlike TV markets, which are defined by a geographic area, a radio market must be defined on a case-by-case basis, Bedell says.

This task, performed quickly by engineers using computers, "hasn't really been a problem," Bedell says. In drawing up a market, the contours of the station in question are mapped, then the map is overlaid with the overlapping contours of other stations.

Even before President Clinton signed the telecommunications bill into law on Feb. 8, Jacor Communications Inc. proclaimed that its purchase of Noble Broadcasting Group brings it to the limit of eight stations in Denver (BROADCASTING & CABLE, Feb. 12). Jacor officials did not return calls about how the company defines the Denver market. Arbitron rankings, which are based on population, say that Denver/Boulder has 37 stations.

But that doesn't include stations whose contours could reach Denver from Colorado Springs or Pueblo, Colo., and even Cheyenne, Wyo.

One can assume that all the top 25 markets, including Denver (number 23), have at least 45 "community voices," Bedell says.

Under the new limits, in a market with 45 or more commercial radio stations, a broadcaster may own eight stations; in markets with 30-44 stations, a broadcaster may own seven; in markets

with 15-29, six; in markets with 14 or fewer stations, five. But no one may own more than half the stations in one market.

Engineer Bob duTreil of Sarasota, Fla., says the top 50 markets probably would allow someone to own the maximum number of stations under the new law. "In the top 50 markets, you're going to meet the '45 test' without any trouble," duTreil says. That's partly because of the wide reach of AM frequencies, he says.

But without a station with which to start the map, it's impossible to calculate specifically how many stations are in a market, engineers say.

Engineers, accustomed to calculating 15 overlapping stations under the former two-of-a-kind-per-market law, will face more work in counting 45 stations. But, engineers say, it won't take much more time than the several hours required for a map showing the contours of 15 stations.

Changing Hands

The week's tabulation
of station sales

Proposed station trades

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

This week:

TVs □ \$0 □ 0

Combos □ \$217,336,739 □ 5

FMs □ \$23,948,000 □ 4

AMs □ \$3,023,000 □ 4

Total □ \$244,307,739 □ 13

So far in 1996:

TVs □ \$283,133,010 □ 13

Combos □ \$571,261,129 □ 42

FMs □ \$196,688,130 □ 44

AMs □ \$10,450,412 □ 27

Total □ \$1,062,190,682 □ 126

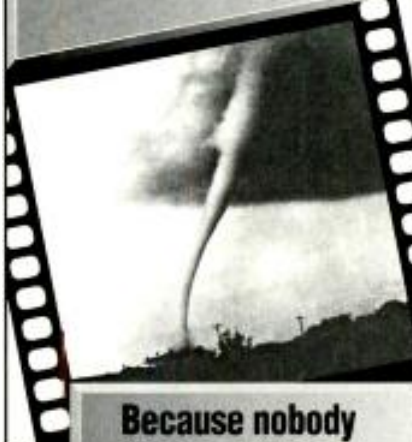
COMBOS

KCEE(AM)-KWFM(FM) and KNST(AM)-KRQQ(FM) Tucson, Ariz.; WOKV(AM)-WKQL(FM), WIVY(FM) and WPDQ(AM) Jacksonville, Fla.; KNSS(AM)-KKRD(FM) Wichita and KRZZ-FM Derby/Wichita, Kan.; WWKY(AM)-WVEZ(FM) and WTFX(FM) Louisville, Ky.; WZZU(FM) Burlington/Graham/Raleigh, N.C., and WDCG(FM) Durham/Raleigh, N.C.

Price: \$105.25 million

Buyer: SFX Broadcasting Inc., N.Y., (Robert F.X. Sillerman, executive chairman; R. Steven Hicks, president/CEO); owns KMKX-FM and KXY-FM San Diego; WJDS(AM), WMSI-FM, WKTF-FM and WZRZ(AM), all Jackson, Miss.; WTDK-FM Statesville/Charlotte and WLYT(FM) (formerly WEZC-FM) Charlotte, wwwb(AM) Greensboro, WMYI-FM, WGVL(AM), WSSL-FM and WRQ(FM) (via Multi-Market Radio Inc.) Greenville/Spartanburg, WMFR (AM)-WMAG(FM) High Point, WTRG(FM) Rocky Mount/Raleigh and WRDU(FM) Wilson/Ra-

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Jacor Communications, Inc.

Randy Michaels & Robert L. Lawrence
Co-Chief Operating Officers

has agreed to acquire

Noble Broadcast Group, Inc.

John T. Lynch, Chief Executive Officer

in a transaction valued at

\$152,000,000

*The undersigned initiated this transaction and
acted as exclusive advisor to Jacor Communications.*



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December 1, 1995

FULLER-JEFFREY BROADCASTING COMPANIES, INC.

has acquired

WXBB (FM)

[Kittery, Maine]

Portsmouth/Dover/Rochester, New Hampshire
from

BEAR BROADCASTING COMPANY

The undersigned initiated the above, assisted in the
negotiations and acted as the exclusive broker
for the transaction.



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Broadcasting

leigh, all N.C.; WSIX-FM and WYHY-FM Nashville; KODA-FM and KNUZ(AM)-KQUE-FM Houston, and KTCK(AM) and KRLD(AM) Dallas; is buying WHFS(FM) Annapolis, Md./Baltimore/Washington; WQSI(AM) Frederick, Md./Washington; WXTR-FM Waldorf, Md./Washington; WXVR(FM) Washington; WBAB(FM) Babylon/Long Island-WGBB(AM) Freeport/Long Island, WHFM(FM) Southampton/Long Island, WBLI(FM) Patchogue/Long Island, all N.Y. SFX also owns Texas State Networks; has option to purchase WHSL(FM) (formerly WFXF) High Point/Greensboro, N.C., and has joint sales agreements with WJDX-FM and WSTZ(FM) Jackson, Miss.

Seller: Prism Radio Partners LP, Tucson (Bill Phalen, president/CEO); no other broadcast interests

Facilities: KCEE: 940 khz, 5 kw day, 1 kw night; KWFM: 92.9 mhz, 90 kw, ant. 2,037 ft.; KNST: 790 khz, 5 kw day, 500 w night; KRQQ: 93.7 mhz, 91 kw, ant. 2,030 ft.; WOKV: 600 khz, 50 kw day, 10 w night; WKQL: 96.9 mhz, 98 kw, ant. 1,014 ft.; WIVY: 102.9 mhz, 100 kw, ant. 984 ft.; WPDQ: 690 khz, 5 kw day, 5.4 kw night; KNSS: 1240 khz, 630 kw; KKRD: 107.3 mhz, 100 kw, ant. 884 ft.; KRZZ: 96.3 mhz, 50 kw, ant. 492 ft.; WWKY: 790 khz, 5 kw day, 1 kw night; WVEZ: 106.9 mhz, 24.5 kw, ant. 670 ft.; WTFX: 100.5 mhz, 37.4 kw, ant. 554 ft.; WZZU: 93.9 mhz, 100 kw, ant. 1,269 ft.; WDCG: 105.1 mhz, 100 kw, ant. 1,141 ft.

Formats: KCEE-KWFM: oldies; KNST: news/talk, sports; KRQQ: CHR, top 40; WOKV: nostalgia; WKQL: oldies; WIVY: adult contemporary; WPDQ: news/talk, sports; KNSS: news/talk; KKRD: CHR; KRZZ-FM: AOR; WWKY: talk; WVEZ: adult contemporary; WTFX: rock; WZZU: classic rock; WDCG: CHR

Broker: J.P. Morgan

KOOL-AM-FM Phoenix

Price: \$35 million (\$28 million for FM, \$7 million for AM and other assets)

Buyer: Colfax Communications Inc., Minneapolis (L. Steven Goldstein, president); owns WBOB(FM) and KQQL(FM) Minneapolis/St. Paul, and WGMS(FM), WBIG(FM) and WTEM(AM) Washington

Seller: Par Broadcasting Co., San Diego (Steve Jacobs, president); also owns KKLO-AM-FM and KOGO (AM) San Diego and KIOZ-FM Oceanside, Calif.; is buying KCBQ-AM-FM San Diego, KFNS(AM) Wood River, Ill.-St. Louis and KEZK-FM St. Louis; and is

donating KGMG(AM) San Diego to Palomar College, San Marcos, Calif.

Facilities: AM: 960 khz, 5 kw; FM: 94.5 mhz, 100 kw, ant. 1,655 ft.

Format: Both oldies

Broker: Kalil & Co.

KWJJ-AM-FM Portland

Price: \$35 million

Buyer: Fisher Broadcasting Inc., Seattle (Patrick M. Scott, president/CEO); owns KATU(TV) Portland; KRKX-FM-KYYA(FM)-KBLG(AM) Billings, KAAR-FM-KQUY(FM)-KXTL(AM) Butte, KDXT-FM-KGRZ(AM) Missoula and KAAK-FM-KXGF(AM) Great Falls, all Mont., and KYSN-FM East Wenatchee, KXAA-FM Rock Island and KOMO-TV-AM, KVI(AM) and KPLZ-FM Seattle, all Wash.; is buying KWWX(AM) Wenatchee-KWWW-FM Quincy, Wash.

Seller: Park Communications Inc., Lexington, Ky. (Wright M. Thomas, president); owns WNLS(AM)-WTNT(FM) Tallahassee, Fla.; KWLO(AM)-KFMW-FM Waterloo, Iowa; KJJO(AM)-KMJZ(FM) St. Louis Park/Minneapolis, Minn.; WHEN-AM-FM Syracuse, N.Y.; KWJJ-AM-FM Portland, Ore.; WNAX-AM-FM Yankton, S.D.; WDEF-AM-FM Chattanooga, Tenn., and WTVR-AM-FM Richmond, Va.; is selling WPAT-AM-FM Paterson, N.J., WNCT-AM-FM Greenville, N.C., and KEZX(AM)-KWJZ(FM) Seattle

Facilities: AM: 1080 khz, 50 kw day, 10 kw night; FM: 99.5 mhz, 50 kw, ant. 1,266 ft.

Formats: both country

Broker: Media Venture Partners

KMVK(FM) Benton/Little Rock, Ark.; KSSN(FM) Little Rock; KZSN(AM) Wichita, Kan.; KZSN-FM Hutchinson, Kan./Wichita

Price: \$24.5 million cash and stock

Buyer: Triathlon Broadcasting Co., San Diego (Norm Feuer, president/CEO; Robert F.X. Sillerman, backer); owns KXLK-FM Haysville/Wichita and KFH(AM), KQAM(AM) and KRBB(FM) Wichita, Kan., and KZKX(FM) Seward/Lincoln and KTGL(FM) Beatrice/Lincoln, Neb.; is buying WKSJ(AM) Pritchard and WMYC-FM Mobile, Ala.; KVOR(AM)-KSPZ-FM and KTWK(AM) Colorado Springs and KVUU-FM Pueblo/Colorado Springs, Colo.; KXKT(FM) Glenwood, Iowa-KRRK(FM) Bennington/Omaha, Neb.; KIBZ(FM) and KKNB(FM) Lincoln; KEYF-FM Cheney/Spokane, KEYF(AM), KUDY(AM)-KKZX(FM), KAQQ(AM)-KISC(FM) and KNFR(AM) Spokane and KTCR(AM) Kennewick-KEGX(FM) Richland, all Wash.; has option to buy KEYN(FM) Wichita

Seller: Southern Skies Corp., Little Rock (Jerry Atchley, president/CEO); no other broadcast interests

Facilities: KMVK: 106.7 mhz, 16 kw, ant. 866 ft.; KSSN: 95.7 mhz, 92 kw, ant. 1,663 ft.; KZSN(AM): 1480 khz, 5 kw day, 1 kw night; KZSN-FM: 102.1 mhz, 100 kw, ant. 1,032 ft.

Formats: All country

Brokers: Sillerman Cos. (buyer); Star Media Group Inc. (seller)

KYBG(AM) Aurora/Denver and KNRX(FM) (formerly KYBG-FM) Castle Rock, Colo.

Price: \$7.7 million

Buyer: EXCL Holdings Inc., San Jose (Athena Marks, president/CEO); owns KBRG(FM) Fremont, KLOK-AM San Jose-KLOK-FM Greenfield and KVRG-AM Soledad-KVRG-FM Seaside, all Calif.

Seller: Century Denver Broadcasting LP, Chicago (George A. Collias, Anthony C. Karlos, limited partners); has interest in WPNT-FM Chicago and company with LMA with KQKS-FM Longmont, Colo.

Facilities: AM: 1090 khz, 50 kw day, 500 w night; FM: 92.1 mhz, 30 w, ant. 627 ft.

Formats: AM: news/talk, sports; FM: news/talk

RADIO: FM

WLQT(FM) Kettering/Dayton and WDOL(FM) Englewood/Dayton, Ohio

Price: \$12 million

Buyer: Palm Beach Radio Broadcasting Inc., West Palm Beach, Fla. (Gary Hess, VP/20% owner; Macfadden Holdings LP, 80% owner); owns WPBZ(FM) Indiantown, Fla.; is buying WHLG(FM) Jensen Beach and WSTU(AM) Stuart, Fla., and WBLK(FM) Depew/Bufalo, N.Y. Hess owns 25% of WTAI(AM)-WAOA(FM) Melbourne, Fla.; Macfadden has no other broadcast interests.

Seller: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, president/CEO); owns WHKW-FM Corydon, Ind./Louisville; KUDL-FM Kansas City, Kan.; WDJX-FM, WHKW(AM) (formerly WRES) and WFIA(AM) Louisville,

Ky.; KMXV(FM) Kansas City, Mo.; KSNE-FM and KFMS-FM Las Vegas and KKDD(AM) (formerly KFMS) North Las Vegas, and KALL(AM) and KODJ(FM) Salt Lake City and KKAT(FM) Ogden/Salt Lake City, Utah; is buying WEZL(FM) and WXLV(FM) Charleston, S.C.

Facilities: WLQT(FM): 99.9 mhz, 50 kw, ant. 500 ft.; WDOL(FM): 94.5 mhz, 6 kw, ant. 328 ft.

Formats: WLQT(FM): adult contemporary; WDOL(FM): oldies

Broker: Media Venture Partners

WFXK-FM Tarboro/Raleigh/Durham, N.C.

Price: \$5.9 million

Buyer: Pinnacle Broadcasting Co. Inc., Dallas (Edward J. Ferreri, president); owns WDUR(AM)-WFXC-FM Raleigh/Durham; WSOY-AM-FM Decatur, Ill.; WYNG-FM Evansville, Ind.; WRNS-AM-FM Kinston/Greenville/New Bern and WDLX-AM-WERO-FM (formerly WRRF(AM)-WDLX-FM) Washington, all N.C.; WYAV-FM Conway/Myrtle Beach, S.C., and KLLL-AM-FM Lubbock, Tex.; is buying WRNN-FM Murrell's Inlet/Myrtle Beach, S.C.

Seller: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president/CEO); owns WOLZ-FM Fort Myers, Fla., and WWVA(AM)-WQVK(FM) Wheeling, W. Va.; is half-owner of WRWX-FM San Carlos Park, Fla.; is buying KNAX-FM and KRBT-FM Fresno, Calif., WKII(AM) Solana and WEEJ(FM) Port Charlotte, Fla., and WHLX-FM Bethlehem/Wheeling, W. Va.; is selling WJSU-TV Anniston, Ala., WWRD-FM Jacksonville, Fla./Brunswick, Ga., WFKS-FM Palatka, Fla., and WNDR(AM)-WNTQ(FM) Syracuse, N.Y.

Facilities: 104.3 mhz, 100 kw, ant. 987 ft.

Format: Adult contemporary, urban

Broker: Star Media Group Inc.

KOLL(FM) Maumelle/Little Rock, Ark.

Price: \$4 million

Buyer: Triathlon Broadcasting Co.

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(see "Combo" item, above)

Seller: Multi-Market Radio Inc., Springfield, Mass. (Michael G. Ferrell, president/2.28% owner; Robert F.X. Sillerman, 15.18% nonvoting owner); owns WPKX(FM) Enfield and WPLR(FM) New Haven, Conn.; WGNE-AM-FM Titusville/Daytona Beach, Fla.; WRKR-FM August and WKBG(FM) Martinez/Augusta, Ga.; WHMP-AM-FM Northampton and WKPX-FM Springfield, Mass.; WMJY(FM) Biloxi and WKNN-FM Pascagoula/Biloxi, Miss.; WRXR-FM Aiken and WYAK-FM Surfside Beach/Myrtle Beach, S.C.; is buying WHCN(FM), WMRQ(FM) and WPOP-AM Hartford, Conn.; WGNA-AM-FM, WPYX (FM) and WTRY-AM Albany, N.Y.; WSNE(FM), WHJY(FM) and WHJJ-AM Providence, R.I.; WROQ(FM) Anderson/Greenville/Spartanburg, S.C., and WMXB(FM) Richmond, Va.; is selling WRSF(FM) Columbia, N.C.; has LMA with WYBC-FM New Haven. Sillerman is executive chairman/53.2% owner of SFX Broadcasting Inc. (see "Combo" item, above)

Facilities: 94.9 mhz, 96 kw, ant. 1,843 ft.

Format: Oldies

WLRO(FM) (formerly WMCQ-FM)
Richmond, Ky.

Price: \$2.048 million (\$2 million for assets; remainder for noncompetition agreement)

Buyer: Clark Enterprises Inc., Bethesda, Md. (Michael L. Douglass, principal); owns WGCO(FM) Midway, Ga.; WLTO(FM) Nicholasville, Ky.; WCEI-AM-FM Easton, Md.; WCYK-AM-FM Crozet, WINF(AM)-WBGT-FM and WVAO-FM Staunton and WVAO(AM) Waynesboro, all Va.

Seller: WCBR Radio Inc., Richmond (George W. Robbins, president); owns WCBR(AM) Richmond

Facilities: 101.7 mhz, 6 kw, ant. 300 ft.

Format: '50s and '60s oldies

RADIO: AM

KVEG(AM) North Las Vegas

Price: \$1.8 million

Buyer: Allen Shaw, Winston-Salem, N.C., president; Shaw is president/CEO/owner, Crescent Communications LP, which owns KFBI (FM) and KMZQ(FM) Las Vegas; KSOL (FM) and KYLD(FM) San Francisco and KYLZ(FM) Santa Cruz, Calif., and KOLT(FM) Santa Fe and KRZY(AM)-KRST(FM) Albuquerque, N.M.

Seller: Jerry Kutner, Las Vegas; no other broadcast interests

Facilities: 840 khz, 50 kw day, 25 kw night

Format: Sports/talk

Brokers: Force Communications & Consultants LLC; Broadcasting Asset Management Corp.

WEFF(AM) Highland Park, Ill.

Price: \$835,000

Buyer: Leveton Communications Inc., Chicago (Howard Leveton, president/owner); no other broadcast interests

Seller: Winston AM Radio Inc., Highland Park (Gordon Winston, president); no other broadcast interests

Facilities: 1430 khz, 1 kw day, 29 w night

Format: Italian, Greek

KISA(AM) Honolulu

Price: \$200,000

Buyer: James Swinerton, San Francisco; no other broadcast interests

Seller: Manayan Ventures Inc., Honolulu (Rick C. Manayan, president); no other broadcast interests

Facilities: 1540 khz, 5 kw day

Format: Filipino-American, adult contemporary, contemporary hit

Broker: Randolph E. George

KGEZ(AM) Kalispell, Mont.

Price: \$198,000

Buyer: Michael J. Stocklin, Dallas I. Herron and Charles Lee, Kalispell; no other broadcast interests

Seller: C.M. "Cliff" Anzjon and M.A. "Matt" Hims, Kalispell (before sale each 33.3% owner; after sale 0% owner); no other broadcast interests

Facilities: 600 khz, 5 kw day, 1 kw night

Format: Oldies

Errata

A deal was incorrectly reported in the Feb. 5 "Changing Hands." Latin Communications Group Inc., New York (Peter Davidson, president/CEO) is acquiring 80% of EXCL Holdings Inc., which owns KBRG(FM) Fremont, KLOK(AM) San Jose-KLOK-FM Greenfield and KVRG(AM) Soledad-KVRG-FM Seaside, all Calif. EXCL currently is 51% owned by Estelle Gonzales-Walgreen, San Jose. Latin Communications Group is paying \$15 million for her share plus minority stockholders' shares that add up to 80% of EXCL's equity. The \$5,113,261 reported on Feb. 5 is being paid to various shareholders as part of the deal.

The broker in the \$800,000 sale of wwBE(FM) Mifflinburg, Pa. ("Changing Hands," Feb. 5) was Hickman Associates.

Radio supergroups: The buying begins

Before ink is dry on telecom bill, Jacor and SFX announce major acquisitions

Radio

By Donna Petrozzello

Reacting to less stringent radio ownership regulations signed into law with the telecommunications act, radio groups Jacor Communications and SFX Broadcasting announced major acquisitions last week.

In a deal worth an estimated \$774 million, Jacor announced plans to buy 19 radio stations and two network-affiliated TV stations from Citicasters Inc. The acquisitions give Jacor a total 32 FM and 21 AM stations in 14 major markets and a strong presence in Cincinnati and Columbus, Ohio, and Portland, Ore. In the merger, Jacor will pay \$29.50 per share for that Citicasters stock.

According to radio analyst Jim Duncan, the Citicasters radio stations garnered an estimated \$78.7 million in net gross billings for 1994, the latest

data available.

In a separate deal estimated at \$105.25 million, SFX Broadcasting Inc. purchased Prism Radio Partners' portfolio of 16 radio stations in five midsize markets. The acquisition boosts SFX's holdings to 35 FM and 17 AM stations in 15 markets.

Radio industry analyst Harry DeMott of CS First Boston estimated the purchase price at a 10-times multiple on Prism's estimated broadcast cash flow if the Prism stations are able to generate more than \$10 million in cash flow within one year after SFX closes the deal.

With the Prism stations, SFX builds its presence in the Southeast, gaining stations in Louisville, Ky., Jacksonville, Fla., and Raleigh, N.C. Duncan estimated that the Prism station group collected \$27.1 million in gross billings for 1994.

SFX Executive Chairman Robert F.X. Sillerman commented: "With the

passage of the telecommunications act, we see only expanding opportunities ahead."

Jacor President Randy Michaels said: "No other group purchase could deliver the immediate operational symmetry to Jacor that Citicasters provides. The deal significantly enhances existing Jacor operations in Tampa, Cincinnati and Atlanta."

Both deals push each group well beyond the former 20 AM and 20 FM national ownership limits that have now been lifted by the telecommunications act. Radio industry analysts see the deals as the start of a new era in station trading and industrywide consolidation.

"There is no doubt that once the telecommunications bill was signed, broadcasters were ready, willing and able to jump on deregulation," said media industry analyst Tim Wallace of Lehman Bros. "This is just the beginning. I don't think we will end up with

JACOR/SFX PORTFOLIOS

With the acquisitions of stations owned by Noble Broadcast Group Inc. and Citicasters Inc., Jacor Communications' portfolio will include 32 FM, 21 AM and two TV stations in 14 markets, as shown below.

Atlanta	WGST(AM) WGST-FM† WKLS-FM*	Kansas City, Mo.	WSOL(FM) WDAF(AM)* KYY5(FM)*
Cincinnati	WLW(AM) WCKY(AM) WEBN(FM) WOFX(FM) WAOZ(AM) WSAI(AM) WAQZ(FM) WKRC(TV)	Phoenix	KOPA(AM)* KSLX(FM)*
Columbus	WTVN(AM)* WLVO(FM)* WLOH(AM)* WHOK(FM)* WLLD(FM)*	Portland, Ore.	KEX(AM)* KKCW(FM)* KKRZ(FM)*
Denver	KOA(AM) KTLK(AM) KBPI(FM) KRFX(FM) KTCL(FM) KHOW(AM)# KHIH(FM)#	Sacramento, Calif.	KRXQ(FM)* KSEG(FM)*
Boulder, Colo.	KBCO-AM-FM#	San Diego	KHTS(FM) XTRA-AM-FM#
Jacksonville, Fla.	WJGR(AM) WZAZ(AM) WJBT(FM) WQIK-FM	St. Louis	KATZ(AM)# KMJM(FM)# KNJZ(FM)#
		Tampa	WBRD(AM) WFLA(AM) WDUV(FM) WFLZ-FM WTBT(FM)* WXTB(FM)* WTSP-TV
		Toledo, Ohio	WSPD(AM)# WVKS(FM)# WRVF(FM)#

*Acquired from Citicasters
#Acquired from Noble †LMA with Georgia News Network

With the acquisitions of Prism Radio Partners, Liberty Broadcasting Inc. and three stations from Multi-Market Radio recently, SFX Broadcasting Inc. boasts a portfolio of 17 AM and 35 FM stations in 15 markets, as outlined below. SFX Broadcasting also owns the Texas State Networks, a group of regional radio networks serving 132 affiliates.

Charlotte, N.C.	WTDR-FM WEZC-FM	Nashville	WVEZ(FM)* WWKY(AM)*
Dallas	KTCK(AM) KRLD(AM)	Raleigh, N.C.	WSIX(FM) WYHY(FM) WZZU(FM)* WDCG(FM)* WRDU(FM) WTRG(FM)
Greenville/Spartanburg, S.C.	WMI-FM WGVF(AM) WSSL-FM WROQ(FM)†	Greensboro, N.C.	WWWB(AM) WHSF(FM)
Houston	KODA(FM) KNUZ(AM) KQUE(FM)	High Point, N.C.	WMFR(AM) WMAG(FM) WFXF(FM)
Jackson, Miss.	WJDS(AM) WJDX(FM) WMSI(FM) WKTF(FM) WSTZ(FM)† WZRX(AM)†	San Diego	KMKX(FM) KYXY(FM)
Jacksonville, Fla.	WKOL(FM)* WIVY(AM)* WPDQ(AM)* WOKV(AM)*	Tucson, Ariz.	KWFM(FM)* KROQ(FM)* KNST(AM)* KCEE(AM)*
Long Island, N.Y.	WBAB(FM)# WGBB(AM)# WHFM(FM)# WBLI(FM)*	Washington	WHFS(FM)# WQSI(AM)# WXTR(FM)# WXVR(FM)#
Louisville, Ky.	WTFX(FM)*	Wichita, Kan.	KRZZ(FM)* KKRD(FM)* KNSS(AM)*

*Acquired from Prism #Acquired from Liberty †Acquired from MultiMarket

five large groups running all the radio stations in the country. You will see company management acquiring strategically."

Wall Street reacted favorably to the Jacor and SFX announcements. Jacor's stock rose from trading at an average \$18 per share to \$21.50 per share; SFX stock rose from trading at about \$28 per share to \$30.75 per share on average.

DeMott notes Jacor's acquisition of Citicasters, along with its recently announced purchase of the Noble Broadcast Group Inc., as giving the group a significant presence in markets such as Denver, where the group will control eight stations.

"The combination of Jacor, Noble and Citicasters goes as far as anyone has to take advantage of the new regulations," DeMott said. "It is the making of the supergroups and gives Jacor an unbelievable presence in some markets." ■

Chancellor closes Shamrock deal

Company is now third-largest in nation

By Elizabeth Rathbun

In what it says is the largest radio-group expansion ever, Chancellor Corp. last week closed on its \$395 million merger with Shamrock Broadcasting Inc. The resulting company, still based in Dallas but renamed Chancellor Broadcasting Co., now is the nation's third-largest radio company, with 33 radio stations (19 of them from Shamrock), Chancellor says.

The merger brings Chancellor into six major markets where previously it had no presence: Los Angeles (Arbitron-ranked 2); San Francisco (4); Atlanta (12); Pittsburgh (19); Phoenix (20), and Denver (23). Previously, Chancellor reached into just one top 10

market, with WALK-AM-FM Patchogue/Long Island, N.Y. (1).

"Chancellor is exceptionally well-positioned to take advantage of this new regulatory environment" that eases local ownership caps and lifts the national cap, says Thomas O. Hicks, chairman/CEO of Chancellor investor Hicks Muse, Tate & Furst Inc. The closing took place last Wednesday. Star Media Group and Smith Barney were the brokers.

Shamrock was controlled by an investor group led by the Roy E. Disney family and Trefoil Capital Partners LP. Roy Disney has 59% interest in Apogee Radio LP I, which has steadily been selling its holdings during the past year and has no other broadcast interests. ■

R I D I N G G A I N

Stern, Paramount strike movie deal

After months touting his movie star aspirations on air, Howard Stern last week announced a collaboration with producer Ivan Reitman, director Betty Thomas and Paramount Pictures to develop his bestselling autobiography, "Private Parts," for the screen. Stern invited Reitman, Thomas and scriptwriter Len Blum on his radio show last week to discuss preproduction of the film, which Reitman said has a budget of more than \$20 million. Shooting is slated to begin in May in New York, and Stern predicted a spring 1997 premiere. Stern said his plans to adapt "Private Parts" for the movies had been delayed because he had turned down numerous drafts of "Private Parts" screenplays before accepting Blum's. Reitman produced "Stripes," "Twins," "Dave" and the "Ghostbusters" series. Thomas was a star and producer on NBC's *Hill Street Blues*.

Chancellor rolls out IPO

The Chancellor Corp., parent company of Chancellor Broadcasting Co., made an initial public offering of 6.7 million shares of its Class A common stock at \$20 per share. The stock is trading in the Nasdaq market under the symbol "CBCA." Smith Barney Inc., CS First Boston, Goldman Sachs & Co. and BT Securities Corp.



Network radio executives participated in a panel discussion at a luncheon sponsored by the New York City Chapter of American Women in Radio & Television at New York's Intercontinental Hotel on Feb. 13. Pictured (l-r): Jeff Lawenda, president of Westwood One Radio Networks; David Kantor, executive vice president of ABC Radio Networks; Susan Solomon, president/CEO of SW Networks; Bob Kipperman, president of CBS Radio Networks; Nick Verbitsky, president of United Stations Radio Networks, and Gary Fries, president/CEO of the Radio Advertising Bureau.

were lead underwriters. Chancellor officials say the net proceeds of the offering, combined with proceeds from a public offering of senior subordinated notes and borrowing under Chancellor's credit facility, will be used to fund the group's planned acquisition of Shamrock Broadcasting for \$395 million.

Evergreen reports cash-flow gain

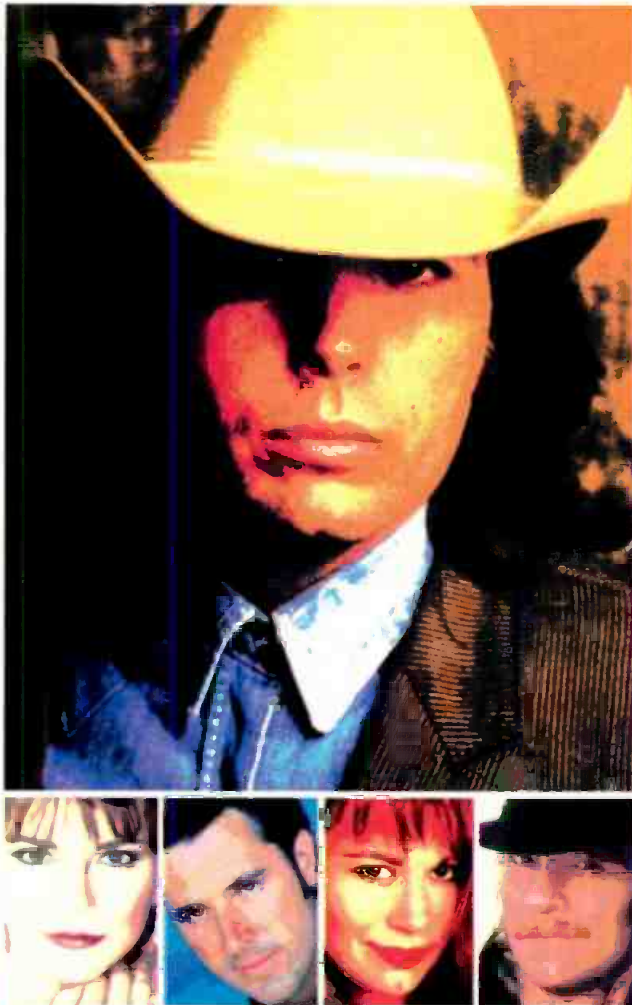
Year-end financial reports from Evergreen Media Corp. show a 13% increase in broadcast cash flow, to \$70.2 million, on a pro forma basis in 1995 over the previous year. The company also reported an 11% increase in broadcast cash flow, to \$19.9 million, during fourth quarter 1995 over the same quarter in 1994. The figures were adjusted for stations the group acquired or sold in 1994

and 1995, but did not account for Evergreen's acquisition of Pyramid Communications in January 1996.

Also on a pro forma basis, Evergreen reported a 7.4% increase in net revenue, to \$47.8 million, for the last quarter, and a 12% increase—to \$182 million—for 1995 compared with 1994. Earlier this month, Evergreen Chairman/CEO Scott Ginsburg and President/COO Jim deCastro introduced a pop rhythm music format on WKTU(FM) New York (formerly country WYNY). Ginsburg says WKTU is targeted as a "mass appeal" station. Before launching WKTU on Feb. 10, Evergreen simulcast broadcasts from its FM stations in Los Angeles, San Francisco, Chicago and Boston on WYNY to introduce Evergreen's on-air personalities to New York media buyers and listeners, Ginsburg said. —DP

Cable

February 19, 1996



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Original Cable Programming



Networks make their name, build loyalty with original production

By Rich Brown

Despite the growing number of off-network shows moving to cable, original program development continues to expand at the nation's cable networks. While original programming might not always be the easiest road to success, cable programmers say the potential rewards make it all worthwhile.

"Nickelodeon has made its mark by producing original series for television," says Herb Scannell, president of Nickelodeon. The network's full lineup of original programming for kids helped make it the most watched basic cable

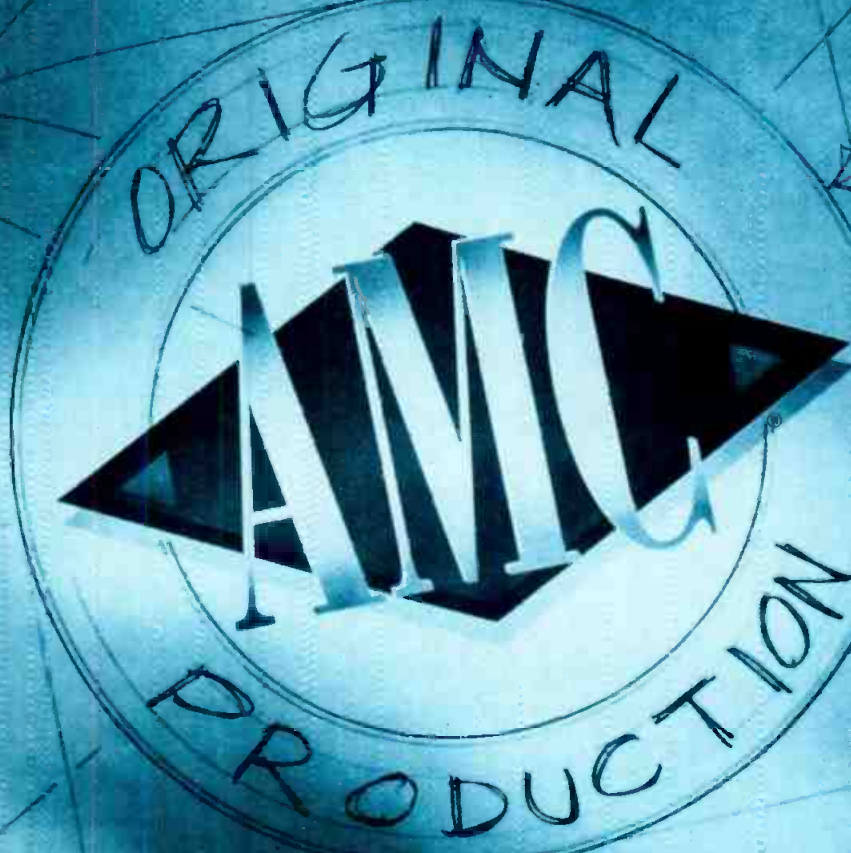
network of 1995 (based on full-day A.C. Nielsen ratings data supplied by the network). "We build loyalty with original production."

Cable network executives offer similar reasons for their commitment to original production. TNT President Brad Siegel says the network's high-profile, big-budget original movies provide "an opportunity to bring people to the network that may not have come before."

The cable industry spent a total of \$7.3 billion on programming from 1993 through 1995, a \$2.3 billion increase over the three-year period of 1990-92,

according to the Cabletelevision Advertising Bureau. The numbers will only go up with the increasing number of new networks and the growing commitment to originals by established networks.

In this report, programming executives from a dozen of the nation's top basic cable networks share their strategies. (The basic networks were chosen based on Nielsen prime time ratings for 1995, excluding CNN; the premium networks were selected based on volume of original production.) Also included is a comprehensive list of original programming appearing on all cable networks currently in operation.



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Special Report: Original Cable Programming

Arts & Entertainment

A&E Network, whose prime time schedule is a mix of programs on the arts, biographies, mysteries and original specials, plans to do more of the same, but better, in 1996.

"Original programming is our stock and trade," says Brooke Bailey Johnson, senior vice president of programming and production for A&E Networks. A&E's 12-year history, she says, has been an ongoing process of becoming more and more original. "Nearly our whole schedule is original and has been for quite some time," she says.

The move apparently has paid off. The network in January recorded its highest rated month ever, led by its telecast of *Pride and Prejudice*, a six-hour British import miniseries based on Jane Austin's classic novel. "*Pride and Prejudice* was clearly a big breakthrough deal for us," says Johnson. "We did a 6 rating, which is a tremendous number for us and a very good number for cable in general."

Johnson says A&E's *Pride and Prejudice* ratings coup means the network will redouble its efforts to sign up more literary specials this year. "We already have a couple of that ilk on the boards."

In 1996 A&E's weekly schedule will be 85% original fare. Of the network's 21 weekly prime time hours, Johnson says only four are not original programming. "Eventually we will be completely original," she says.

A&E prime time ratings in 1995 were flat, while the network's daytime ratings dipped significantly, losing viewers to Simpson trial coverage by CNN and Court Television.

Perennial staples in A&E's original program lineup include *A&E Biography*, *American Justice*, *Ancient History*, *Investigative Report*, *Tuesday Night*

Mystery Movie and *America's Castles*.

A&E Biography will add several installments to its library this year, including bios of Richard Nixon and Jerry Lewis. "We continue to push *A&E Biography* because it is such a

unique franchise for us," Johnson says.

The daily series will keep to its periodic thematic specials, which tie a week's programs to a particular topic. A&E's Sunday night specials will be beefed up to 52 consecutive weeks, eliminating the occasional movie that filled the time slot.

Also lined up for A&E's Sunday night is *Floating Palaces*, a four-hour, two-part history special covering 150 years of luxury ocean liners. The

program airs April 21-22.

Another area getting additional coverage, says Johnson, is A&E's *Tuesday Night Mystery Movie*, which will get two new regular series installments.



A&E special, 'BB King: Blues Summit'

Discovery

Discovery Networks plans to redefine several of its documentary genres, breathing new life into traditional formats with original programming.

Discovery will spend \$160 million on original programming this year, airing roughly 800 original prime time programs on The Discovery Network and

co-owned The Learning Channel.

W. Clark Bunting, senior vice president of programming for Discovery Networks, says that more than 85% of Discovery's prime time schedule will make its U.S. premiere on the network.

"Original programming is really the underpinning of our editorial, marketing and sales efforts; it really gets to the editorial mission of our network," says Bunting.

Bunting says Discovery this year plans to expand and fine-tune programming for the network's three main franchises: natural history, history, and science and technology. "We're pushing the envelope on all three," Bunting says. "We're trying to help redefine the genre by making it more entertaining while at the same time holding onto the quality of the science and of production."

New natural history programming will be headlined by *The Ultimate Guide*, which premieres April 21. Bunting says the show will marry wildlife cinematography with 3-D graphics. Among Discovery's original history specials this year is *Last of the Czars*, a three-part look at the end of the Russian monarchy, which aired Feb. 12-14.

Other specials on tap include the one-hour *Battle of the Alamo* and *Discovery Journal: Behind the Gun*, a three-part series slated to tackle the controversial topic of gun control. Bunting says *Discovery Journal* will be a periodic documentary series that tackles tough issues.

Other original programs on tap include *Outlaws and Lawmen*, a four-part series on America's legendary lawbreakers and enforcers (April 7-10); *What If*, a three-part series that looks at important turning points in the history of science (for airing sometime during the fourth quarter), and *Harlem Diary*,

a two-hour film chronicling the stories of nine young people who live in Harlem (Feb. 25).

Bunting says competition for original programming has also forced networks to up the ante on quality. "The documentary genre is reinvigorated as the result of the competition. PBS's *The Civil War* raised the bar."

—JM



Discovery's 'Treasure Hunters'

Special Report: Original Cable Programming

ESPN

ESPN is branching out with postseason baseball coverage, women's NCAA basketball finals and trial coverage (Olympic, not Simpson).

The 24-hour sports network and its complementary ESPN2 will televise more than 4,500 live or original hours of sports programming this year.

On the baseball front, it is hoping for a better year than last, when viewer backlash against the Major League Baseball (MLB) strike resulted in TV viewers staying away in droves.

"If you look back 12 months ago and you look at today, it's a different story," says John Wildhack, senior vice president of programming for ESPN. "We're looking toward 1996 with tremendous optimism."

But baseball is one of only many fronts for ESPN. Others include NFL and college football, NCAA basketball, NHL, auto racing, golf, boxing, tennis, men and women's professional bowling, thoroughbred racing, world cup skiing, major league soccer, college baseball, cycling, water sports, track and field and arena football.

Tops on ESPN's original programming list for 1996 is MLB coverage into the postseason as part of MLB's new rights package, as well as the network's first-time coverage of the Olympic trials. ESPN and ESPN2 will devote close to 80 hours to trial coverage starting March 30.

Other new ESPN programming for 1996 includes *Sunday Night NHL Hockey*, a series of 10 Sunday night telecasts scheduled Jan. 7 to March 10. ESPN will expand its Women's NCAA Basketball Tournament coverage to include this year's Final Four, scheduled March 29-31. "We're trying to start a weekly franchise [with women's basketball]," says Wildhack. "It has significant growth potential for us."

Also new is *World Championship Boxing*, which replaces ESPN's *Top Rated Boxing*. The series, started last December, carries a monthly boxing card. Other new original programming includes *Men's Journal*, a weekly roundup show on men's sports that airs Saturday 10:30 a.m. and *Inside Big Game Fishing*, a weekly fishing show



ESPN's 'Sports Center'

on Saturday at 8 a.m. Both begin on April 6.

ESPN2 will be adding *Major League Soccer*, games from the new professional soccer league scheduled to launch this year. —JM

Family Channel



Family Channels 'Madeline'

The Family Channel will add 20 hours of original programming to its weekly schedule this year, expanding on its FAM-TV daytime block started last year.

The Family Channel plans to create a six-hour weekday afternoon block—1 p.m.-7 p.m.—of original programming. "The move will hopefully bring a sense of excitement and energy to the Family Channel," says Tony Thomopoulos, CEO of MTM Entertainment.

FAM-TV began last year as a two-hour weekday block at 4-6 p.m. comprising game shows *Masters of the*

Maze, *Wild Animal Games* and *Family Challenge*. It expands another two hours this April with the addition of *Home and Family* at 1-3 p.m. Thomopoulos says the show, to be televised live from a custom-made house being constructed on Universal Studios' backlot, will be a combination talk/information show.

Like other cable networks, Family Channel has chosen to use more original programming for economic and strategic reasons.

"With all the vertical integration that's going on in the industry and the price escalation on licensed programming, part of our future is going to be in our own original programming," Thomopoulos says. "It's a case where we can do it more economically and efficiently, and we can also create an environment there that can help brand us."

Thomopoulos says original programming also lets the network focus on its own core family demographic. "It's really directed toward the youth and the women of the household," he says.

"And our emphasis in the future is going to be more on the women than [on] the children."

Also in the new programming area, the network last year launched its FAM-TV Sunday Movie Event, premiering an original

movie each month throughout the year.

Another original carryover scheduled for weekends is *Snowy River: The McGregor Saga*, a weekly hour action/adventure about pioneer cattlemen in the mountains of southern Australia. The show debuted in 1994.

The Family Channel signed a two-year licensing deal in January 1995 with Hallmark Entertainment for 38 movies from the Hallmark Entertainment Library. The network runs the movies as part of its Sunday night *Hallmark Family Showcase*. The deal also calls for Family and Hallmark to produce six yet-to-be-named projects. —JM

Special Report: Original Cable Programming

HBO

While 70% of its schedule remains big-ticket theatricals, Home Box Office is cranking up its original output with distinctive movies and series designed to lure viewers to pay TV.

The latest shift in HBO's original movie strategy is the creation of HBO NYC Productions, a New York-based unit that plans to produce an ambitious slate of six projects this year. Its predecessor, HBO Showcase, produced only one or two projects a year.

"We wanted to create a division that would be willing to take more risk than the other movie division and would be willing to experiment more in terms of subject matter and form," says Bob Cooper, president of HBO Pictures and HBO NYC.

HBO NYC projects in the works include *Subway Stories*, a compilation of short films by John Guare, Walter Mosley, Nancy Savoca and Jonathan Demme; *If These Walls Could Talk*, a collection of women's stories including one by first-time director Cher; *Terror* (from first-time feature film directors Leslie Libman and Larry Williams) based on the World Trade Center bombing; *A Family Thing*, starring Robert Duvall; *Deadly Voyage*, a thriller from executive producer Danny Glover, and *Mistrial*, a thriller starring Bill Pullman and Robert Loggia.

HBO Pictures titles scheduled to debut this spring include *Soul of the Game*, starring Delroy Lindo, Mykelti Williamson and Blair Underwood as baseball legends Satchel Paige, Josh Gibson and Jackie Robinson; *Rasputin*, starring Alan Rickman as the Russian holy man, and *Norma Jean & Marilyn*, with Ashley Judd and Mira Sorvino playing the respective roles in the unusual celebrity biography. Later this month marks the debut of *The Late Shift*, the much-publicized movie based on the late-night talk wars between Leno and Letterman.

While HBO-produced movies are the highest-rated HBO originals, the network is also cranking up production on original series, sports, documentaries and specials.

HBO just finished five pilots for new series, the most pilots ever produced for the network at one time and the first



HBO's 'Larry Sanders Show'

HBO pilots ordered since *Dream On*, says Chris Albrecht, president, HBO Original Programming. He expects to pick up two of the pilots this year and add them to a growing lineup of original series that includes *Dennis Miller Live*; *Tracey (Ullman) Takes On...*; *The Larry Sanders Show*; *Dream On*; *Tales From the Crypt*, and new adult anthology series *Strangers*.

"From a retention point of view, the series really have a lot of value," says Albrecht. "Given that HBO's business is very healthy, this seems to be a time to invest in our future."

The network this year also expects to produce as many as 24 documentaries, says Albrecht. The output marks a considerable step up for the network, which he says has never produced more than 13 in one year. Projects this year include *The Celluloid Closet*, about homosexuality in the movies; *Talk TV: In Their Own Words*, a look at TV talk shows, and *Back From Madness*, an exploration into psychotropic drugs. —RB

Lifetime

Lifetime Television plans to expand on its two original prime time program franchises—movies and biographies—and add at least four shows in late 1996.

The network, which targets women 18-49, will carry some 1,500 hours of original programming in 1996.

Lifetime Vice President of Programming and Production Judy Girard says the network's move to more original programming has been fostered by changes in the industry itself. A shift in executives' attitudes toward cable the

past few years has made it easier to co-develop original production deals, she says. "Agents and various talents which had no interest in working with any [cable] network other than HBO in the past now have a great interest in working with cable."

As a result, Lifetime will continue to add original programming to its two franchises starting in 1995—original monthly movies and *Intimate Portraits*, a biography series.

The network's original programming, says Girard, must meet Lifetime's specific network charter. "We certainly [won't] put dollars into it unless it brands the network." And what are those branding criteria? Story-driven product that lends itself to women's issues and interests, says Girard.

Lifetime plans to produce about 12 original movies this year, with a handful slotted to be larger-scale productions. "Instead of doing more, we'll do some bigger movies."

One "event" production in the works is *Devil's Food*, a comedy starring Suzanne Somers as a woman who sells her soul to the devil in exchange for the ability to eat anything and not gain weight. Girard says that it's much easier to draw a viewer to an original production than to a theatrical movie. "Theatricals are so overexposed by the time we get them that they don't make



Lifetime's "The Good Life"

any sense for us." Lifetime's original movies, says Girard, scored on average 133% better than theatrical shown in the same time slot.

Lifetime's other original programming franchise, the *Intimate Portrait* biography series, will be expanded from a periodic to a weekly series this March with at least 25 original episodes slated

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Special Report: Original Cable Programming

to air covering such diverse subjects as the late actress Natalie Wood, the Virgin Mary and heiress Gloria Vanderbilt.

Lifetime also plans to move forward with another of its existing original programming franchises, *Weddings*, a periodic series that takes a day-in-the-life approach. "If they continue to be as successful as they have been, we'll certainly do those on a regular basis," says Girard.

Also in the works is a weekly reality series, *Telling Secrets*, produced by Henry Winkler and tentatively scheduled to debut in the fourth quarter. "We're trying to add a weekly series that's either dramatic or reality that we produce on our own. We have a lot of development going on in both those genres," Girard says.

In its daytime schedule, Lifetime will continue the *Martha Stewart Home Show* and *Handmade by Design*. —JM

Nickelodeon

Nickelodeon's strategy of cramming its schedule with tons of original shows and counterprogramming the broadcast networks is paying off big-time for the kids cable network.

Nickelodeon reportedly approached \$200 million in business during the children's upfront ad market earlier this month, topping Fox as the largest kids ad biller in the TV business. Such Nickelodeon originals as *Rugrats*, *Doug*, *All That* and *The Secret World of Alex Mack* consistently rank among the top-rated basic cable shows each week.

Some of the network's highest ratings come from its Saturday night SNICK block of prime time programs (Nick-



Nickelodeon's 'Global Guts'

elodeon's prime time Nick at Nite lineup, outside of Saturday nights, consists of classic sitcoms). Encouraged by the success of SNICK, Nickelodeon's major initiative this fall will be to expand its schedule into the 8-8:30 p.m. slot.

Nickelodeon has earmarked \$30 million for its nightly entry into the 8 p.m. time period. New originals alternating in the time period: *The Wubbulous World of Dr. Seuss*, created by Jim Henson Productions and featuring puppetry and animation; *Hey Arnold*, a Little Rascals-type cartoon set in an urban environment, and *Nickelodeon Declares BLAM!*, a cartoon sketch comedy series that the network hopes to use as a springboard to spin off new animated series.

The 8 p.m. slot will also feature additional episodes of *The Secret World of Alex Mack*, a live-action series about a 14-year-old girl with magic powers. *Alex Mack* is the network's highest-rated series and has scored as high as a 4.3 rating in its SNICK berth.

"It seems like the broadcast networks had kind of given up on kids at eight o'clock by putting in everything from *Melrose Place* to *Mad About You*," says Herb Scannell, newly named Nickelodeon president and longtime programming chief at the channel. "We figured if they weren't going to do it, we were going to do it."

Nickelodeon's programming plans also include three more original series, scheduled to debut later this year. Launching this spring will be *Space Cases*, a live-action comedy adventure from *Lost in Space* star Bill Mumy and comic book writer Peter David, and *The Mystery Files of Shelby Woo*, a play-along mystery. The network by late summer/early fall will also expand its popular Nicktoon library with a new animated series called *Angry Beavers*.

Nickelodeon also continues to strengthen its daytime lineup as part of the network's \$30 million overhaul of its Nick Jr. preschool programming. New to the 9 a.m.-2 p.m. preschooler block this September will be *Blue's Clues*, a computer-animated show that lets kids solve mysteries with the help of title character Blue the Dog.

Along with *Blue's Clues* will be new episodes of existing Nick Jr. shows *Gullah Gullah Island*, *Allegra's Window*, *Maurice Sendak's Little Bear* and Showtime's *The Busy World of Richard Scarry*. —RB

Showtime

Laced with increased competition from home video rental, pay per view and specialized film channels, Showtime decided two years ago to add original programs such as movies, miniseries and weekly series to its traditional schedule of first-run



Showtime's 'Rudy Jean & Joe'

Hollywood movies.

"The strategy is simple: Make this network a more desirable choice for people to have in their homes," says Jerry Offsay, president of programming, Showtime Networks. "We're going to do all kinds of [original] programming: more series, more drama and comedy."

Since 1993 Showtime has stepped up production of original movies, producing a dozen in 1993, 15 in 1994 and 40 last year with budgets ranging between \$2.5 million and \$5 million.

And that effort will continue, Offsay says, with plans to boost original programming this year from its current 30% to 45%-50%. "It's a continuing evolution," he says. "There will be more original series on the air this year and more in 1997 than in 1996."

Offsay says Showtime has roughly 50 original projects in the works.

Also, says Offsay, Showtime plans to eventually set a weekday schedule pairing one nightly movie at 8 p.m. with a regular series at 10 p.m.

Showtime's original movie schedule includes a half-dozen miniseries to be released over the next two years. The first, released last August, was the hour-long *Hiroshima*, which was scheduled to coincide with the 50th anniversary of the bombing.

In addition, Showtime last year featured specially themed evenings: *Showtime Original Picture* on Sunday and *Showtime*



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Special Report: Original Cable Programming

Original Family Picture once a month.

The pay channel has also continued two original comedy series introduced last year: *Full Frontal Comedy* and *Sherman Oaks Theater*. Offsay says the network is planning two half-hour comedy series that it will pair with the series

Returning for a second season is original sci-fi series *The Outer Limits*. Showtime recently signed a two-year extension of its contract for the show, giving it 88 original episodes over four years. Also returning this year: *Roger Corman Presents*, a weekly horror/sci-fi series featuring original movies and remakes of B movies Corman made in the '50s and '60s.

A series that will join Showtime at the end of April is *Poltergeist: The Legacy*, a new original weekly to air on Friday or Sunday at 10 p.m. that also will run back to back with *Outer Limits* one night a week.

"What we're striving to find is that right balance," says Offsay. "We're always going to have the theatricals, and they're always going to be the number-one reason that people subscribe," he says. "But if you find that after the third or fourth airing, there's no audience left, then we had better have something else to put on there." —JM

[W]TBS

WTBS (soon to be just TBS) is looking to shift the focus of its original documentaries to projects with even broader appeal.



TBS's 'Biker Women'

That's the word from WTBS President Bill Burke, who is overseeing a lineup of originals that will include a six-hour tribute to country music. He says the superstation is seeking more projects like *Hank Aaron: Chasing the Dream*, a two-hour documentary with broad appeal that has just earned WTBS its first Oscar nomination. One such broad-appeal project on the horizon is a special based on *People* magazine covers.

"We try to bring fun storytelling elements to our projects," says Burke. "We don't even like to use the word documentary that much because it carries a lot of baggage with it."

A key shift in scheduling strategy for TBS originals kicks off in August with the debut of *Destination Sunday*, a four-hour block showcasing the network's original reality specials. The block will build on the success of *National Geographic Explorer*, which has enjoyed a loyal audience in the 7 p.m. slot for more than 10 years.

"In the past we have created some great programming and critically acclaimed documentaries, but we've suffered from the fact that we schedule them very erratically," says Burke.

Each week, the block will present a two-hour *National Geographic Explorer* followed by a two-hour TBS Original production. A new TBS Original will debut each month during the block; other weeks will feature reformatted and edited originals from the network's library. On the first Sunday of each month, the TBS Original specials will be replaced by hour-long TBS series *Wild! Life Adventures* and *Network Earth*.

TBS plans to rerun the four-hour *Destination Sunday* block beginning at 11 p.m. ET in order to capture a larger West Coast audience. Burke says it will mark the first such time-shift for the single-feed network.

Original TBS specials airing this month include Black History Month specials *Summit '96*, featuring Malcolm Jamal-Warner leading a discussion with other young African Americans, and *The Fourth Annual Trumpet Awards*, a 90-minute special honoring African Americans Johnnie Cochran Jr., Charlie Pride and Harry Belafonte.

The network in June will present an ambitious, three-part look at country music, *America's Roots: The Roots of Country*, narrated by Kris Kristofferson. —RB

TNN

The Nashville Network is reporting a boost in demographics with the help of *Dukes of Hazzard* reruns, but that is not swaying the network from



TNN's 'Prime Time Country'

its commitment to original programming.

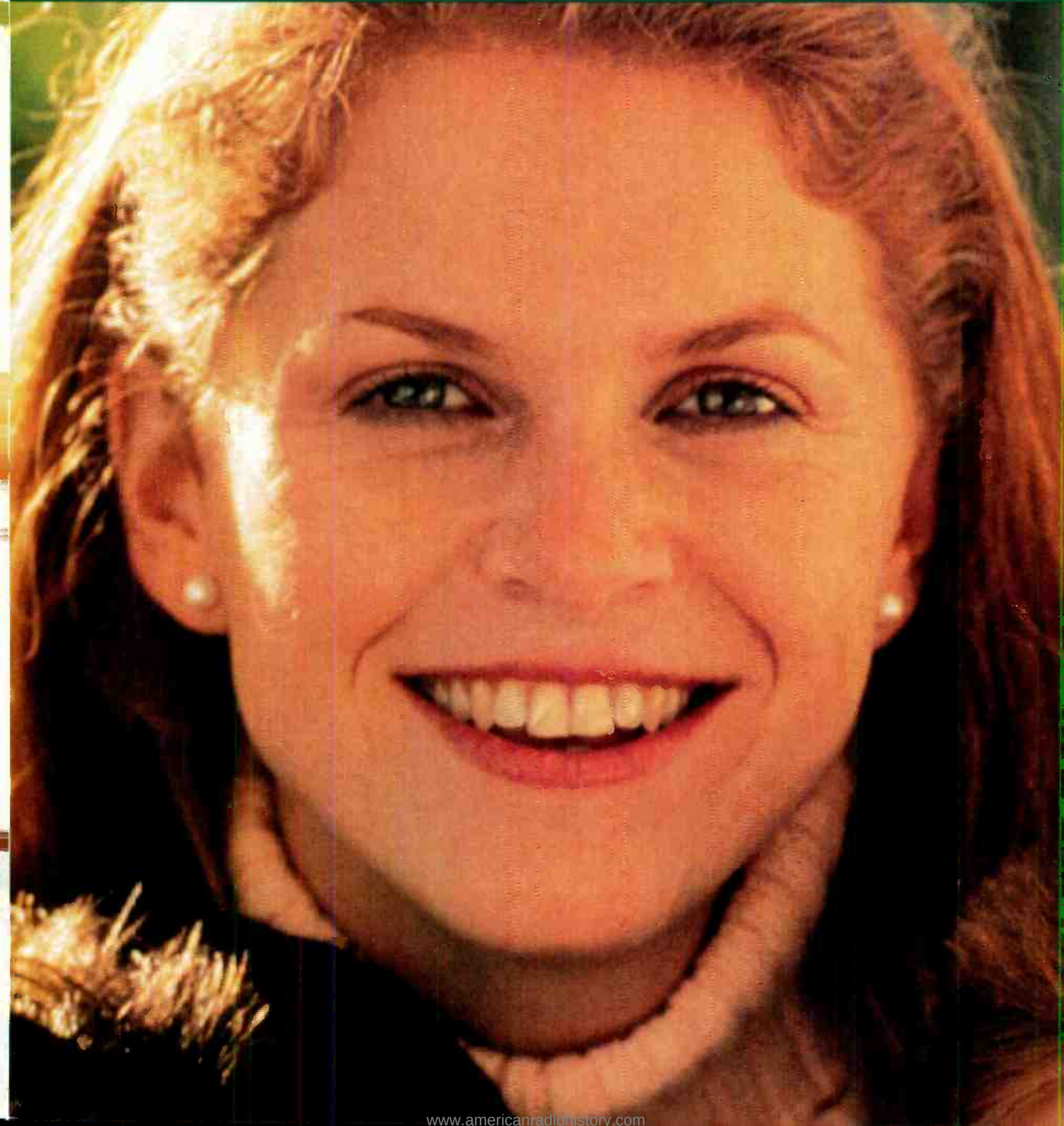
Unlike most cable networks, TNN has a long-standing tradition of filling virtually its entire schedule with original programming. Original shows focusing on country music and dance helped make TNN the 10th most watched basic cable network in prime time during 1995. With some fine-tuning, network executives hope to become even stronger.

"The history of the network is that there is a real loyal viewing base," says Brian Hughes, director of programming. "Ultimately, what we're striving for is to bring some new folks in too."

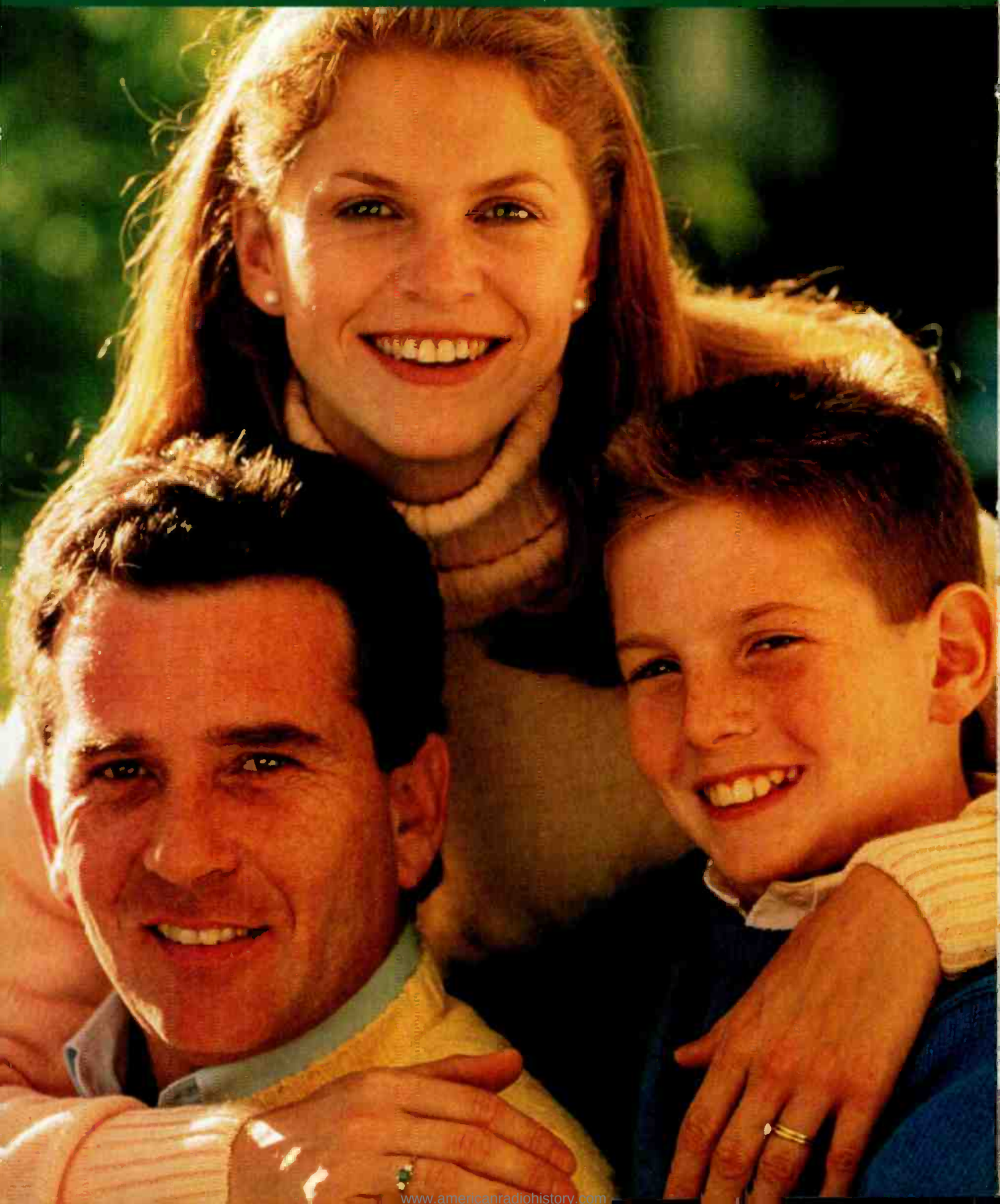
Hughes says the network is maintaining its household ratings in the key 9-10:30 p.m. weeknight time slot with *Prime Time Country*, a new live show hosted by former *Dukes of Hazzard* star Tom Wopat. More important, he says, the show has picked up more male viewers 18-49 than were watching TNN's previous nighttime talk program, *Crook & Chase*.

TNN's 8 p.m. slot now features a different theme each night. Monday night consists of repeat episodes of *At the Ryman*, a TNN original concert series from Nashville's Ryman Auditorium; Tuesday features interviews conducted by Phyllis George, Leeza Gibbons and Ralph Emery; Wednesday night is set aside for the docu-musical series *The Road*; Thursday features *The Life and Times Of...*, a limited series of specials in 1995 that became a weekly series last

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

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Special Report: Original Cable Programing

month and features the life stories of country artists, and Fridays are dedicated to Championship Rodeo.

Beginning on April 8, the 8 p.m. Monday slot will be given to *CMT Presents Monday Night Concerts*, a new series of concerts from the Ryman with host Ricky Skaggs.

Hughes says TNN is planning to have at least one theme week every month. The network kicked off the first one earlier this month with a weeklong tribute to the late Buddy Holly that included a multipart biography; a tribute on *Prime Time Country*, and a new concert by the surviving members of his band. —RB

TNT

TNT President Brad Siegel says the cable network's goal is to be "the best movie studio on television."

TNT original movies like *Good Ol' Boys* and *Broken Trust* accounted for six of the top-10-rated movies on basic cable last year. This year, the network has already gotten off to a strong start with the January debut of *Riders of the Purple Sage*. The premiere scored a 6.4 rating, the second-highest-rated TNT original in the network's history (1993's *Geronimo* scored a 6.6).

Still to come is the network's most ambitious project yet—*Andersonville*, a two-part, four-hour miniseries based on the true story of a Confederate prisoner of war camp, debuts March 3. The heavily promoted project is directed by John Frankenheimer ("The Train," "Birdman of Alcatraz") and features the proverbial cast of thousands.

TNT increasingly has been targeting movie projects with broader appeal,



TNT's 'Andersonville'

according to Siegel. Two years ago, the network was producing several smaller, artier projects like *Zelda* and *An American Clock* that he says won critical acclaim but could not find an audience. With a shift toward projects with broader appeal, he says, TNT saw its movie ratings leap 43% between 1994 and 1995.

Siegel says TNT original movies are important to the network because they are closely linked to the network's image and help bring in new advertisers.

Upcoming original movies include the April debut of the latest installment in TNT's Bible film series, *Moses*, starring Ben Kingsley and Frank Langella. Other projects debuting in 1996 include *The Return of the Borrowers*; *Crazy Horse*, the latest in TNT's Native American film series; *Bastard out of Carolina*, starring Jennifer Jason Leigh and directed by Anjelica Huston, and *The Man Who Captured Eichmann*, starring Robert Duvall. Early 1997 will see the debut of another Bible movie, *Samson and Delilah*, starring Elizabeth Hurley, Dennis Hopper and Eric Thal. TNT usually presents one new original movie each month. TNT's original production efforts also continue to include several reality-based specials.

The network is also working with Castle Rock and Turner Program Services on its first original series, *The Lazarus Man*.

TNT's biggest single original programming investment continues to be in sports production, including games from the NBA and the NFL and Olympics. —RB

USA

USA, the nation's most-watched basic cable network in prime time in 1995, has earmarked \$140 million for a 1995-96 original programming budget designed to keep it on top.

Since signing on as programming chief a year ago, Rod Perth has been busy revamping USA's original movie lineup and has taken the unprecedented step of commissioning series pilots for the cable network.

Last month saw the debuts of two original USA series—*Campus Cops* and *Weekly World News*—designed to build on a Saturday night franchise that already included quirky comedies



UPN's 'Up All Night'

Weird Science and *Duckman*.

On the original-movie front, Perth is busy expanding USA's titles beyond the thrillers that have predominated the network's slate in the past. Projects in the works include "Breaking the Silence," based on the autobiography of Greg Louganis; "Billings, Montana," based on a true story about a woman who organized her community to fight prejudice; "Clover," based on a Dori Sanders novel about a 10-year-old girl dealing with her father's death, and "A Member of the Wedding" The slate also still includes thrillers like *Evil Has a Face* with Sean Young.

Original series ahead include an action show, *Pacific Blue*, and a project based on "The Big Easy." Perth says *The Big Easy*, currently being shot in New Orleans, will likely air in prime time alongside USA's popular *Silk Stalkings* mystery series. He says USA is also developing another movie-based series, *La Femme Nikkita*, and is considering another script from the production team behind *Silk Stalkings*.

Other shows in development include *The Rudy Show* (formerly *Mr. Lawrence*), a puppet-based comedy series from David Steinberg, Quincy Jones and David Saltzman. USA development plans also include a possible half-hour comedy series about African-American comedian Claude Brooks.

"I would love to become a network with more minority appeal," says Perth. "I don't think we have directed ourselves necessarily that way and I think we should."

Perth says he is also speaking with Columbia-Tristar about jointly developing a younger-skewing, late-night soap opera in the spirit of *Beverly Hills 90210*. —RB

Special Report: Original Cable Programming

ONLY ON CABLE

The cable networks and their original productions

Following is a list of original programming on cable networks operating with full-time schedules. It does not include The International Channel or Spanish-language networks such as Galavision, GEMS, Telemundo and Univision, which import many hours of programming on a U.S.-exclusive basis and produce some original programming.

* new for '95-'96

A&E New York

Owner: Hearst, CapCities/ABC and NBC

Homes reached: 66 million

Overview: General entertainment featuring biographies, mysteries and specials

Original programming: Series: *Biography**, *20th Century with Mike Wallace*, *A&E Mystery Movie*, *America's Castles*, *American Justice*, *Ancient Mysteries*, *Investigative Reports*, *Voyages**. Specials: *39th Pablo Casals Festival**, *Ancient Mysteries Special: Voodoo**, *B.B. King: Blues Summit**, *Bob Vila's Guide to Historic Homes**, *Floating Palaces**, *Holiday at Pops**, *Pride & Prejudice**, *Rogers and Hammerstein: The Sound of Movies**, *Rosemary Clooney Demi-Centennial: A Girl Singer's Golden Anniversary**, *Clariol on Broadway: Stop the World I Want to Get Off** and *Tony Bennett Live by Request: A Valentine's Special**

America's Talking* Fort Lee, N.J.

Owner: NBC

Homes reached: 20 million

Overview: All-talk network

Original programming: *Wake Up America*, *Parents Helper*, *State of Mind*, *Alive and Wellness*, *What's New?*, *Have a Heart*, *Ask E. Jean*, *Pork*, *A-T in Depth*, *At This hour*, *A-T Showcase*. *will be converted to news and information channel MSNBC in mid-1996

American Movie Classics Woodbury, N.Y.

Owner: TCI, Cablevision and NBC

Homes reached: 55 million

Overview: Classic Hollywood films, uncut and commercial-free



AMC's 'Marlene Dietrich: Shadow and Light,' is a one-hour special kicking off a daylong film festival.

Original programming: *Remember Wenn*, *AMC's Hollywood Report*, *Blacklist: Hollywood on Trial**, *Marlene Dietrich: Shadow and Light**

Black Entertainment Television Washington

Owner: BET Holdings

Homes reached: 42.3 million

Overview: Urban contemporary programming, including music videos, sports, sitcoms, concerts, talk shows, news

Original programming: *Screen Scene*, *Roc*, *Out All Night*, *Video Vibrations*, *Video Soul*, *BET in Your Ear*, *Rap City*, *Rap City Top 10*, *Best of Rap City*, *ComicView*, *Real Business**, *Story Porch*, *Teen Summit*, *Sports Report*, *Caribbean Rhythms*, *BET Shop*, *Midnight Love*, *Bobby Jones Gospel*, *Video Gospel*, *Color Code*, *Our Voices*, *Lead Story*, *BET News*, *Thea*, *Jazz Central*, *Benson*

BET on Jazz: The Cable Jazz Channel Washington

Owner: BET Holdings

Homes reached: 800,000

Overview: Features a broad variety of jazz productions, films and documentaries

Original programming: *BET on Jazz**, *Jazz Discovery**, *BET on Jazz*

Bravo Cable Network Woodbury, N.Y.

Owner: TCI, Cablevision and NBC

Homes reached: 22 million

Overview: Film and arts network featuring American independent and international films, performing arts, profiles, interview programs

Original programming: Series include *ArtsBreak*, *Opening Shot* (children's), *Inside the Actor's Studio*, *South Bank Show*, *Media Television*. *BRAVO in the Classroom* is an educational program.

Cartoon Network Atlanta

Owner: Turner Broadcasting System

Homes reached: 20.3 million

Overview: All-cartoon network, combining classic animation with unique original ventures

Original programming: *Space Ghost Coast to Coast*, *World Premiere Toons*, *Carrot Top's A.M. Mayhem*, *Dexter's Laboratory**, *Big Bag**, *The Real Adventures of Jonny Quest**

Classic Sports Network New York

Owner: AT&T Ventures, Allen & Co, Liberty sports and others

Homes reached: 5 million

Overview: Classic sporting events, performances, interviews, sports series and documentaries

Original programming: *Legend to Legend**, *20 Greatest Hitters**, *Sports Court**, *Muhammed Ali: Float Like a Butterfly*, *Sting Like a Bee**, *Reflections in Gold**, *NFL Night at the Classics**

CMT: Country Music Television Nashville

Owner: Gaylord Entertainment Co. and Group W Satellite Communications

Homes reached: 30.1 million

Overview: Mix of country music videos

Original programming: Series *CMT Top 12 Countdown*, *Big Ticket*, *Signature Series*, *CMT Delivery Room*, *CMT Saturday Nite Dance Ranch**, *Jammin' Country*. Specials: *CMT Showcase*, *Year End Countdown*, *52 Weeks of Big Ones*, *CMT's Big Ticket to the Grammys*

CNBC Fort Lee, N.J.

Owner: NBC

Homes reached: 55.6 million

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UDIO ON TELEVISION



Special Report: Original Cable Programming

Overview: Business, money and talk programming

Original programming: *Asia Market Wrap**, *Before the Bell*, *Today's Business*, *Capitol Gains**, *The Squawk Box**, *The Money Wheel*, *Inside Opinion*, *Market Wrap*, *Business Insiders*, *Business Tonight*, *The Money Club**, *Steals and Deals*, *Politics with Chris Matthews**, *Equal Time*, *Rivera Live*, *Charles Grodin**, *America After Hours**, *International Business View*, *Strictly Business*, *Weekly Business*, *How to Succeed in Business*, *Management Today**, *Tim Russert*, *Cal Thomas*, *Al Roker**, *Gerry Spence**

CNN Atlanta

Owner: Turner Broadcasting System

Homes reached: 66.6 million

Overview: News network covering major stories, business, weather, sports and special interest reports

Original programming: Continuous coverage of breaking news, special reports and original series including *Larry King Live*, *Crossfire*, *TalkBack Live*, *Moneyline*, *CNN & Company*, *Inside Politics*, *CNN Sports Tonight*, *Burden of Proof** and *WorldView*. *CNN Presents*, the network's prime time news magazine, will feature *Back to Baghdad**, *Hollywood Magic**, *Chernobyl: Legacy of a Melt-down**, *After the Bombing**, *Target: USA**, *And Baby Makes Two**

CNNfn New York

Owner: Turner Broadcasting System

Homes reached: 5.5 million

Overview: Business network aimed at a broad audience, applying a personal focus to business news

Original programming: *Before Hours**, *The Spread**, *In the Game**, *Digital Jam**, *Biz Buzz**, *Washington Unwrapped**, *Who's in Charge?**, *Just in Time**, *Take It Personally**, *Street Sweep**, *Top This**, *It's Only Money**

Comedy Central New York

Owner: Viacom International and Time Warner

Homes reached: 35 million

Overview: Comedy in various formats, including sketch, stand-up, movies, talk shows and specials

Original programming: *The A-List*, *Comedy Product*, *Comic Justice*, *Dr. Katz: Professional Therapist*, *London Underground*, *Mystery Science Theatre 3000*, *Politically Incorrect with Bill Maher*, *Two Drink*



Encore's 'Captain Zoom' is a movie co-production with MCA TV.

Minimum, *Whose Line Is It Anyway?*, and upcoming *The Network* and specials *Setting the Agenda: Indecision 96**, *Kicking Aspen: Extreme Comedy**, *The TV Wheel**, *Comedy Central Spotlight: Adam Sandler** and *Kelsey Grammer**.

Court-TV New York

Owner: Time Warner, American Lawyer Media, Cablevision System Corp., Liberty Media and NBC

Homes reached: 22 million

Overview: Live and taped coverage of trials in the U.S., with comments by legal experts

Original programming: *On Appeal**, *Supreme Court Watch**, *Your Turn**, *Justice Factory**, *Fair or Foul**, *Class Action*, *Court TV Reports*, *Prime Time Justice*, *Instant Justice*, *Trial Story*, *In Context with Arthur Miller*, *Verdicts & Justice*, *Washington Watch*, *Lock & Key*, *The System*, *Open Line* and *Newsbreaks*, along with live and taped coverage of trials

C-SPAN/C-SPAN 2 Washington

Owner: National Cable Satellite Corp.

Homes reached: 64.5/41.5 million

Overview: News events, all without commentary or analysis. Live coverage from both houses of Congress, viewer call-in programs and specials

Original programming: House of Representatives and Senate live daily, *Washington Journal*, *Prime Time Public Affairs*, *American Perspectives*, *Saturday Journal*, *Sun-*

day Journal, congressional hearings, *National Press Club*, *Booknotes*, British House of Commons, *America and the Courts*, *Road to the White House '96*

Discovery Channel Bethesda, Md.

Owner: Discovery Communications

Homes reached: 66 million

Overview: Nonfiction entertainment covering nature and the environment, science and technology, history, adventure and ethnology

Original programming: Miniseries *Searching for Lost Worlds**, *Last of the Czars**, *Outlaws and Lawmen**, *Discovery Journal: Behind the Gun**, *What If?**, *The Ultimate Guide**, *Cyberlife**, *Discover Magazine**, *Harlem Diary: Nine Voices of Resilience**, *The Battle of the Alamo**, *Eyes in the Sky**, *Spies Above**, *The Lost Treasure of King Charles**, *The Ultimate Athlete: Pushing the Limits**, *Galapagos: Beyond Darwin**, *Wernher von Braun**, *Destination Mars**, *Arthur C. Clarke's Mysterious Universe*, *In Care of Nature*, *Invention*, *Treasure Hunters*, *Home Matters IV*, *Interior Motives*, *Pet Cetera!*, *Travelers*, *Go For It!*

The Disney Channel Burbank, Calif.

Owner: Walt Disney Co.

Homes reached: 12.6 million

Overview: Family network, featuring original programs, Disney theatrical films and more

Original programming: *The Little Riders**, *Nightjohn**, *The Adventures of Toad**, *The Adventures of Mole**, *Rotten Ralph**, *Bruce Springsteen: Blood Brothers**, *Lyle Lovett: Going Home**, *Vanessa-Mae at the Albert Hall**, *Disney's Young Musicians Symphony Orchestra*, *This I Believe**, *Great Splendours of the World**, *Hume Cronyn and Jessica Tandy in an African Love Story**, *Forever Wild: The Preservation of America**, *Spellbinder**, *Avonlea*, *Mickey Mouse Club*, *World Inside Out*

Encore (Starz/Encore 8)

Englewood, Colo.

Owner: Encore Media

Homes reached: 6 million

Overview: Premium movie service, featuring hit movies from the '60s through the '80s

Original programming: *The Adventures of Captain Zoom in Outer Space**, *The Universal Story**, *Twilight Man**



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Special Report: Original Cable Programming

E! Entertainment Television

Los Angeles

Owner: HBO, Time Warner, Comcast Corp., Continental Cablevision, Cox Cable, Newschannels Corp. and United Cablevision/TCI

Homes reached: 33 million

Overview: Coverage of popular entertainment—celebrity interviews, news and behind-the-scenes features
Original programming: *E! News Daily*, *Talk Soup*, *Howard Stern*, *The Gossip Show*, *E! News Weekend*, *Talk Soup Weekend Edition*, *...Uncut**, *Cut to the Chase**, *E! Features*, *Coming Attractions*, *On Cable*, live events/awards coverage and one-hour specials on various entertainment topics and a new series of two-hour true dramas including *Dark Obsession: The Murder of Rebecca Schaeffer**

ESPN Bristol, Conn.

Owner: Hearst and CapCities/ABC

Homes reached: 67.1 million

Overview: Sports network covering broad- and narrow-appeal sports featuring sports news, live events, documentaries etc.

Original programming: Event programming includes NFL, Major League Baseball, NHL, college football, NCAA men's and women's basketball, including the Women's Division I Final Four, men's and women's pro tennis including the Australian Open and Davis Cup, the PGA Tour and Senior PGA Tour, LPGA, NASCAR and IndyCar auto racing, thoroughbred and harness racing, boxing, men's and women's pro bowling and World Cup skiing. Special events include the ESPY Awards, The X Games, America's Cup, the NFL Draft and various sports news shows, including *SportsCenter*, *Baseball Tonight*, *NFL GameDay*, *NFL Prime Time*, *Outside the Lines*.

ESPN 2 Bristol, Conn.

Owner: Hearst and CapCities/ABC

Homes reached: 25.3 million

Overview: Sports network offering original programs aimed at light to moderate sports viewers

Original programming: Event programming includes extensive coverage of motor sports, including NASCAR and IndyCar, NHL, NCAA men's and women's basketball, including the Women's Division I tournament, NCAA college football, The X Games, Major Indoor Lacrosse League, National Professional Soccer League, Canadian Football League, Roller Hockey International, Arena Football, the NFL Draft and America's Cup. Also, sport-specific news programs such as *RPM*

2Night, NHL 2Night and NBA 2Night and educational series *SportsFigures*

**EWTN Global Catholic Network
Birmingham, Ala.**

Owner: Eternal World Television Network
Homes reached: 39.5 million

Overview: Religious network offering family-oriented, commercial-free programming, including music, documentaries and church events

Original programming: Series include *Bright and Good*, *The Catholic Challenge*, *The Voices We Face*, *The Comforter*, *Crisis in Culture*, *Get a Life in Christ*, *The Gift of God*, *The Gospel of the Holy Spirit*, *Image of God*, *Prayer Quest*, *Say Yes!*, *Union with God*, *Personality and Prayer*, *You and the God of Mercy* and *You Better Believe It!* Original talk shows include *Mother Angelica Live*, *Pillars of Faith*, *The Abundant Life*, *Saint Charles Forum*. Original Spanish-language programming includes *La Mision del Christiano*, *Lo Que Creemos*, *Fe Practica en la Divina Providencia*. Also live coverage of special events, Masses and other religious celebrations

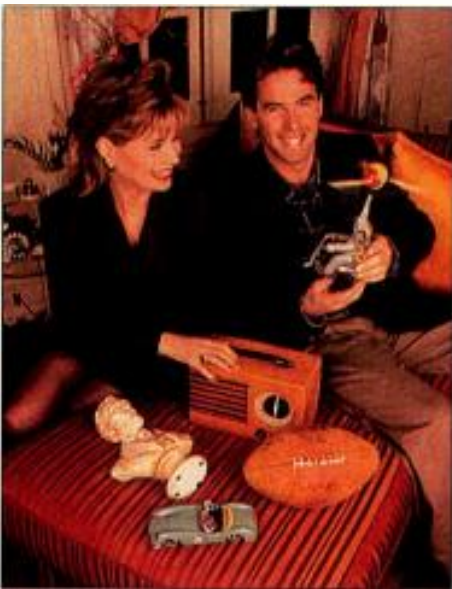
Faith & Values Channel Denver

Owner: NICC and Liberty Media

Homes reached: 24.1 million

Overview: Wholesome faith and family alternative programming

Original programming: Series include *Commonsense Religion*, *Hashing It Out!*, *The Frugal Gourmet Keeps the Feast*, *Inspiration, Please!*, *Midpoint*, *Center Street*. Specials include *Jesus at 2000**, *Oklahoma City: Healing the Horror**



fX's daily 'Personal fX: The Collectibles Show' features people and their collections, in studio and on location.

Family Channel Virginia Beach

Owner: International Family Entertainment

Homes reached: 62 million

Overview: Family entertainment, movies, series and lifestyle programs

Original programming: Series include *Family Challenge**, *Wild Animal Games**, *Snowy River: The McGregor Saga*, *Madeleine*, *Masters of the Maze*, *Big Brother Jake* and *The World of Peter Rabbit and Friends*. Original movies are *Night of the Twisters**, *Hart to Hart**, *Captain Scourageous**, *Ditch Diggers Daughters**, *Stolen Memories**

FIT TV Virginia Beach

Owner: International Family Entertainment

Homes reached: 8.6 million

Overview: Health and fitness network featuring aerobic conditioning and body exercises, healthy-living tips and health and fitness products

Original programming: *Funk Aerobics/Body Conditioning*, *Step Aerobic Conditioning*, *Hi/Lo Impact*, *Slide Aerobics*, *Step Aerobics*

fX Los Angeles

Owner: Fox Television

Homes reached: 20 million

Overview: General entertainment featuring live original programs mixed with contemporary TV favorites

Original programming: *Personal fX: The Collectibles Show*, *The Pet Department*, *BackChat*, *Lost & Found**, *Supercollectors**, *Home fX**, featuring *Fix It** and *Garden Variety**. fX is also developing original game shows

Game Show Network Culver City, Calif.

Owner: Sony Pictures Entertainment

Homes reached: 3.1 million

Overview: Features new interactive game shows as well as popular and classic game shows

Original programming: The daily schedule consists of three hosted programming blocks: *Club AM*; *Prime Games*, featuring six original interactive game-playing segments, including "Decades" and "Race for the Numbers," and "Late Night Games."

The Golf Channel Orlando, Fla.

Owner: Continental Cablevision, Comcast Cable Communications, Cablevision Industries, Adelphia Cable Communications, Newhouse Broadcasting and Times Mirror

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Special Report: Original Cable Programming

Homes reached: 1.5 million

Overview: All-golf network with in-depth coverage of tournaments, the latest stats and instruction from golf-teaching professionals

Original programming: Extensive blend of PGA Tour, Senior PGA Tour, Nike Tour, LPGA, USGA, PGA Tour Australasia and PGA European TOUR competition. Live original programming includes *Golf Central*, *Golf Talk Live*, *Golf Channel Academy Live*; original series include *Golf Channel Academy*, *Profiles of a Pro*, *Leaderboard Report*, *Passages to Paradise*, *Conversations with Ann Ligouri*, *Tournament Highlights*, *Golf Channel Classics*. Specials: *Making of Shell's Wonderful World of Golf*, *Women in Golf*, *Arnold Palmer's History of the British Open*, profiles of Gene Sarazen, Patty Sheehan, Sam Snead

Home Box Office New York

Owner: Time Warner

Homes reached: 19.2 million

Overview: Motion pictures as well as original programming, including comedy specials, original movies, documentaries and series



'Kitty Bartholomew: You're Home' is a new series on HGTV.

Original programming: HBO Comedy Hour: Dennis Miller-Live from Aspen, George Carlin-Back in New York, Paula Poundstone Goes to Harvard, Sinbad-Son of a Preacher Man. America's Dream, The Celluloid Closet. The Composer's Specials, Dennis Miller Live, Dream On, Family Video Diaries: Brett Killed Mom, Family Video Diaries: Sandra's Web, Family Video Diary: Before You Go-A Daughter's Diary, Grand Avenue, Ice Princess, The Journey of the African-American Athlete, The Larry Sanders Show, Letting Go: A Hospice Journey, Man vs. Animal: To

Love or Kill, Memphis P.D.: The War on the Streets, The Neverending Story, Paradise Lost: The Child Murderers at Robin Hood Hills, Prison Life: Prisoners of the War on Drugs, A Real Sex Special: Wild Cards, Reasonable Doubt: Mumia Abu Jamal, Russell Simmon's Def Comedy All-Star Jam, Shakespeare-The Animated Tales, Shock Video 3: Turn-On TV, Strangers, Tales from the Crypt, Talk TV: In Their Own Words, Taxicab Confessions 3, Tracey Takes On..., Wimbledon '96, World Championship Boxing. Original movies: Deadly Voyage, Death of a Yankee, If These Walls Could Talk, The Late Shift, Mistrial, Norma Jean & Marily, Rasputin and the Last Days of the Czar, Soul of the Game, Subway Stories, Terror

The History Channel New York

Owner: Hearst, CapCities/ABC and NBC

Homes reached: 11.2 million

Overview: Features historical documentaries, movies and miniseries

Original programming: Transcontinental Railroad*, American Heritage Presents: The Alamo*, Great Irish Famine*, America: Understanding Our Heritage-Icons to Greatness & To Those That Served*, Jerusalem*, Evidence of Vikings*, Hitler*, Classic Cars*, The Great Ships!*, America: Understanding Our Heritage-Hidden History of Boston*, America's Most Endangered 1996*

Home & Garden Television

Knoxville, Tenn.

Owner: Scripps Co.

Homes reached: 6.5 million

Overview: Entertaining tips and how-to advice on home remodeling, repairs, decorating and gardening

Original programming: At the Auction, Company of Animals, Homebuilding Digest, Rooms for Improvement, The Furniture Show, What's Your Hobby?, Breaking Ground, Lucille's Car Care Clinic, Kitty Bartholomew: You're Home, Willard Scott's Almanac, Best of American Home Design, Working from Home, Cityscapes*, Decorating with Style, How's That Made*, Crafty Kids, Jane Nugent's Garden Party, Star Gardens, The Carol Duvall Show, That's Home Entertainment with Wil Shriner, Simply Quilts, Klutz Around the House, Home-Wise with Beverly DeJulio, Room by Room, Interiors by Design, Bath Design*, Room for Change, Awesome Interiors, The Bock & Craig Show, Gardening Down Under, Homes Across

January 1996

Sold

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Special Report: Original Cable Programming

America, Spencer Christian's Wine Cellar, The Good Life, Gardener's Diary, Dream House 2*, Sew Perfect, American Hobbies and Pastimes, Help at Home, Party at Home, Gardening by the Yard, Winter Gardening, Kitchen Design, Walls That Work

The Independent Film Channel

Woodbury, N.Y.

Owner: TCI, Cablevision and NBC

Homes reached: 3 million

Overview: American and international films, documentaries, shorts, animation and original specials, unedited and commercial-free

Original programming: *The Typewriter, The Rifle and The Movie Camera**, *Gray's Anatomy**, *The Independent Spirit Awards**, Animation Festival, live coverage of the Cannes Film Festival

The Inspirational Network

Charlotte, N.C.

Owner: Inspirational Network Inc.

Homes reached: 9 million

Overview: Religious programming featuring entertainment, ministry shows, family-oriented movies, music, talk and children's programs

Original programming: *The Mark and Cathy Show*, *Cheyenne Country*, *Weekend Jam*, *CCMTV*, *Jubilate*

Jones Computer Network

Englewood, Colo.

Owner: Jones International

Homes reached: 1.5 million

Overview: Programming designed to expand viewers' knowledge of computers, communication, multimedia and software

Original programming: *New Media News*, *Digital Gurus*, *JCN Profiles*, *http: hot topix**, *Home Computing*, *Computer Kids*, *FutureTech*, *Dr. Digital**, *Cyber City Diner*, *MultiMedia Gulch*, *Virtual Trade Shows**, *House Calls**.

The Learning Channel Bethesda, Md.

Owner: Discovery Communications

Homes reached: 41 million

Overview: Aims to satisfy the natural curiosity of viewers of all ages, featuring programs on the humanities, arts, sciences, entertainment and more

Original programming: New miniseries are *Pharaohs and Kings: A Biblical Quest**, *Peak Performance**, *The Wars of the*

*Zulu**, *Conquerors**. Series are *Neat Stuff**, *Royal Secrets**, *The Quest**, *The Operation and Paleoworld**, while *Castle Ghosts of England** is an original special. Also: *Mystic Lands*, *History's Turning Points*, *Legends and Lies of American History*, *Lives of the Saints*, *Wonders of Weather*, *Ultra Science*, *Great Books*, *Rory's Place*, *Furniture to Go*, *Great Country Inns*, *Essentials*, *A Wedding Story*, *Dream Living*

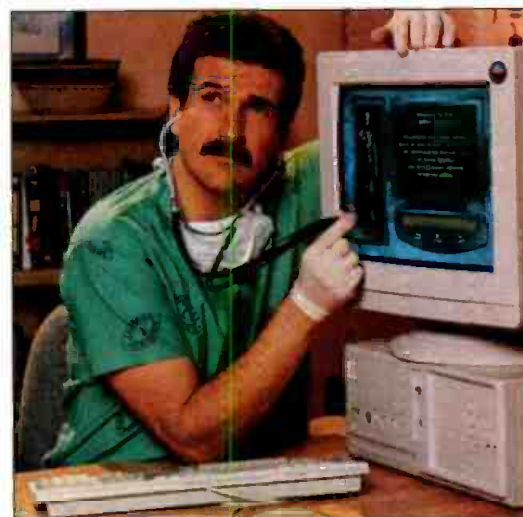
Lifetime New York

Owner: Hearst and CapCities/ABC

Homes reached: 62.6 million

Overview: Programming of special interest to women

Original programming: Movies are *Closer and Closer**, *Hidden in Silence**, *The Haunting of Lisa** and *A Reasonable Woman: The Kerry Ellison Story**. Specials: *Stevie Nicks Concert**, *Lifetime Applauds: The Fight Against Breast Cancer II**, *The MHP Soap Opera Update Awards** and the Intimate Portrait series, featuring specials on *Maya Angelou**, *Sally Fields**, *Katherine Hep-*



JCN series 'House Calls' host Tim Testa helps viewers cure their computer ills.

*burn**, *Queen Latifah**, *The Virgin Mary**, *Audrey Hepburn**, *Natalie Wood**. Series are *Everyday Workout*, *Your Baby & Child with Penelope Leach*, *What Every Baby Knows*, *Our Home*, *Handmade by Design**, *Girls' Night Out*, *Supermarket Sweep*, *Late Date with Shari**, *Weddings of a Lifetime**

January 1996

Sold

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and

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Special Report: Original Cable Programming

Mind Extension University

Englewood, Colo.

Owner: Jones International**Homes reached:** 26 million**Overview:** Education network. Offers personal enrichment, skills-based and college-credit programming**Original programming:** *Born to Learn*, *Gen X German**, *More Simply Spanish*, *Global Library Project—Communication: The Human Imperative****MTV New York****Owner:** Viacom**Homes reached:** 64.4 million**Overview:** Music network featuring music videos, documentaries, interviews, concerts and lifestyle programs**Original programming:** *MTV Sports*, *House of Style*, *MTV Unplugged*, *The Real World*, *Road Rules*, *Singled Out*, *The*

MTV's 'The Maxx,' part of a weekly series called 'MTV Oddities,' is based on a comic book.

Grind, *Sandblast*, *Yo! MTV Raps*. MTV News: *Week in Rock*, *Unfiltered*. MTV News & Specials: *Choose or Lose*, *Rockumentary*, *Mega-Dose*, *Sex in the '90s*, *Smashed*. Music blocks: *Rude Awakening*, *MTV Blocks*, *MTV Jams*, *MTV Prime Time*, *Alternative Nation*, *Most Wanted*, *Dreamtime*, *Top 20 Video Countdown*, *120 Minutes*. Animated series: *Beavis & Butthead*, *Oddities* including *The Head*, *The Maxx* and *Aeon Flux*. Specials: *MTV Movie Awards*, *MTV Video Music Awards*, *Rock 'n' Jock Softball Challenge*, *Rock 'n' Jock B-Ball Jam*, *NBA All-Star Bash*, *Fashionably Loud**, *MTV Beach House*, *Beach MTV*, *MTV Spring Break*, *MTV's Ultimate Winter Vacation*

MuchMusic USA Woodbury, N.Y.**Owner:** TCI, Cablevision and CapCities/ABC**Homes reached:** 4 million**Overview:** All music, featuring rock, rap, country and alternative**Original programming:** *Break This**, *Clip Trip*, *Clubland**, *Electric Circus*, *DaMix*, *Fax*, *MuchMusic Countdown*, *New Music*, *Power 30*, *Rap City*, *R.S.V.P.*, *Spotlight*, *Start Me Up*, *Super Hit Video*, *The Wedge*, *Combat Des Clips***NET—Political NewsTalk Network Washington****Owner:** Free Congress Foundation**Homes reached:** 12 million**Overview:** Public affairs and political programming from Washington, featuring live call-in programs**Original programming:** *American Family*, *America on Track*, *Capitol Watch*, *CATO Forum*, *Christian Coalition Live*, *Dateline Washington*, *Direct Line with Paul Weyrich*, *Eighth Wonder*, *Freedom's Challenge*, *American Investigator*, *Insights with Bob Novak*, *It's Only Politics*, *Legal Notebook*, *Mitchells in the Morning*, *Modem War*, *New Electric Railway Journal*, *On Target*, *Ask the Speaker**, *Headlines & Deadlines**, *Statelines*, *The Other Side*, *The Right Side*, *Ways & Means*, *WorldWide*, *Youngbloods*, *Borderline*, *Independent Voices*, *Your Money Matters**, *Straight Talk****NewsSport Woodbury, N.Y.****Owner:** Liberty Media, NBC and Rainbow Holdings (TCI, Cablevision and CapCities/ABC)**Homes reached:** 7 million**Overview:** Sports and information channel providing scores, highlights and news from the sports world**Original programming:** *NewSportTalk*, *NewSport Journal*, *Scoreboard Central*, *NewSport Tonight*, *NewSport Radio****NewsTalk Television New York****Owner:** Multimedia Entertainment**Homes reached:** 14.5 million**Overview:** News-based interactive talk channel covering national and local news stories**Original programming:** *Early Edition*, hosted by Lisa Evers, including *Media Spotlight**, *Daytime Edition*, frequent guest hosts include Emie Anastos, Valerie Morris, Dara Welles, *Afternoon Edition* hosted by Denise Richardson, including *Teen Segment**, *Weekly Teen Segment** (for *Cable in the Classroom*), *Prime Time Edition* hosted by Patrick*Halpin*, including *Host Round-Up**, *Final Edition: Week in Review*, *Rush Limbaugh: The Television Show*, *Talk Trio**. Upcoming programs: *Strength through Diversity**, *Keepers of Our Environment****Nickelodeon New York****Owner:** Viacom**Homes reached:** 64 million**Overview:** Aimed at 2-15-year-olds, Nickelodeon programming includes animation, comedy, adventure, news, lifestyle and music programs**Original programming:** Nick Jr.: *Maurice*, *Sedak's Little Bear*, *Allegra's Window*, *Gullah Gullah Island*, *Nicktoons: AAAHH!!!*, *Real Monsters*, *Beetlejuice*, *Doug*, *Rugrats*, *The Ren and Stimpy Show*, *Rocko's Modern Life*. Comedy/Variety: *All That*, *The Secret World of Alec Mack*, *The Mystery Files of Shelby Woo*, *Space Cases*, *Clarissa Explains It All*, *Nickelodeon Weenerville*, *The Adventures of Pete & Pete*, *Are You Afraid of the Dark?*, *Hey Dude*. Interactive Game Shows: *Legends of the Hidden Temple*, *Global Guts*, *U to U*, *What Do You Do?*, *Family Double Dare*, *Nick Arcade*, *Wild and Crazy Kids*.**Nostalgia Television Washington****Owner:** Nostalgia Television**Homes reached:** 9.3 million**Overview:** Targeting the age 50-plus audience, features vintage TV series, music variety, craft, cooking, lifestyle shows and original programming**Original programming:** *Issues & Answers*, moderated by Ron Nessen, *Health and Wellness**, *Cinema Spotlight with Bill Harris*, *The Big Beat Broadcast*, *The Johnny Mercer Awards*. Music Specials: *Live from the Russian Tea Room**, *Julia Nixon & Co.**, *The Nostalgia Holiday Album**, *The USO Big Band Victory Show**, *Puttin' on the Ritz****Outdoor Life Stamford, Conn.****Owner:** Cox Communications, Comcast Corp., Continental Cablevision and Times Mirror**Homes reached:** 3 million**Overview:** Outdoor recreation, wildlife, wilderness conservation and adventure**Original programming:** Series include *Adventure Quest**, *Environmental Forum**, *Boatworks**, *Wilderness Camper**, *Dive Today**, *Flyfishing the East**, *Float Trip**, *Wild in the Kitchen*, *Earthwise**, *Ameri-*

can Kennel Club Digest*, Surfer's Journal*, Windpower*, Wildlife Field Guide*, Ski School*, Scouting USA*, Outdoor Survival*, In-Line America*, Fitness Adventures* and Rafting the Rim*.

Events include daily coverage of the 1996 Iditarod, the 1996 U.S. Windsurfing Championships, the 1996 U.S. Toboggan Championships, Buzzards Roost: A Migration Special*, Swallows Return: A Migration Special*. Specials include environmental documentaries Fighting Extinction*, Fire and Life*.

Playboy TV Beverly Hills, Calif.

Owner: Playboy Entertainment

Homes reached: 500,000

Overview: Sophisticated entertainment for men and women

Original programming: Original series include *Night Calls**, *Passion Alley**, *Women of Color**, *Playboy's Really Naked Truth**, *Adult Stars Close-up and Personal**, *Playboy's Hot Rocks**, *Playboy Celebrity Centerfold**, *Sex Under Hot Lights**, *Playmate of the Year*, *World of Playboy*, *For Couples Only*. Feature films include *Cover Me**, *Playback**, *Temptress**, *The Affair**, *Watch Me**, *Gentleman's Bet**, *Who Killed Buddy Blue**. Specials include *The Best of Pamela Anderson**, *The Best of Anna Nicole Smith**

Popcorn Channel New York

Owner: New York Times Co., Torstar Corp. and Salter Street Films

Homes reached: 88,000

Overview: Devoted entirely to moviegoers, featuring movie trailers, movie-related original programming and local movie theater listings

Original programming: *The Big Screen**, *Reel to Reel**, *Midnight Rushes**

Prime Life Network New York

Owner: Prime Life Inc.

Homes reached: Scheduled to begin March 1996

Overview: For the 50+ audience, lineup includes original series and specials embracing the mature active lifestyle

Original programming: *The Bobby Rivers Show**, *Total Fitness**, *Boomers**, *Glorious Surroundings**, *Where's Wallace?**, *Grilling the Chef**, *Private Conversations with Kay Gardella**, *PLN Playhouse**, *PLN Cabaret 'Live'*, *House Calls with Dr. Sherry Jackson**, *PLN Week in Review**, *PLN Forum**, *Interiors**, *Money &*

Communications Act of 1996 ~~1934~~

An exploration of the new Telecommunications Bill

February 28th 1:00 PM Eastern

What are the implications of this new bill?

How will it impact your company, your job, your every-day life?

LIVE VIA SATELLITE

Join our expert panel for an examination, explanation and discussion of this long-awaited landmark legislation.

Cathy Reid

SR. STAFF PERSON TO HOUSE TELECOMMUNICATIONS SUBCOMMITTEE CHAIRMAN JACK FIELDS (R-TX)
Cathy Reid has worked with the congressional leadership that shaped this landmark legislation over the past year.

David H. Solomon

DEPUTY GENERAL COUNSEL, FCC
David Solomon is a key member of the legal team that will oversee the Commission's implementation of the sweeping Telecom Bill.

Phil Verveer

WASHINGTON ATTORNEY AND LEADING EXPERT IN TELECOMMUNICATIONS AND CABLE LAW
One of Washington's most respected lawyers, Verveer once headed both the FCC Cable & Common Carrier Bureaus. He is now responsible for implementing much of the Telecom Bill.

Mickey Gardner

NATPE'S WASHINGTON ATTORNEY
Gardner keeps our membership well informed of the happenings in the nation's capital and has followed this legislation closely throughout the deliberations.

PRODUCER AND MODERATOR Rod Rightmire, INDIANA UNIVERSITY

During the transmission call our 800 number with your questions and comments and interact live with our panelists.

LIVE SATELLITE FEED INFORMATION

1:00 - 2:30 PM Eastern Time (Test Feed: 12:45 PM Eastern)

SATELLITE:	Ku Band SBS6	TRANSPONDER:	10
FREQUENCY:	11.946 Vertical	AUDIO ON ALL FEEDS:	6.2 & 6.8 Mhz

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Special Report: Original Cable Programming

More*, PLN Music Series*

Prime Sports Channel Networks Woodbury, N.Y.

Owner: Liberty Media, NBC Cable, Rainbow Holdings (TCI, Cablevision and CapCities/ABC)

Homes reached: 49.4 million

Overview: National sports, including live and taped events and news

Original programming: Direct TV, Pro-football with Fred Edelstein, Planet X, Prime Cuts, The Kid Club, Victoria's Body Shoppe, Racing Home, This Week in Nascar, On Pit Road Preview, On Pit Road Wrap Up, Prime Olympic Odyssey, Motor Sports Hour by Chevrolet, Prime Championship Boxing, White Night at the Forum

QVC West Chester, Pa.

Owner: QVC Inc.

Homes reached: 53.1 million

Overview: Shopping network

Original programming: In the Kitchen with Bob, The QVC Morning Show, Graver Studio, The QVC Sampler, High Tech Toys and Electronics, Fun & Leisure, Make Life Easier, Around the House, The Fashion Outlet, The Linen Outlet, Health and Fitness

Sci-Fi Channel New York

Owner: Viacom and MCA

Homes reached: 17 million

Overview: Classic science fiction, fantasy and horror movies, series and original programming

Original programming: The Anti-Gravity Room, Sci-fi Buzz, Inside Space, FTL Newsfeed, Tekwar.

Showtime New York

Owner: Viacom International

Homes reached: 13.3 million

Overview: Original and theatrical movies, music and comedy specials, original series, sports and specials

Original programming: Movies include After-shock*, The Right to Remain Silent*, Mrs. Munck*, Down Came a Blackbird, Mr. and Mrs. Loving*, In the Presence of Mine Enemies*, Godspeed*, Jack Higgins' On Dangerous Ground*, Jack Higgins' Midnight Man*, Circle of Pain*, Homecoming, Lily Dale. Series include The Outer Limits, Poltergeist: The Legacy*. Original kids movies including The



Sci-Fi's 'Anti-Gravity Room' is an interactive magazine for young adults.

Song Spinner, The Halfback of Notre Dame*, Sabrina the Teenage Witch*. Also Showtime Championship Boxing

Speedvision Stamford, Conn.

Owner: Cox Communications, Comcast Corp., Continental Cablevision and Times Mirror

Homes reached: 1 million (officially launches Feb. 23)

Overview: Dedicated to all aspects of automotive, aviation and marine programming

Original programming: Series include Inside Winston Cup Racing*, BikeWeek Magazine*, On Track Magazine*, American Thunder*, Champions*, Wonderful World of Flying*, Wild about Wheels and Paines of Fame, Motorsports events coverage will include SCCA Trans-Am and World Challenge Series, IMSA's World Sport Cars, AMA and World Superbike Racing, 24 hours of LeMans and the British, German and Australian Super Touring Car series. Also, live coverage of the Miami Boat Show, Phoenix Air Races and Farnsborough Air

Sundance Channel New York

Owner: Showtime and The Robert Redford Sundance Institute

Homes reached: Launch scheduled for Feb. 21

Overview: Network for independent film, designed to bring the spirit of the Sundance Film Festival to TV viewers

Original programming: Filmmaker Focus*, Voices*, Spotlight on Sundance*

[W]TBS Atlanta

Owner: Turner Broadcasting System

Homes reached: 66.47 million

Overview: Specializes in popular movies, comedies, kids programming, environmental specials and original programming

Original programming: The Third Annual Trumpet Awards, Anatomy of Love, Hank Aaron: Chasing the Dream, Driving Passion, World of Audubon: Colorado River Adventure*, Private Life of Plants*, In Search of Peace: 50 Years of the U.S. in the United Nations*, Jacques-Yves Cousteau: My First 85 Years*, Idols of the Game*, Philip Kaufman's China: The Wild East, Steven Spielberg's Survivors of the Holocaust*, The Fourth Annual Trumpet Awards*, Hollywood's Amazing Animal Actors*, 100 Years of the Olympics*, America's Music: The Roots of Country*, America's Greatest Olympians*, TBS Destination Sunday Premiere: Biker Women*, The Last Great American Gold Heist*, Wild! Life Adventures: The Vanishing Birds of the Amazon. Ongoing series: National Geographic Explorer, Network Earth, Feed Your Mind

Television Food Network New York

Owner: Colony Communications, Continental Cablevision, Landmark Communications, Scripps-Howard Cable, Tribune Broadcasting, Times Mirror Cable, Adelphia Communications, Cablevision Industries and C-TEC Cable

Homes reached: 13.3 million

Overview: All about food—health, news, restaurants and cooking on a budget

Original programming: Molto Mario*, Cooking Right*, Cooking Monday to Friday, Table for Two, In Food Today*, Getting Healthy, Too Hot Tamales, Taste, The Dessert Show, The Essence of Emeril, How to Boil Water, Nathalie Dupree Cooks, Chef du Jour, Ready...Set...Cook!, Cookbook Kitchen*

TNN The Nashville Network

Special Report: Original Cable Programming

Nashville**Owner:** Gaylord Entertainment**Homes reached:** 64.9 million**Overview:** Country music and lifestyle programming, featuring original concert specials and series, entertainment news, interviews and more**Original programming:** *Aleene's Crafts, At the Ryman**, *Charlie Daniels' Talent Roundup*, *Club Dance*, *Grand Ole Opry Live*, *The Life and Times Of...*, *Opry Backstage*, *Prime Time Country*, *The Statler Bros. Show*, *TNN Country News*, *VideoMorning*, *VideoPM*, *Wildhorse Saloon*, *Yesteryear*. Limited series of specials: *Exclusively Leeza: Straight from the Heart*, *Ralph Emery on the Record*, *Riders Radio Theatre: The Television Show*, *Spotlight with Phyllis George*. Sports: *Back Road Adventures*, *The Bassmasters*, *Bill Dance Outdoors*, *Championship Rodeo*, *Field & Stream Legends*, *Fishin' with Orlando Wilson*, *Fishing with Roland Martin*, *Go Fish!*, *The Gold Prospector Show*, *The Great American Outdoors*, *Hank Parker's Outdoor Magazine*, *In-Fisherman Television*, *Inside NASCAR*, *NHRA Today*, *RaceDay*, *Race of the Week*, "Race Talk" with Eli Gold, *Motor Trend Television*, *Shadetree Mechanic*, *Micky Thompson Off Road Racing Series*, *Trucks*, *Tractor Power and Win!***TNT Atlanta****Owner:** Turner Broadcasting System**Homes reached:** 65.5 million**Overview:** Aimed at a broad market, TNT combines original films and specials, classic movies, children's shows and sports programs**Original programming:** *Andersonville**, *Moses**, *The Return of the Borrowers**, *Crazy Horse**, *Bastard out of Carolina**, *The Man Who Captured Eichmann**, *Samson and Delilah**, *The Good, the Bad and the Beautiful****The Travel Channel Atlanta****Owner:** Landmark Communications**Homes reached:** 20 million**Overview:** Series and specials that provide practical tips and in-depth coverage about leisure, adventure and business travel**Original programming:** *Wildlife Encounters**, *Mardi Gras—Live from New Orleans**, *Burt Wolf's Local Flavor**, *National Park Adventures**, *National Parks...Renewing Our Heritage**, *Romantic Inns**, *Heritage Europe**, *Practical**Guide to Europe**, *Lonely Planet***Turner Classic Movies Atlanta****Owner:** Turner Broadcasting System**Homes reached:** 5.4 million**Overview:** Movies from the '20s through the '80s, commercial-free, plus shorts, trailers, out-takes and behind-the-scenes footage**Original programming:** *Inside the Dream***Nostalgia Television's 'Julia Nixon & Co' is an hour of cabaret and songs from the '40s, '50s and '60s.****Factory*.** Retrospective on historic composers and upcoming episodes of series *Becoming Attractions* (*The Trailers of Judy Garland*), *Director of the Month* (Stanley Donen), *Star of the Month* (Jimmy Stewart).**USA Network New York****Owner:** Viacom and MCA**Homes reached:** 64.5 million**Overview:** General entertainment including original movies, original and classic TV series, motion pictures and premier sports events**Original programming:** *Silk Stalkings*, *Pacific Blue*, *Weird Science*, *Campus Cops*, *Duckman*, *Weekly World News*, *Tuesday Night Fights*, *USA Live*, *USA Up All Night***VH1 New York****Owner:** Viacom**Homes reached:** 52.2 million**Overview:** Video music and entertainment aimed at adults, 25-49**Original programming:** Current: *VH1 Duets** (series featuring, for example, *Melissa Etheridge with Joan Osborne*, *Sophie B. Hawkins*, *Paula Cole* and *Jewel* and *John Hiatt with Matthew Sweet*), *VH1 Fashion and Music Awards**, *VH1 Honors*, *VH1 Fairway to Heaven*, *VH1's Best of American Bandstand*, *VH1 Crossroads*, *The Big '80s*, *8-Track Flashback*, *4 on the Floor*, *VH1 Hot List*, *The Last Word*, *#1s*, *Top 10*, *One to One*. Upcoming: *VH1 Presents the '70s**, *VH1 Archives**, *Legends**, *Story Tellers****The Weather Channel Atlanta****Owner:** Landmark Communications Inc.**Homes reached:** 60.8 million**Overview:** All-weather network offering weather news and specials**Original programming:** Round-the-clock original programming with live coverage of national/regional weather, on-location updates during severe weather. Original productions include *Sky on Fire**, *Forecast for Victory**, *The Chase**, *Hurricanes '95—Season on the Edge**, *The Power of Weather**, *Catastrophes II**, *The Power of Nature**, *Tornadoes '96*. Series include *Coordinates for Disaster**, *Raging Waters**, *Western Extremes**, *Nor'Easter: Winter's Hurricane**, *'95 Year in Review**, *Violent Seasons**, *Violent Skies**, *Weather and Space**, *'96 Year in Review**. Also *Danger's Edge*, *Force Four*, *Target Tornado*, *Dark Days of August*, *Aftershock*, *Burning Season*, *El Nino: Drought to Deluge*, *Enemy Wind*, *Out of the Blue*, *Great Weather Catastrophes*, *The Climate Puzzle*, *The Year the Sky Fell*, *Superstorm '93*, *'93-'94 in Review*, *Without Warning***Z Music Television Nashville****Owner:** Gaylord Entertainment**Homes reached:** 20 million**Overview:** Christian music video network. Various Christian music genres are mixed with interviews, news, information and specials**Original programming:** *Top 10 Countdown*, *Rock and Rap*, *Brimstone Chronicles*, *Cross Country**, *Z Buzz*

—Compiled by Jessica Sandin

Cable has uphill road to telco entry

A year of 'negotiation, regulation, litigation' could stand between cable and its provision of local phone service

By Christopher Stern

The telecommunications act may now be the law of the land, but the cable industry is likely to pay millions of dollars in legal fees and spend at least a year in negotiations before seeing the first indications that the local telephone market is truly open to competition.

The industry's focus now shifts to the FCC, which has six months to write a complex set of rules designed to break up the local telephone monopoly for the first time in 100 years.

At the heart of the FCC rulemakings will be regulations that allow competitors to connect their telephone networks to those of the Baby Bells. Cable and telco lawyers are expected to spend the next six months vigorously lobbying the FCC to craft rules that are to their respective industries' advantage.

"[There are] huge battles to be fought over interconnection and related proceedings that are the predicate to local competition," says Peter Ross of Wiley Rein & Fielding.

Well aware that the telcos would not give up a share of their lucrative business without a strong incentive, Congress has offered entry into long-distance business as a carrot for the re-

gional Bell operating companies (RBOCs).

The goal of mailing long-distance telephone bills to their local customers may keep the telcos at the negotiation table, but no one expects them to give up any market share without a fight over the terms.

Asked what it will take for the Baby Bells to open up their markets, Teleport Communications Group's Gail Garfield Schwartz replied: "Negotiation, regulation, litigation." TCG is a consortium owned by four cable companies: Tele-Communications Inc., Comcast, Cox and Continental.

The new law requires telcos to negotiate "in good faith" with any company that wants to interconnect with an RBOC telephone network. "But there are a lot of levels of good faith," says Schwartz.

Once the negotiations are complete, the parties will bring their agreement to state regulators, who will determine whether it is consistent with FCC rules. The state can also reject an agreement if it finds that the agreement harms a carrier not party to it or is contrary to the public interest.

Despite her cynicism, Schwartz insists that the telecommunications act will result in increased competition at the local level. After all, says Schwartz, the \$65 billion long-distance business "is an awfully big carrot."

TCG has already demonstrated that it is eager to begin talks with the telcos. The day that President Clinton signed the Telecommunications Act of 1996, TCG wrote to all seven RBOCs formally requesting an interconnection agreement based on the new law.

While the rulemakings and negotiations are expected to be arduous, the cable industry is already looking forward to the long-awaited changes in the regulatory landscape.

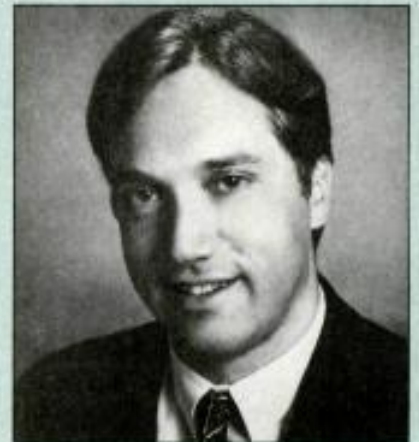
"The world looks a lot different than it did a year ago," says Comcast's Joe Waz, vice president, external affairs and public policy counsel.

Until last month, Comcast had concentrated its wired telephony efforts in Florida and California, which had enacted liberal competition rules on their own. Now Comcast is ramping up its plans to introduce local telephone service in New Jersey, which previously prohibited competition with Nynex.

The same is true for Cox Communications, which faces competition in the video business from US West. Until last month, Cox was barred from countering US West's encroachment by entering the telephone business itself. Now Cox can counterattack, says Alexander Netchvolodoff, vice president, public policy, Cox Enterprises.

"US West is building a \$25 million cable system that will never pay for itself. This bill, at least, allows us to provide telecommunications services," says Netchvolodoff. ■

Scannell takes top spot at Nick



After weeks of speculation, MTV Networks Chairman Tom Freston has appointed Herb Scannell, 39, president of Nickelodeon Networks. Scannell, who has been executive vice president of Nickelodeon, succeeds Geraldine Laybourne, who resigned last December to become president of Disney/ABC Cable Networks. Scannell, an eight-year veteran at Nickelodeon, will be in charge of creative and business operations, domestically and internationally. Freston has also named Jeff Dunn chief operating officer of Nickelodeon. Dunn, formerly executive vice president, strategy and business development, will report to Scannell.

Errata

A lawsuit filed last year by eight attorneys general against Comcast was withdrawn after the FCC confirmed that the actions taken by the cable operator did not constitute a negative action under applicable law. In a Feb. 12 story on page 48, BROADCASTING & CABLE incorrectly implied that the withdrawal was tied to a separate ruling by the FCC that called for Comcast to pay \$6.6 million in subscriber refunds and forgo inflation and external cost adjustments of more than \$3 million.

H E A D L I N E S

And the ESPY winner is...

ESPN's fourth annual ESPY Awards, honoring the year's best professional and collegiate athletes and athletic performances, was televised from Radio City Music Hall in New York last Monday. The show drew a record crowd and earned the network a 3.1 overnight Nielsen rating, its best ever for the event. Notable ESPY winners: Baltimore Orioles shortstop Cal Ripken Jr. earned two for Outstanding Male Athlete and Showstopper of the Year; University of Connecticut women's basketball player Rebecca Lobo also earned two for Outstanding Female Athlete of the Year and Women's College Basketball Player of the Year; Chicago Bulls basketball star Michael Jordan for Comeback Player of the Year; Los Angeles Dodgers pitcher Hideo Nomo for Breakthrough Athlete of the Year, and Northwestern University football coach Gary Barnett for Coach-Manager of the Year.

WGN-TV gets 'Wise'

Superstation WGN-TV Chicago has signed a two-year deal with New World/Genesis Distribution for exclusive cable rights to *Wiseguy*. The detective series, which aired on CBS in 1987-90, had a limited off-network run in syndication, but the sale to WGN marks *Wiseguy*'s first outing on cable. WGN will run *Wiseguy* as a strip starting in the fall, although the series will not be part of WGN's local program schedule. Outside of Chicago, the Tribune-owned station reaches more than 40 million homes via cable and satellite.

Interfacing with sports

Sports Busters is a new interactive game show that allows viewers to compete for prizes via touchtone phone. The half-hour sports trivia show is produced by Lifetime Studios, Astoria, N.Y., and will air weekly on the Sports Channel Regional Network in seven major markets and on Home Team Sports in three markets.

USA to launch third international network

USA Networks International, a division of USA Networks, will launch a 24-hour Portuguese-language entertainment network in Brazil on May 10. The network, to be distributed via cable, MMDS and direct-to-home

satellite, is a joint venture of USA Networks and GloboSat, a multichannel programming company based in Brazil. The network represents USA's third international venture. It launched USA Network in Latin America in 1994 and USA's Sci-Fi Channel in Europe last November.

TVN goes boxing

Direct-to-home pay-per-view satellite programmer TVN Entertainment Corp. will telecast *Top-Ranking Boxing Network* as a live monthly event. The first program will be transmitted March 13 at 10 p.m. on TVN Theater 3 for \$9.95.

McMullen closes on America One LPTV

TCI-owned Liberty finalized the sale of its America One LPTV network and three other divisions to the McMullen Group last week. The deal, announced last December, is Liberty's first major move since its sports alliance with News Corp.'s Fox Sports last October. McMullen gets Liberty's America One Television, Prime Sports Interactive/Fantasy, Prime Sports Radio and the Women's Basketball Association

(WBA). McMullen owns the New Jersey Devils National Hockey franchise and is a majority owner of the Houston Astros. Price was not disclosed.

A serious look at humor

Mind Extension University (ME/U) will air *Humor: The Spoonful of Sugar*, a 60-minute documentary exploring the role of humor in communication, on Feb. 24 at 7-8 p.m. The program, produced with the Library of Congress, is the second installment in ME/U's *Communication: The Human Imperative*, a 13-part series exploring the evolution of communication tools.

CMT goes down under

Country Music Television has launched in Australia via Foxtel, Optus Vision and Communications & Entertainment Television. CMT President David Hall announced last week. CMT will be the 19th network to be added to Optus Vision, a joint venture of Optus Communications, the Seven Network and Continental Cablevision. Publishing and Broadcasting. By year end, Optus Vision is expected to broadcast CMT to 2.3 million Australian TV households.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Feb. 5-11, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>NBA All-Star Saturday</i>	TN	Sat 7:00p	3,408	5.1 3.6
2. <i>NBA Basketball</i>	TNT	Tue 7:58p	2,715	4.1 2.8
3. <i>Movie: 'Lionheart'</i>	USA	Sun 4:00p	2,637	3.9 2.7
4. <i>Rugrats</i>	NICK	Mon 6:30p	2,531	3.8 2.6
5. <i>Murder, She Wrote</i>	USA	Sun 8:00p	2,460	3.7 2.6
6. <i>Rugrats</i>	NICK	Wed 6:30p	2,450	3.7 2.6
7. <i>Rugrats</i>	NICK	Sun 10:00a	2,424	3.7 2.5
8. <i>Rugrats</i>	NICK	Tue 6:30p	2,402	3.6 2.5
9. <i>Secret World of Alex Mack</i>	NICK	Sat 8:00p	2,299	3.5 2.4
10. <i>Matlock</i>	TBS	Mon 9:05p	2,297	3.4 2.4
11. <i>Doug</i>	NICK	Mon 7:00p	2,294	3.5 2.4
12. <i>Doug</i>	NICK	Fri 7:00p	2,276	3.5 2.4
13. <i>Rugrats</i>	NICK	Fri 6:30p	2,257	3.4 2.4
14. <i>Rugrats</i>	NICK	Thu 6:30p	2,256	3.4 2.4
15. <i>Movie: 'McClintock!'</i>	TBS	Tue 8:05p	2,243	3.3 2.3

Following are the top five pay cable programs for the week of Feb. 5-11, ranked by households tuning in. Sources: Nielsen Media Research, HBO.

1. <i>Movie: 'The Brady Bunch Movie'</i>	HBO	Sat 8:00p	2,708	11.1 2.8
2. <i>Boxing: Chavez-Walker</i>	HBO	Fri 10:20p	2,537	10.4 2.6
3. <i>Boxing: De La Hoya-Tyson</i>	HBO	Fri 9:05p	2,196	9.0 2.3
4. <i>Movie: 'Milk Money'</i>	HBO	Sat 9:30p	2,000	7.8 2.0
5. <i>Movie: 'Milk Money'</i>	HBO	Sat 12:30p	1,781	7.3 1.9

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week®

The Internet

Low-cost PC devices coming from IBM

Multifunction units include set-tops with Internet interactivity

By Richard Tedesco

IBM has several low-cost consumer PC devices in development and already has deployed some prototypes for commercial applications.

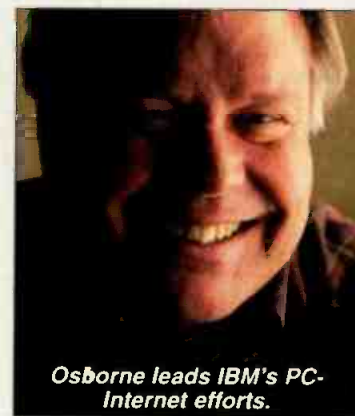
The devices in development include prototype set-top boxes that could carry cable signals and enable some Internet interactivity, according to W.S. "Ozzie" Osborne, IBM vice president of systems strategy. "We have prototypes and concepts that we're working on," says Osborne, "from the low-end consumer side of the business all the way to the commercial side."

IBM is close to introducing products for commercial applications, according to Osborne, who says that prototypes are being tested at customer locations. IBM also is conducting focus group research to determine response to various concepts and gauge perceived value of low-cost, low-function devices. Osborne declined to comment on price ranges for the devices.

The emphasis at Big Blue is on multifunction devices offering practical uses for consumers, such as home shopping and banking, in

addition to enabling entertainment applications, such as game playing. "Now the question is how to put together a function at the low end to allow customers who couldn't care less about a PC to use it. It's got to have more than entertainment value," says Osborne, who envisions a consumer "appliance" that's "hassle free."

Conduits will vary according to customer needs the devices are intended to meet,



Osborne leads IBM's PC-Internet efforts.

according to Osborne, who sees passage of the recent telecommunications bill opening up significant potential in that vein.

Osborne says discussions about conducting tests are under way with a number of "media providers," including cable operators and hardware and software companies. **TMW**

The Internet

TCI gets serious about the Internet

MSO forms new unit to develop high-speed modem access

By Richard Tedesco

In a move suggesting a more serious commitment to cyberspace, Tele-Communications Inc. last week created TCI Internet Services, a unit to build its Internet business.

At the moment, that suggests a deepened interest in its @Home



high-speed Internet access service. @Home is delivered via cable modems attached to PCs, and is offered in a single beta test in Sunnyvale, Calif.

The significance of the move lies in TCI's elevation of Internet Services to an autonomous unit. Bruce Ravenel, former CEO of TCI Technology Ventures, heads the unit as senior vice president. In this new role, Ravenel now reports directly to Brendan Clouston, president/CEO of TCI Communications. "We expect

Digital uses StrongARM tactics



Digital Equipment Corp. is trying to drive the low-cost PC market with a micro-processor dubbed StrongARM.

Its new SA-110 StrongARM, an enhanced version of a chip produced by UK-based Advanced RISC Machines, improves processing speed and lowers power dissipation fivefold, according to Tom Schild, Digital's manager of smart hand-held devices. That means it could

enable PC devices to run on AA batteries.

Digital already has lead customers it's working with in three development areas: Oracle Corp. for Internet boxes, UK-based Online Media for set-tops and an unnamed maker in the videogame field. Schild reports that Oracle, which has been touting the low-cost, low-function PC concept, will market I-Net access boxes by year's end.

But Digital will pursue relationships with other set-top and PC-device collaborators, including IBM, Scientific-Atlanta, General Instrument and Thomson Consumer Electronics. "There are no limitations in terms of our lead customer designs," says Schild. —RT

high-speed Internet services delivered over our cable systems to be a very significant new business for TCI," says Clouston, adding that the strategy is to position TCI as a "premier provider of Internet services to our customers."

"Obviously, they're very much interested in this business," says John Reidy, media analyst at Smith Barney.

At deadline, Ravenel was unavailable for comment. But the move suggests a willingness at TCI to commit more resources to the effort of getting its Internet business moving.

TCI has been seeking an MSO partner or partners for @Home during the past several months. It already has one partner—venture capital firm Kleiner Perkins Caufield & Byers—and conversations have been conducted with most of the country's major MSOs.

Sean Doherty, @Home vice president of operations, confirms that bringing in partners remains a primary objective for

TCI. Time Warner had been prominently mentioned in that context, but talks between the two cable giants have gone nowhere. TCI's objective with @Home is to create a network of cable systems linked for I-Net access, as opposed to individual subscribers hooked up in disparate systems.

In Sunnyvale, a modem, an interface card and @Home software enable links for I-Net browsing, chat and forum activities. Local content in various subjects is being developed using the newspaper model, according to Doherty.

The Sunnyvale test will segue into a commercial launch during the first half of this year, followed by launches in several major urban markets where TCI will probably roll out telephony service, Doherty says. Smaller markets equipped with two-way hybrid fiber/coaxial systems also could be included. System sizes would be in the 30,000-80,000 subscriber range.

TMA

World Wide Web

NBC, CBS inaugurate election Webs

They join sites already launched by ABC and CNN

By Richard Tedesco

NBC and CBS launched election campaign Web sites last week as Iowans were contemplating their options in that early primary.

Both sites offered well-integrated databases featuring timely pieces on the Iowa results and background material on the campaign, including candidate profiles and issues positions.

NBC mirrored Phil Gramm's slow start, encountering early technical glitches on its Decision '96 site (<http://www.decision.msn>). The site was optimized for Microsoft's Explorer browser and initially all features weren't accessible to users not equipped with its collaborator's access tool.

NBC promises lots of features, including an online chat session on the Microsoft Network (go words Decision '96) with *Meet the Press* moderator Tim Russert on the eve of the New Hampshire primary, tonight (Feb. 19) at

10 ET. NBC correspondents and candidates will be on throughout the campaign, according to Gil Fuchsberg, Decision '96 editorial project director.

"Our goal is to make sure that everything is available everywhere," says Fuchsberg, claiming that MSN's

superior technical quality is the determining factor now.

CBS also intends to offer access to correspondents and the candidates on its Campaign '96 site (<http://www.cbsnews.com/campaign96>).

Accomplishing that is a challenge in itself, according

to Dean Daniels, CBS director of Interactive News Services. "Internet tools aren't really user-friendly to a news operation" because of time needed to translate news content into I-Net content, Daniels says.

Election sites launched previously by ABC (<http://www.electionline.com>) and CNN (<http://www.cnn.com/>) also promise online access to principal politicians and pundits.

On the lighter side, ABC will offer political cartoons and NBC presents *Dark Horse: The Virtual Campaign Game* from Byron Preiss Multimedia next month. TMA

nCUBE serves up two new servers

This week nCUBE debuts two scalable media servers—the MediaCUBE 30 and the MediaCUBE 3000, its second generation of machines intended for multimedia applications.

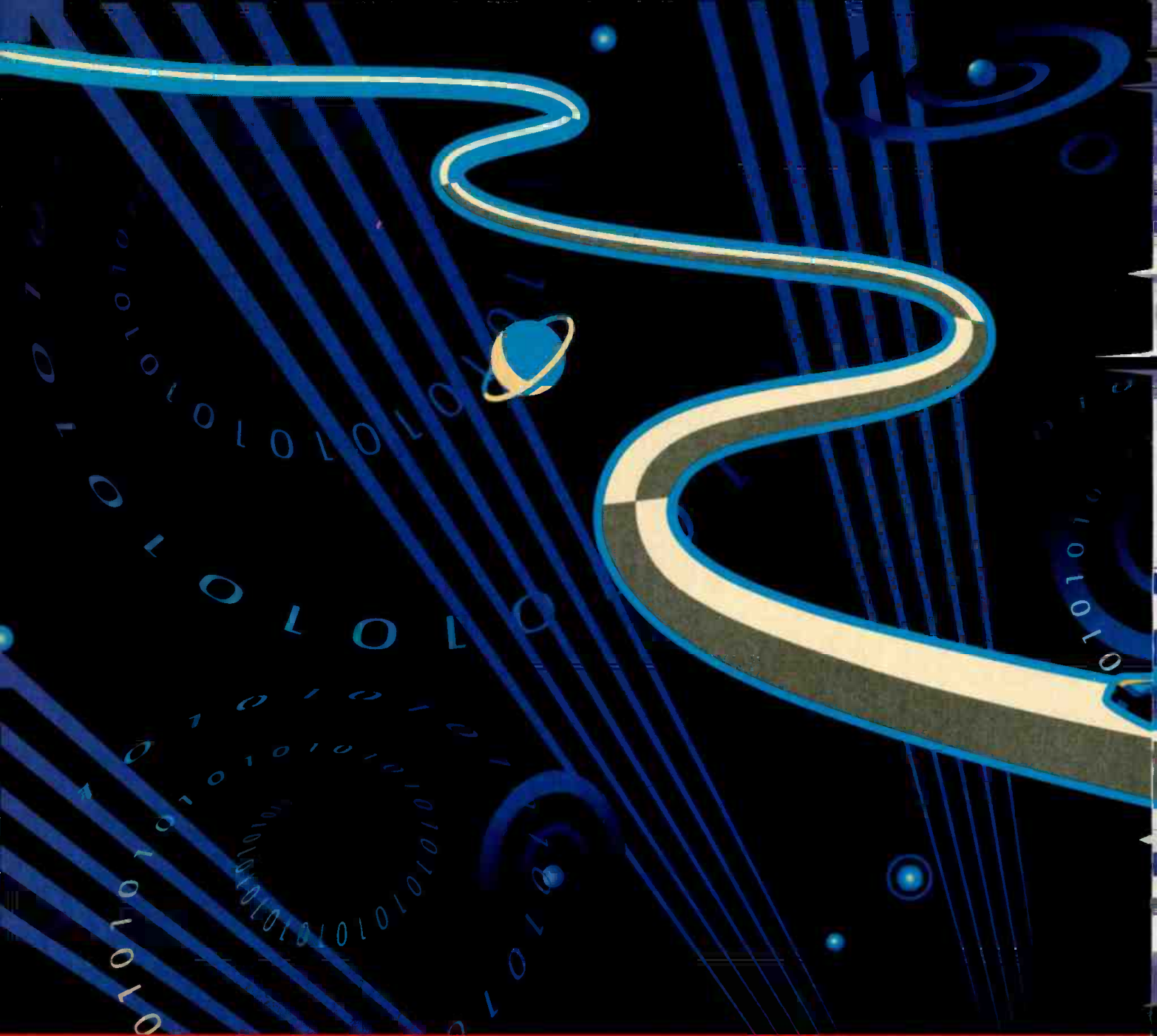
The MediaCUBE 30 is designed to deliver up to 300 concurrent streams and more than 600 hours of content storage. The MediaCUBE 3000 has a capacity of 500-20,000 concurrent streams and supports more than 24,000 hours of content storage. Each stream typically would be 1.5 mbs each.

The company also is introducing a turnkey multimedia development system called nABLE, using its MediaCUBE 30, Oracle software components and an Apple digital set-top unit in an integrated configuration.

Bell Atlantic is using nCUBE's servers in its Fairfax County, Va., interactive TV test, the British Telecom, Deutsche Telekom and Telecom Australia. "Our strength is that we've got a proven platform," says Ronald Dilbeck, nCUBE president/CEO.

NCUBE expects to ship beta units in April and to participate in additional trials later this year.—RT





Here's How Cable Operators

Hang Ten Mbps. There's a tidal wave breaking in cyberspace. An ever increasing swell of millions of net surfers worldwide. This global community of surfers will look to ride on the cutting edge. To push the envelope and surf to the farthest frontiers of the internet in the blink of an eye. Now is the time for cable operators to channel the power of this on-line surge before it crests.

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Telcos In Video

SBVS pleased with Texas test

By Richard Tedesco

One month into its video trial in Richardson, Tex., Southwestern Bell Video Services is confident about segueing into commercial deployment in early 1997.

The market test delivering 60 analog and 50 digital channels under the Americast brand name can run through March 1997. SBVS parent company SBC Communications doesn't have to declare its deployment plans to the FCC until January '97, but the picture already seems bright. "It's highly likely we're moving forward, because our results have been so good," says

Steven Dimmitt, SBVS president/CEO.

Dimmitt won't reveal what percentage of the 1,800 households passed are taking the service, but he claims it is exceeding expectations. And he says positive consumer response about picture and service quality is driving "word-of-mouth" subscriptions.

SBVS is offering a 60-channel basic cable package with The Disney Channel for \$22.95. Customers equipped with Broadband Technologies set-top boxes can receive a digital tier of 21 additional services for \$3, and multiplexed versions of HBO, Showtime and other premium networks are available for \$9.95 or less. Sega Channel also is available for \$12.95, and pay-per-view movies on six channels cost \$3.95. Programming developed by the Americast venture of SBC, BellSouth and Ameritech is expected to be added.

Fiber-to-the-curb video service eventually will be twinned with twisted pair telephony. SBVS is particularly eager to learn about integrating those services, Dimmitt says. TMW

The Internet

iGuide launches after layoffs

New Internet service offers variety of topic choices

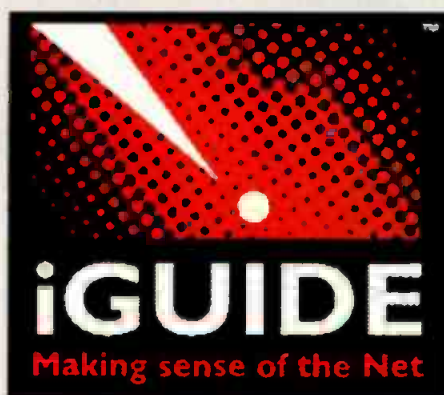
By Richard Tedesco

The outlook brightened at iGuide last week as the MCI/News Corp. online service debuted in the wake of layoffs at the joint venture.

The business plan changed drastically when iGuide laid off 189 employees from a staff of 464. Intended as a subscription service, iGuide will go forward as an advertiser-supported service.

But relatively few of the layoffs were in the editorial staff, and that appears to be the good news. The iGuide site is a fairly impressive compilation of Internet-focused content, much of it original content in the form of movie and book reviews, and news in various subject categories. The opening page displayed an ironic counterpoint to the tumultuous events leading up to its launch: a lead story titled "Who's Afraid of the Big Bad Web?"

The editorial mix is eclectic, far-ranging in terms of subject areas and visually



striking. Users can select from 17 static iGuide sections, including topic areas such as

books, music, movies, politics, sports and TV. Those areas will be refreshed regularly with original content from in-house and free-lance editorial contributors.

More video elements, plus audio and photographs, will be added as the service develops, according to Betsy Richter, iGuide editor of Internet services, who describes iGuide's expansive mission: "Basically, you're trying to catalogue the entire universe and make it accessible to the average person on

the street without getting them intimidated."

While much of iGuide's content is text with limited supporting visuals, it will seek to play to the strengths of I-Net technology. Richter wants to produce original content "expressly designed and tailored for this medium. It isn't something that's already been done in print or that you can pick up on a newsstand somewhere."

She acknowledges that the editorial staff lost in the layoffs will be missed, but adds that "part of the beauty of this new medium is that you really do have to adjust on the fly as the Internet itself develops." TMW

Datacast aims for fall demonstration of broadcast-to-PC service

Datacast Partners hopes to have its broadcast-to-PC business in a demonstration stage by this fall.

Demos of the broadcast service will follow technical field tests to be conducted this summer by the National Data Broadcasting Committee, according to John Abel, Datacast president/CEO. After results of those tests are reported to the FCC, the service will be showcased in three or four cities around the U.S. "to show broadcasters and analysts what's possible," Abel says. Datacast's projected launch date is fall 1997.

Next month, the Reston, Va., company plans to acquire Digideck, which holds licenses for the vestigial sideband technology to be used for broadcasting direct to PCs. Users will need a data receiver hooked

up to their PCs and 600 kbs of dedicated memory to receive the service. Electronic newspapers, localized Yellow Pages, tutoring software and ad-supported video games are among the content options Datacast is considering, according to Abel.

Datacast intends to add two or three partners to its present group of LIN Broadcasting, Chris Craft Industries and Granite Broadcasting. Other broadcast station owners are likely to be added, Abel says, for their reach as well as their equity. But he also doesn't rule out the participation of technology companies as equity partners.

Datacast has 25 broadcast stations committed to carrying the nonsubscription, advertising-supported service. —RT

Technology

February 19, 1996

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Hewlett-Packard debuts broadcast server

Redesign offers more performance, lower price

By Glen Dickson

Hewlett-Packard unveils its latest generation of digital broadcast video servers today (Feb. 19), with a number of improvements based on feedback from customers. The biggest change is a base price of \$100,000 for the entry-level, two-channel model—half the price of last year's standard unit.

"For a station that wants to start with a true server, this allows them to get started at an affordable price," says Kaaren Marquez, HP product marketing manager.

The RAID-configured unit, which uses 9 gigabyte Seagate disk drives, can be expanded to provide up to six channels of input/output for \$215,000, with six channels of AES/EBU digital audio for every video channel. The MPEG-2 compressed storage is also scalable, from the standard eight hours to 50 hours of broadcast-quality video (which will cost roughly \$460,000 with six channels).

The design of the new server is completely different, as HP has pared the six-foot-high, 700-pound stand-alone cabinet into a number of modular rack-mountable pieces. "From a design standpoint, it's a clean sheet of paper," says Chris Bennett, HP product manager.

In addition to a new look for the hardware, HP is launching an application interface based on Windows 95, which will run system setup and diagnostics. Bennett also emphasizes the real-time UNIX operating system "where each input and output is operating as a distinct processing thread" with firewalls in between in case of failure.

The new server also will store and decode six lines of VBI (vertical blanking interval) information; the old unit mainly preserved closed-captioning information. "We basically gave up trying to predict what people are going to use the VBI for," says Bennett.

For long-term storage, HP has chosen to link to StorageTek's MediaVault system for rapid access of archived

material. Although the new server initially will use SDDI networking technology, high-bandwidth FibreChannel networking will be available in the future, says Marquez: "We see that as being the networking standard."

The new HP server will be available in late summer. KRON-TV San Francisco will be the beta test site in the U.S.; HP says that Japanese broadcaster YTS has placed orders for six units.

HP will offer an upgrade package with "very attractive terms" to its existing customers, says Bennett. Domestically, those include KOLD-TV Tucson, Ariz.; KCRA-TV Sacramento, Calif.; KCBS-TV Los Angeles; KOLN Lincoln, Neb.; KAME-TV Reno, and KCNS San Francisco. Internationally, MTV in London and MNET in South Africa have purchased multiple systems.

"We'll move in a second system and shadow the original, and we may reuse some of the parts," says Bennett. "We can do it quickly—we can get in and get out without breaking their playback continuity."

Although HP is concentrating on the



on-air market now, Bennett says, upgrade plans call for an editing interface for news use. That would allow third-party nonlinear editing systems to work with the HP server.

"It wouldn't be a post-production product," Bennett says. "Our objective is to create a server that can be used for cuts editing, to do interstitials and eventually provide a platform to do news production." ■

Dynatech Video Group breaks up

Diverse units to be sold; Utah Scientific gets back old name

By Glen Dickson

The Dynatech Video Group, headquartered in Salt Lake City, is being sold because of slow growth in the broadcast market and the operational problems of running a host of companies with different missions.

Parent company Dynatech Corp., based in Burlington, Mass., is divesting the broadcast technology conglomerate, founded in 1978, to focus on higher-growth markets with its communica-



A new logo for an old name.

tions test, industrial and scientific communications and nonbroadcast video technology businesses, says George Merrick, Dynatech vice president. "We're not selling because they're bad companies; we've just decided to move out of the broadcast arena."

The single-digit growth of the



"Media Pool is the heart of our network facility."

Mark Hale
Vice President of Operations
Home & Garden Television Network
Knoxville, Tennessee

"If you had the chance to get the best there is, and not compromise a bit, what would you do?"

"That's why, at HGTV, we invested in the BTS Media Pool Video Server. Imagine: Variable compression to match our quality standards . . . expandability in storage and accessibility as our needs change . . . and the reliability of RAID architecture.

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"Accessed as a virtual VTR, our editing and graphics environments use Media Pool as a tapeless pathway into network operations for playback of programming and interstitial materials.

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"All this flexibility means our network has an added-value advantage in generating more ad sales dollars.

"The bottom line? We chose the option of compression, and at what level, number of access channels or I/Os we'll need, and the amount of storage required.

"In essence, the Media Pool Video Server has put our future into our own hands. Any compromise here? Absolutely none."

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broadcast industry as a whole doesn't match up well with Dynatech's other markets, explains Merrick, citing the 20% growth of Dynatech's industrial and scientific communications business in 1995.

Of the nine broadcast equipment companies previously under the Video Group umbrella, only color correction specialist da Vinci Systems of Fort Lauderdale, Fla., will remain with Dynatech. To prepare for divestiture, Dynatech has restructured the Salt Lake City operations into two groups: Utah Scientific, the routing and distribution company; and a separate unit combining Colorgraphics, Alpha Image, EMC, Cable Products and Digistore, which will maintain customer support for those companies.

The Delta line of character generators originally sold under the Quanta label has been transferred to Utah Scientific; the other Quanta product lines will be sold. The NewStar newsroom automation subsidiary in Madison, Wis., will be sold independently.

Merrick declined to give asking prices for the units up for sale, and says that no negotiations with potential buy-

ers are under way.

Dynatech Video Group President Craig Soderstrom, who came on board nine months ago from General Instrument now will be president of Utah Scientific, which will revert to its original name (from its founding in 1977). "Our customers always referred to us as Utah, anyway," says Soderstrom.

He says the move gives Utah Scientific and the other companies a chance "to get healthy" and focus on their strengths. "The Video Group had everything from nonlinear editors to graphics, character generators and master control products. It's very difficult to be all things to all people...it was time to pick one or another."

Soderstrom says that the trend in post-production from proprietary boxes to open-platform systems has made being all things to all people even harder, as small niche companies have risen on the creative side. That's contributed to lower hardware profits for conglomerates such as Dynatech. "Now it's who can make the best software," he says. "That's a fundamental change in the business."

Utah Scientific's routing and distribution business is changing, too, as the company becomes more telecommunications-oriented. Soderstrom says that five years ago, 100% of Utah's business was to TV stations and post houses. Now, 15%-20% of Utah's sales are to phone and cable companies, as the company is now providing digital switches for telco operators (such as Nynex and Sprint) and front-end switches for hybrid fiber/coax cable networks. The company also is handling more connections to fiber backhauls for the broadcast networks.

"The lines are blurring [between the broadcast, cable and telco markets]," says Soderstrom. With that in mind, Utah Scientific will be looking for "a financial and technological partner" to produce products for compression, digitization and distribution. That may very well be a telco company.

As for Dynatech's announcement following on the heels of the deregulatory telecommunications bill, Soderstrom says, "The timing of that, while a total coincidence, is very favorable." ■

Discreet Logic stock nosedives

CEO David Macrae resigns without explanation

By Glen Dickson

Discreet Logic's stock price plummeted 53% last Tuesday (Feb. 13), after the graphics and animation software company announced low projected second-quarter earnings and the resignation of president/CEO David Macrae.

The Montreal-based company, whose flagship product is the Flame digital compositing system, said that its expected earnings would be two to four cents a share for its second quarter, ended Jan. 31, compared with seven cents a share for the same period a year ago. Actual results for the quarter will be released on March 7.

The same day, Discreet Logic's stock price fell 12 1/2 in Nasdaq trading to close at 11 1/4, dipping below the previous 52-week low of 14 1/8. (The stock closed on Monday, Feb. 12, at 23 3/4, compared with its 52-week high of 32 1/4.)

Leigh Pesqueira, Discreet Logic

director of investor relations, says that Macrae resigned without explanation. Chairman and co-founder Richard Szalwinski will serve as acting CEO until Discreet Logic's board finds a replacement.

Macrae was unavailable for comment.

Pesqueira attributes the poor earnings projections to the Jan. 22 announcement of Silicon Graphics Inc.'s new Onyx supercomputer, InfiniteReality, scheduled to ship in March. Discreet's Flame, Inferno and Vapour systems, which run on the Onyx RealityEngine² workstation, all will support the new workstation.

When SGI unveiled InfiniteReality with less than two weeks left in the second quarter, Discreet's post-production customers were left with the dilemma of buying now and upgrading or simply holding off, says Pesqueira. Most chose to delay purchases.

"There's a lot of pressure in the post-production market," she says. "At most

houses, Flame bills out between \$800 and \$1,000 an hour. If a customer has the luxury of waiting for the new system, they'll probably wait."

Discreet also has suffered from the poor availability of SGI's Indigo Impact workstation, which significantly improves the performance of the Flint compositing system, says Pesqueira. SGI's Greg Estes, product and technical marketing manager, advanced systems division, admits that the demand for the Indigo Impact "has exceeded our ability to supply it," but says that SGI is shipping backlogged orders this quarter.

As for the InfiniteReality announcement, Estes says that Discreet Logic knew about it well in advance. He also thinks that given Discreet's revenue for the quarter—a jump to \$25 million from \$13.7 million for the same period last year—the market "was a little harsh on them."

"This is really a case of good news, bad news—where the bad news came

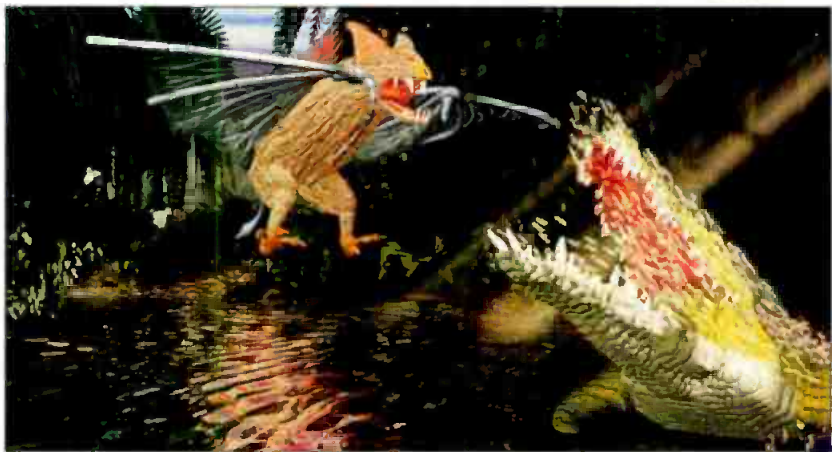
first," Estes says. He says that Discreet's customers are simply excited about InfiniteReality and that Discreet Logic should be looking at a "bang-up quarter this quarter" when the new workstation ships. "It's not like their customers went out and bought competitors' systems," Estes says.

Although Estes says that Macrae's departure was a surprise, he feels very comfortable working with Szalwinski, who collaborated with SGI at Softimage before founding Discreet Logic. (Macrae also worked at Softimage before joining Discreet.)

Overall, Estes says, the prognosis for Discreet Logic is healthy. He says that Fire, Discreet's new uncompressed nonlinear editor, should compete head to head with Avid's Maestro, and that Vapour is "a dynamite virtual set product."

Fire, which runs on the RealityEngine2, will ship in the first half of this year, says Pesqueira. She predicts that Discreet's earnings (and share price) will bounce back when InfiniteReality ships in March: "We don't anticipate this being a long-term issue." ■

Digits in the Jurassic age



New York animation house AFCG created this 10-second computer-generated open, "Beast Wars," for Griffin Bacal client Hasbro. In his third project for Hasbro's transformer toy line, AFCG Creative Director Floyd Gillis designed and animated a prehistoric environment and then transformed the creatures—a bat and an alligator—into combative robots. AFCG used Prism software running on Silicon Graphics workstations to create particle systems for realistic lava and splashing water effects.

—GD

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EditStar gets a role in Portland

KOIN brings nonlinear editing to journalists

By Glen Dickson

KOIN(TV), the CBS affiliate in Portland, Ore., has installed the new EditStar system from newsroom automation supplier NewStar of Madison, Wis., bringing script-based nonlinear editing to the journalist's workstation. The KOIN installation represents the first delivery of the system, whose prototype debuted two years ago.

EditStar aims to bridge the gap between the newsroom and editing suites, allowing journalists to do cuts editing at the same workstation where they write news scripts. A text-block reader times out corresponding video time and sets in and out points for the footage; the built-in audio matrix even can be adjusted to the reading speeds of different anchors. The system also allows journalists to build story packages by "dragging and dropping" selected video and audio clips onto highlighted script paragraphs.

"Dragging video onto script is a revolutionary concept," says Peter Maroney, KOIN vice president/GM, who recently was promoted from news director. "One of my pet peeves as a news director was making sure the video is in synch with the narration; this is the first tool I've encountered that facilitates that."

The modular system uses a client/server architecture, with standard PCs running Windows 95 linked to a Tektronix Profile digital cache machine. The price starts at roughly \$140,000: \$20,000 for the EditStar application software and PC hardware, and \$120,000 for the Profile. KOIN's system has one EditStar workstation, but the four-channel Profile can support up to four terminals with real-time digitized video.

Currently, the Profile has nine hours of video storage using 8-bit motion JPEG compression; that figure soon will jump to 18 hours when Seagate 9 gb drives are implemented, says Gail Lord,



NewStar vice president of sales and marketing.

The EditStar station links a VTR to the Profile, allowing users to digitize "on the fly" as they edit. When the edit is completed, the material already is stored on the Profile and is ready for playback to air. The system also connects to NewStar's newsroom automation system, pulling files from the Profile into the newscast rundown.

Although NewStar's original goal for the system was simply to edit field tapes, KOIN also wanted to record and edit satellite feeds with the server, says John Ray, executive news producer. So NewStar reworked the EditStar software to handle incoming feeds.

"The possibilities are endless on it," says Ray. "This will totally change how we handle our feed editing." ■

Cutting Edge

By Glen Dickson

KHNL(TV), the NBC affiliate in Honolulu, used its Avid digital newsroom system extensively in its coverage of a hostage crisis on Feb. 6. After KHNL provided live feeds from its ENG truck to NBC News and CNN, KHNL editor Straker Coniglio took tape footage logged into the Avid MediaServer (an SGI Challenge) to produce a three-minute package for the *Today* show, sending the feed for uplink directly from his NewsCutter editing system into the station's router. Coniglio

says that three other editors easily put together separate packages for KHNL's nightly newscast by pulling digitized material simultaneously from the server.

Scientific-Atlanta has filed a patent infringement suit against interactive program guide supplier StarSight Telecast and Philips Electronics North America. S-A maintains that products manufactured and sold by or on behalf of StarSight and Philips

which receive StarSight's service infringe three S-A patents: "Interactive Television Terminal with Programmable Background Audio or Video"; "Method and Apparatus for Providing an On-Screen User Interface for a Subscription Television Terminal";



The new fxM promo from L@it2'd.

and "Method and Apparatus for Tuning Data Channels in a Subscription Television System Having In-Band Data Transmissions." S-A is seeking damages as well as an

injunction against continued infringement.

Hollywood design boutique **L@it2'd** has completed two projects for the Fox cable network fx and its newly launched fxM channel: a 30-second promo called *Preview Pass*, part of fx's new promotional screening-pass campaign, and a 30-second open for the fxM movie network (pictured), which showcases movies created by the 20th Century

Fox Studio. The open uses floating filmclips that flicker and rotate in 3-D space, moving westward as the camera pans eastward to reveal the new 3-D "First on Fox" logo.

Classifieds

See last page of classifieds for rates and other information

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Sales Manager/GM combo opportunity in Northern Michigan. Traverse City, Charlevoix, Petoskey. Must lead by example in the street. Group operator with over 10 years of successful track record in northwest Michigan. Reply to Box 00703 EOE.

Proven STN MGR/GSM. Visionary nineties group is seeking exceptional sales/station leader for Eagle Country 107 WPSK, its top-ranked C3 FM and 1995 NAB Crystal Award recipient, located in the picturesque, New River Valley market, 203rd ARB mkt 1996. Decentralized management structure with local programming philosophy. If you can build top-ranked teams, we will support you. Forward credentials to D. Roederer, NR Media, Box 3788, Radford, Virginia 24143. EOE.

GSM. Need young-gun-take-charge GSM with proven track record for hot new country FM in Big-12 university market. Competitive compensation. Opportunity to advance to GM position. Resume to Gentry Media, 217 1/2 South Washington, Stillwater, OK 74074.

HELP WANTED SALES

Salesman-Announcer for progressive midsouth small market. Seeking experienced person with a proven track record. Must be energetic and community minded. Confidentiality assured. Send resume to General Manager, KAGH/KWLT, P.O. Box 697, Crossett, Arkansas 71635. EOE.

Radio Sales. Responsible for developing and selling air time to retail oriented clients, direct or through ad agencies. Self-starter with prospecting experience and strong communication and writing skills. Must have a drivers license. EOE. Contact: Local Sales Manager, WCBS-FM, Box D, 51 West 52nd Street, New York, NY 10019.

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.

General Sales Manager. Can you recruit highly talented salespeople? Are you good at developing salespeople's strengths. If you are a coach and know how to motivate and lead talented people, we would like to talk to you. If you possess these skills, WPEG-FM/WBAV-AM and FM Charlotte, an Evergreen Media Corporation station has a great opportunity as General Sales Manager for you. We are looking for the most talented GSM to join one of the most successful radio groups in the fastest growing city in the southeast. All qualified applicants please call Wayne K. Brown/President and General Manager at: (704)333-0131, Mon-Fri 9am-12noon Eastern or feel free to fax your resume to (704)788-7628. If this is not for you, but someone you know, ask them to call us. Evergreen Media is an Equal Opportunity Employer and we encourage women and minorities to apply.

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HELP WANTED TECHNICAL

Wanted: Tonto for construction/operation of multi station facility in South Florida. If you have a solid background in the basics, are looking for a growth opportunity with a team that plays to win and have more to talk about than your great audio send your resume, references and requirements to Chief Engineer, WBZT/WIRK/WKGR, 2325 Commerce Place, West Palm Beach, Florida 33407. No calls, please. American Radio Systems is an Equal Opportunity Employer.

Illinois Broadcasters Association seeking contract broadcast engineers qualified to serve as inspectors for our state inspection program. Those who qualify will perform routine FCC type inspections. 1125 South 5th Street, Springfield, IL 62703. Fax: 217-753-8443.

Chief Engineer. ARROW 94.7 FM has an immediate opening for an experienced Chief Engineer. Primary responsibilities include installation and maintenance of equipment at WARW studios and transmitter sites. Extensive technical knowledge and electronic background necessary. Plus familiarity with FCC rules and regulations, preparation of capital and operating budgets. In depth experience with personal computer hardware and software is a must. General telephone system experience is helpful. Please send resumes only to: Sarah W. Taylor, General Manager, WARW-FM, Code 4, 5912 Hubbard Drive, Rockville, MD 20852.

Consulting engineering firm in Washington, D.C. area is looking for an engineer to help primarily with the firm's radio and television related work, with some exposure to other communications technologies. Applicants should be familiar with the preparation of broadcast engineering exhibits in support of FCC applications and filings. BSEE or equivalent preferred. Send resume to Box 00708 EOE.

HELP WANTED NEWS

Radio Newperson: A.M. News Block. Experienced, self starter. Assist overall operation News/Talk/Sports format. Full time. License. Salary DOE. Resume, to K. Ferrell, KBYR, 1007 West 32nd Avenue, Anchorage, AK 99503. No phone calls. EOE.

News Director - Ready to make your next step up the ladder of success? Come home to a great family run station. #1 in local news state wide! Send tape, resume and references today for this Central PA News Director position to Box 00701 EOE.

HELP WANTED PRODUCTION

Top-Notch Talk Show Producer Needed. If you are creative, energetic, organized, and have a passion for excellence, we want to hear from you. Minnesota Public Radio is looking for a seasoned professional to produce and direct Mid-morning, a daily two-hour talk and call-in program covering a wide range of topics, from politics to education to the arts. We need a producer who can create intelligent, entertaining and insightful radio with a highly talented host. MPR is a regional network with 27 stations across Minnesota and surrounding states. Our flagship station in St. Paul supports a 40-person radio news team, with state-of-the-art digital audio facilities. The Twin Cities area consistently ranks highly on lists of the best places to live and work in America. You'll enjoy a vital arts scene, a moderate cost of living, major league sports and plenty of outdoor recreation. It's a family oriented area with a strong sense of community and a high quality of life. Qualifications: BA or equivalent in journalism or communications; 3 years broadcast news experience, including 2 years producing/directing talk programming; strong writing skills; demonstrated skills in project and resource management, editorial direction and programming; familiarity with public radio news. Digital production experience desirable. Send letter, resume and a tape of 2 shows that you have produced to: Minnesota Public Radio (266N), C/O MCG-Human Resources, 445 Minnesota Street, Suite 500, St. Paul, MN 55101.

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Prairie Public Broadcasting, Inc., (PPB), headquartered in Fargo, ND, seeks applications for the position of President and CEO. PPB is a community licensee operating a statewide network of seven television stations and five radio stations, serving North Dakota, and parts of Minnesota, Montana, South Dakota, and the Canadian Province of Manitoba. PPB also operates a statewide satellite-based distance learning network and provides educational and computer on-line services. The President/CEO reports to an 18-member board of directors and is responsible for leading, directing and evaluating overall planning and management of administrative, programmatic, educational, technical, development and external relations activities of a comprehensive public telecommunications organization.

The functions and responsibilities of the post require that the successful candidate have a minimum of a Bachelor's Degree in a relevant academic discipline with an advanced degree preferred; ten years of successful and relevant senior management experience; exceptional oral, written, analytical, financial planning, strategic planning, and interpersonal skills; the

ability to define and communicate a corporate vision; a demonstrated understanding of relevant FCC policies and regulations; a commitment to Equal Employment Opportunity/Affirmative Action; and, the intellectual and physical vigor and administrative versatility necessary for successful leadership of a complex and dynamic organization.

The deadline for receipt of applications is March 22, 1996. Applications must include:

- 1) a narrative letter describing how training and experience directly relate to the outlined job responsibilities;
- 2) a detailed professional resume; and,
- 3) the names, addresses, and telephone numbers of at least five references who can attest to the applicant's professional qualifications. Competitive salary commensurate with qualifications, training and experience. Applications should be directed to:

Ronald C. Bornstein
Bornstein & Associates
1524 East Crown Ridge Way
Tucson, AZ 85737-7100

PPB is an Equal Employment Opportunity/
Affirmative Action Employer

Promotion Producer: KOIN-TV in beautiful Portland OR is looking for a creative thinker with a great reel and a lot of energy. We need a producer with a minimum of 3 years experience, non-linear editing proficient, who can make spots that make the audience sit up and take notice. If you love news promotion, if you're proud of your topical writing and your image spots, please send your resume, tape and application to KOIN-TV, Promotion Producer Search, 222 S.W. Columbia, Portland, OR 97201. Call (503)464-0600 for an application. KOIN-TV is an Equal Opportunity Employer.

HELP WANTED MARKETING

Local/Regional Marketing Manager. Aggressive FOX affiliate in Fresno, California has an immediate opening for a goal - and achievement - oriented individual to lead our experienced local marketing team to new record revenue. Position requires heavy emphasis on retail marketing, co-op/vendor/promotion programs, and new direct business development, as well as agency. Good people skills and the ability to direct and motivate staff is a must. A knowledge of inventory control and research is required, along with BMP, Scarborough, Media Center, Co-Opportunities and CMR. A minimum of three years local and/or national television marketing experience and previous television broadcast management experience preferred. Send resume to: Charlie Pfaff, General Marketing Manager, KMPH FOX 26, 5111 East McKinley Avenue, Fresno, CA 93727. Applications will be accepted until 2/27/96. No phone calls please. An EOE. M/F/D. Women and minorities are encouraged to apply.

HELP WANTED NEWS

PRODUCER

WBAL-TV, a local NBC Affiliate, is looking for a **Live, Local, Latebreaking** news producer to continue the momentum at Baltimore's most watched television station.

The candidate must have at least three years experience as a television daily newscast producer, have strong writing skills and lots of creativity. The ideal person for this position must have the ability to generate story ideas on a daily basis, work well under pressure and have strong people skills. This position requires an even temperament and the ability to be flexible when necessary. A college degree is preferred.

Please send resume and a non-returnable tape to:

WBAL-TV News
Attn: Tina Joly
3800 Hooper Avenue
Baltimore, MD 21211

No Phone calls please.

WBAL-TV is an equal opportunity employer.



Station Manager: KTMF-TV, ABC affiliate in Missoula, Montana, is seeking a Station Manager with strong local sales background. Market is growing rapidly - we need a Manager who will stay ahead of it!! Send resume, salary history to Jim Colla, P.O. Box 1219, Great Falls, MT 59403.

Operations Manager. Dominant news oriented ABC station has an immediate opening for an experienced and creative person who can skillfully direct daily station operations. Qualified candidate must have a college degree in related area and 5 years experience in station operations, marketing, creative services, production and management. Send resume and tape to: Human Resources, WTVM TV, P.O. Box 1848, Columbus, GA 31902.

HELP WANTED PROMOTION

WAFF TV Promotion Writer/Editor Full Time. If you are a creative writer with television experience, we have a great job for you. Bring your 3/4 editing skills and join our team as a Promotion Writer/Producer with a focus on local news. Must be able to work evenings. Job requirements: College degree in Communications preferred. Please send resume to: WAFF TV, Human Resources, P.O. Box 2116, Huntsville, AL 35804. Last day to apply: February 26, 1996. WAFF is an Equal Opportunity Employer and encourages applications from women and minorities. Absolutely no phone calls.

Promotion Manager: Medium market. Hands-on position. Duties include on-air promotion of news and programming, outside media, station promotions, public service. Strong writing and production skills required. Beta format experience helpful. Minimum 3 years experience as manager or promotion assistant. Send resume to Box 00707 EOE.

Promotion Producer/Director: A Paramount O&O, UPN 33 in sunny South Florida is looking to complete our promotion team. If your copy sizzles and you know how to make great spots, this is the place for you. You'll work in a brand new linear and Avid non-linear environment. You'll have the creative freedom to work on a variety of projects, including Major League Baseball and the NBA. And you'll live and work in one of the best markets in the country. Minimum two years broadcast promotion experience required. College degree preferred. Rush your resume, tape (Beta, 3/4" or VHS) and references to: WBFS-TV, Department 105, 16550 NW 52nd Avenue, Miami, FL 33014. WBFS-TV is an Equal Opportunity Employer.

Promotion Manager for Western Colorado CBS station. Excellent opportunity for a number two in current job. Send tape on VHS to Bob Ganzer, GM, KREX-TV, P.O. Box 789, Grand Junction, CO 81502. EOE.

Weekend Sports Anchor: WROC-TV in Rochester, New York is looking for a person with strong on-air presentation to anchor weekend sports. Commitment to sports news and demonstrated ability to enterprise sports packages required. Minimum 2 years reporting experience. Send resume and a non-returnable tape to Holly Steuart, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. No phone calls. EOE. M/F.

Tired of the snow, ice and cold? How 'bout the chance to produce your best promotion work in sunny Tampa, Florida?! WTSP is looking for a strong Creative Promotion Producer. Emphasis on daily news topicals and series promotion. Join a great creative team. If you have at least two years on-air promotion experience, send your non-returnable tape, resume and salary requirements to: WTSP Promotion Producer Search, P.O. Box 10,000, St. Petersburg, FL 33733. EOE. No phone calls please.

Television News Reporter. CableNews 2 (CN2) has an opening for an aggressive Reporter who is a team player with strong writing skills. Shooting experience helpful. Please send resume and a 3/4 non-returnable tape to: CableNews 2, Angela Allen, 135 Elizabeth Lane, Rock Hill, SC 29730.

Sports Reporter/Anchor - WFSB, one of the northeast's great television stations is looking for a Weekend Sports Anchor/Reporter. If you know how to satisfy the sports nut and appeal to everybody else, we want to talk to you. You have to love sports and communicate that love. The person we choose is someone who has an edge and an attitude when it comes to sports reporting, and knows how to operate as a successful member of an award-winning team. Please send letter that separates you out from the masses, resume and a tape to: Mark Efron, VP/News, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Sports Anchor/Reporter. West Texas, CBS affiliate, seeks a Sports Anchor/Reporter. Must be able to write, shoot, and edit sports for broadcast and handle live shots at sporting events. Requires a working knowledge of Texas high school, college and professional sports. Play-by-play experience helpful. Degree and prior experience preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Producer/Director - Must be able to switch and call newscasts and station productions. Working knowledge of Ampex AVC 33 Switcher and ADO 2000. Two years experience as a Director and college degree preferred. Must be a leader and team player. Send resume to Dave Whitener, Production Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY-TV is an Equal Opportunity Employer.

Producer: Can you make a newscast sing with graphics and copy? Do you have great news judgement, vision, and people skills? Do you want to work in one of the Northeast's most progressive and liveable cities? If so, then you want to be our next producer. Send a non-returnable tape and resume to Holly Steuart, News Director, WROC-TV, 201 Humboldt Street, Rochester, New York 14610. No phone calls. EOE. M/F.

Senior Promotion Producer. The creative position you've been waiting for...KMSP-TV, UPN affiliate Mpls./St. Paul, will be adding a 10:00 p.m. newscast in June. We're looking for someone to make "blow 'em away" creative that will reflect this non-traditional newscast. Looking for the spots your current news director probably won't let you air. Everything news; series, nightly topicals image. State of the art D-2, creative comrades, great station, great company and great city await right candidate. Position available 4/1/96. Minimum 3-5 years in top 25. Send resume, reel and salary history to John Dunn, Assistant Creative Services Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. EOE. No calls.

Reporters, Photojournalists for new NBC news operation. This is a Top 70 market that requires credible experience. We'll write on NewStar, shoot on Beta with some digital editing. Shooters should possess some live truck background. Reporters must be able to think-to-deadline. Letter, resume, references, 3/4" or VHS tape to: "News Search," WGBA NBC-26, P.O. Box 19099, Green Bay, WI 54307. Indicate position preference. No calls please. WGBA is an Equal Opportunity Employer.

Reporter: KSFY-TV needs an enterprising Reporter who is a great storyteller and a digger. Bring those solid reporting skills to one of the best locations in the nation. Send VHS or 1/2 inch non-returnable tape to: Reporter Search, KSFY-TV, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. No phone calls. EOE.

Reporter. Creative, self-starter who knows how to generate news stories needed for general assignment at KETV, the Pulitzer Broadcasting station in Omaha. Good live work a must. Three years experience preferred. Send resume and non-returnable tape to Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE/ADA.

Promotion Topical Writer/Producer. Promotion Writer/Producer to produce cutting-edge News Topicals needed immediately at aggressive ABC affiliate in Nashville. Must have experience in TV Marketing/News and be willing to train on Avid. Send resume and tape with emphasis on creative writing, producer and editing skills to: Scott Brady, Marketing Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

Producer - Emmy Award winning central Pennsylvania FOX affiliate looking for 10 p.m. Producer. Need strong writer and solid journalist who can mold a FOX style newscast. Experienced only. No show stackers. Resume and non-returnable tape to: Jim DePury, News Director, WPMT FOX 43, 2005 South Queen Street, York, PA 17403. EOE. Drug test. No calls.

Photojournalist: Visual storyteller needed. NPPA environment with Beta. SNG. Teamwork with reporters and producers a must. Resume and reel to Mike Cox, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. WTVR-TV is an Equal Opportunity Employer.

News Promotion Hot Shot - If you're too good to stay put--and you've got news promotion in your blood, this is your chance! San Diego's CBS affiliate is looking for a News Promotion Writer/Producer who knows how to get tune-in results. College degree, minimum 2 years TV promotion experience, hands-on editing know-how a big plus. If you want the chance to join a great team and show your stuff in a highly competitive news market, send your resume and best spots to: Promotion Manager, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls! EOE.

News Producer - WAGT-TV in Augusta, Georgia is looking for an intelligent, creative and fast thinking Producer to head up either the 6PM or the 11PM newscast. The perfect candidate must have at least two years experience as a line producer. Excellent writing, organizational and motivational skills are a must. Send VHS or 3/4" tape of recent newscast along with resume to: Andrea Clenney, Executive News Producer, WAGT-TV, 905 Broad Street, August, GA 30901. EOE. No phone calls please.

General Assignment Reporter open. Send resume and 1/2" tape to: Andy Shore, WPGX-TV, 637 Luverne Avenue, Panama City, FL 32401. Applicants must be able to shoot, write, edit and possibly anchor news. Application deadline is 2/29/96. No phone calls please. WPGX-TV is an EEO/Drug Free Employer.

General Assignment Report, NBC affiliate, WNDU-TV is looking for a smart, aggressive, creative General Assignment Reporter. We're looking for someone who can enterprise and break stories. Two years experience as a reporter is needed, and experience with microwave and satellite lives is a plus. If you can write well and love to tell a good story - send a non-returnable tape and resume to: The WNDU Stations, Position #00139, Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please!

FOX 54, one of the nation's top FOX affiliates, is seeking a non-traditional News Director to build a start-up news operation. Candidates must be experienced and innovative with a "take no prisoners" attitude. Must be able to hire, train and lead your chosen team to local news success. Computer skills a must. EOE. Send resume to Mike Reed, Vice President and General Manager, WFXG-TV, 3933 Washington Road, Augusta, GA 30907 or e-mail to genman@csra.net.

Assignment Editor-- A dominant, small market NBC affiliate in southern WV seeks aggressive, intelligent journalist. Must be a good writer, editor, and a strong leader. Must possess ability to work under pressure and lead a 16 person newsroom. Salary commensurate with experience. We offer an excellent fringes benefit package and opportunity to work in a first-rate organization. EOE-M/F. Send resume to: Office Manager, WVVA-TV, POB 1930, Bluefield, WV 24701.

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

News Photographer/Editor. CableNews 2 in Rock Hill, South Carolina seeks Photographer/Editor with at least one year experience. Must be a team player. Please send resume and a 3/4 non-returnable tape to: CableNews 2, Angela Allen, 135 Elizabeth Lane, Rock Hill, SC 29730.

Anchor/Reporter. Western New York's number one source for news has an immediate opening for a creative, committed broadcast journalist. At Rochester's NewsSource 13, we believe in uncovering the news as well as covering it. We are looking for a Full Time Anchor/Reporter to develop, write and personalize stories, conduct interviews, appear on camera, and work under pressure. Four year college degree and two years minimum experience preferred, with an emphasis in broadcast communications or related experience. Ability to work well with others along with a positive, can-do attitude, are a must. Creativity, investigative skills, resourcefulness, and strong organizational skills desired. Must have valid NYS drivers license. Knowledge of area, a plus. Salary commensurate with experience and excellent benefits. If you are the best in your newsroom and would like the freedom and coaching to be even better, send a resume and non-returnable 3/4" tape to: Human Resources, WOKR-TV, 4225 West Henrietta Road, PO Box 20555, Rochester, NY 14602-0555. WOKR-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

Anchor/Reporter - WFSB, a Post-Newsweek Station, is seeking a Daybreak News Anchor/Reporter who can write news stories clearly, intelligently, and effectively, and present them in an appealing manner. Candidates must be aware of news developments in the region served by the station and be able to work well with producers, photographers and editors. Must be creative and organized, communicate effectively and use independent judgement. Minimum two years prior television news anchor/reporter experience. Send resume and tape to: Mark Effron, VP News, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

11 P.M. Anchor/Reporter-- A dominant, small market NBC affiliate in southern WV seeks polished, intelligent journalist. Strong journalistic skills essential. Previous anchor experience required. Must be able to shoot and edit in a first-rate organization. We offer an excellent fringes benefit package and opportunity to work in a first-rate organization. EOE-M/F. Send resume and non-returnable VHS or 3/4" tape to: Office Manager, WVVA-TV, Route 460 Bypass, Bluefield, WV 24701.

#1 WABC-TV New York Needs Top Writer/Producer: Tough job requires talented pro. WABC-TV seeks an experienced, dedicated Promotion Writer/Producer with a strong reel and talent to shine in #1 market. Extensive news topical experience, strong creative and production skills a must. Lots of pressure, tight deadlines, great opportunity. Please send resume and tape to: Brigitte McCray, Director of Creative Services, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

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

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Resume/Salary Req. to
CHYRON Corporation
5 Hub Drive
Melville, NY 11747
Attn: Dept 2B/Human Res.
EOE/M/F/D/V



National Sales Manager. WTTV, a River City Broadcasting station, located in Indianapolis, the 25th market, is seeking a National Sales Manager. The successful candidate must possess a proven national sales record, strong persuasive and negotiation skills, strong leadership qualities and a strong desire to succeed. WTTV, Indiana's Sports Station, is the broadcast home of Indiana University, Purdue University, the Indiana Pacers and Big Ten Basketball. Additionally, WTTV owns syndication rights to premiere programming such as: Home Improvement, Seinfeld, Mad About You and Frasier. This is a tremendous opportunity for a highly motivated individual to join a progressive company. Pre-employment drug testing required. Women and minorities are encouraged to apply (EOE). Send cover letter and resume by March 15th to: WTTV, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

National Sales Manager. Outstanding opportunity to join one of the nation's fastest growing broadcast groups. Candidates should have previous station or rep firm experience. Familiarity with Columbine, Scarborough, inventory management a plus. Send resume to Rick Thompson, GSM, WABM/WTTO-TV, P.O. Box 832100, Birmingham, AL 35283. No phone calls please. EOE. M/F.

Local Sales Account Executive. Fast growing independent T.V. station is seeking a highly motivated, career minded salesperson for local outside sales. Candidate must have excellent communication and presentation skills, and a proven record of individual sales achievement. Great opportunity to work and live in America's premier wine country. We offer salary/commission package, incentive programs and benefits. Send resume to Personnel Department, KFTY, 533 Mendocino Avenue, Santa Rosa CA 95401. Applications accepted until 2/26. No phone calls please. Pre-employment drug testing. EOE. M/F.

Account Executive. Able to provide outstanding service to existing local/regional advertisers, new account development and special project promotion. Five years major or medium market television sales experience preferred. Presentation, negotiating, organizational, communication and computer skills a must. Send resume by 2/29/96 to: Ann Marie Young, Local Sales Manager, WOOD-TV 8, Grand Rapids, MI 49503. M/F. Equal Opportunity Employer.

Local Account Executive. WRGT-TV, a FOX affiliate, is looking for an Account Executive with strong customer service and negotiating skills along with a proven track record of new business development. Media sales experience required. Send resume and cover letter to the attention of Dale R. Woods, General Sales Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. No phone calls please. EOE.

HELP WANTED PRODUCTION

ATTENTION VIDEOTAPE EDITOR

Nationally syndicated news magazine show has an immediate opening for a creative, fast, hard-working editor who can handle day-of-air breaking news stories, as well as long-form magazine pieces. This job is for the person who likes tough challenges and relishes the opportunity to be creative. You must be experienced in news magazine formats and know the following equipment: GCG-251/241 Editors, GVG 110/200 Switchers, Abekas - 53 D/ADO-100 DVES, SP Beta record/playback, and be familiar with the Avid 4000. This is a great opportunity. Please no phone calls. Send tape to:

Pamela Hadden
Coordinating Producer
American Journal
402 East 76th Street
New York, NY 10021
FAX: 212-737-4983

Deadline: March 20th.

EOE

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PRODUCTION EDITOR

SportsChannel New England, one of the most exciting names in regional sports television, is seeking an innovative Editor to work with a talented production staff on the creation of sports packages and features for both live and taped productions.

You must have the ability to edit audio/video playback on Beta SP computer editing systems; and have a working knowledge of on-line and off-line editing systems with audio mixing and digital effects. You'll need strong communication skills, the ability to pay attention to details in a fast-paced, deadline-driven environment.

For confidential consideration, please send resume and salary requirements to: Dept PM, SportsChannel New England, 10 Tower Office Park, Woburn, MA 01801. We are an equal opportunity employer.

SportsChannel
NEW ENGLAND

CREATIVE SERVICES DIRECTOR

Manage promotion and art departments at #1 station in Baltimore. Must be experienced in department budgets, image campaigns, all areas of advertising and sales promotion. Strong writing and production skills. Send resume and demo tape to:

P.O. Box 4861
Baltimore, MD 21211
Attn: Administration
Equal Opportunity Employer

Videographer. Troy, Michigan based corporate production company seeking strong Videographer with 7+ years experience for salaried staff position with overtime. Must be very flexible: News Style/Studio/Multicamera. Strong lighting and organizational skills required. DP/Aerial/Camcar experience a plus. Submit reel and resume to: Human Resources Department, MVP Communications, Inc., 1075 Rankin, Troy, MI 48083. Fax #(810)588-1899.

Fax your classified ad to
Broadcasting & Cable
(212) 206-8327

Videotape Editors (2): Canal de Noticias is a division of NBC, one of the world's best known news and entertainment companies. We are seeking 2 bilingual (English/Spanish) Videotape Editors to join our expanding news service, which broadcasts in Spanish in major Latin American and select U.S. markets. This 24-hour operation, based in Charlotte, North Carolina, offers you the chance to be part of a dynamic team which is experiencing tremendous growth and success. You will edit voice-overs, soundbites and packages; record and assemble block tapes for replay; assemble and produce teasers and other pre-production materials for newscasts; operate Basys news computer system and archive edited material. To qualify, you'll need at least one year of editing experience (preferably with beta videotape in a news environment); experience with a Grass Valley DPM-700 a plus. You must work well under pressure, have solid editorial judgement, and be available for flexible hours (including overnights, weekends and holidays). For prompt and confidential consideration, please send your resume and salary history to: HR Dept. JP-VE, NBC News Channel, 925 North Wood Ridge Center Drive, Charlotte, NC 28217. We are an Equal Opportunity Employer.

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 Sharlan, 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.

Director/Production Operator - Direct Saturday morning newscasts and operate studio camera and production control equipment for weekday newscasts and station productions. College degree in Communications and television production experience is required. Send resume to Dave Whitener, Production Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY-TV is an Equal Opportunity Employer.

CBS affiliate in top 20 market seeks experienced Broadcast Graphics Designer with Quantel Harriet and Mac skills. (Photoshop, Quark Xpress, Illustrator) Chyron Max experience helpful. Resume and non-returnable Beta SP or VHS tape to Personnel Department, AZ 5/KPHO-TV, 4016 North Black Canyon, Phoenix, AZ 85017. EOE.

Art Director (LIC): Create layouts of scenery and backdrops for TV set productions for Korean language TV broadcasts and design commercial logos and layouts. Will have overall responsibility for supervising/planning the Art Department in formulation of artistic concepts and execution of layout designs for presentation as backdrops. Supervise 2 and coordinate artists' activities. Prepare/review illustrated materials, confer w/ management regarding art related presentation. Bachelors degree in Art + 1 year experience in job offered or 1 year experience as a staff artist and fluency in Korean required. 40 hr/wk. \$34,921/yr. Send resume/letter in duplicate to PM1488, Room 501, One Main Street, Brooklyn, NY 11201.

HELP WANTED TECHNICAL

TRANSMITTER MAINTENANCE ENGINEER

KABC-TV has an immediate opportunity for a Transmitter Maintenance Engineer with at least five years previous transmitter maintenance experience. Candidate must be self motivated and able to work unsupervised.

For immediate consideration, please send your resume to: D. Converse, Director of Engineering, KABC-TV, Dept. TME-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.

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MAINTENANCE TECHNICIANS Digital Compression

We are seeking qualified Digital Technicians who will help to configure, maintain, troubleshoot and align the MPEG Compression Systems. Successful candidates must have a solid background in digital technology and a thorough understanding of basic television signal processing. This position requires a Bachelor's degree in any of the following disciplines: Computer Science, Electrical Engineering or Math. Those individuals with an Associate's degree and 5 years of equivalent work experience will also be considered. You must be able to function under pressure in this fast-paced environment. Shift work, including nights and weekends, is required.

We offer a highly competitive compensation and benefits package and the opportunity to make a significant impact in our new venture. For prompt consideration, please forward your resume to: Hughes Communications, Inc., Human Resources Dept., P.O. Box 92424, Los Angeles, CA 90009. FAX (310) 364-4970. Equal Opportunity Employer M/F/D/V.



TELECOMMUNICATIONS SERVICES MANAGER

You will be responsible for overseeing all aspects of our satellite and Videoconference Center including developing partnerships, client relations and reviewing internal procedures. Requires a Master's degree in Television Production, Marketing, Education or Telecommunications and at least 5 years experience in marketing and managing television and telecommunications facilities. Extensive knowledge of all phases of television production, satellite communications and teleconferencing is essential.

ENGINEER IN CHARGE

Reporting to the Director of Operations, you will be responsible for the installation and maintenance of mobile network equipment and systems. A Bachelor's degree in Electronics and 5 years experience as an Engineer in Charge for a Mobile Unit are required. An FCC General Class license is necessary. Experience with waveform monitors, vectorscopes, spectrum monitors, oscilloscopes, test signal generators, television production equipment and satellite uplink and downlink equipment is required.

We offer a competitive salary and benefits package, and a convenient location that's accessible by public transportation. Please send resume by March 4 to:

Director of Human Resources,
MCET, One Kendall Square, Building
1500, Cambridge, MA 02139; FAX
(617) 621-0291. EOE.

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President & General Manager
WTSP-TV
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WESH-TV, a Pulitzer Broadcasting Company Station, and NBC affiliate serving Central Florida, is seeking an Engineering Wizard to join our team of pros and to take charge of our in-house computer systems. This job is not for empire builders or 5-O'clockers. Ideal applicant will be a goal oriented self-starter who works well in a strong news environment. Working knowledge of PC based networks is a must. Novell experience preferred. Background in TV studio maintenance required. Team player a must!! If you are a can-do person who fits the bill, we want to hear from you. Mail us your resume to: John Demshock, Director of Operations and Engineering, WESH-TV, P.O. Box 547697, Orlando, FL 32854. E-Mail: 72620.3206@Compuserve.com. No phone calls or faxes. WESH-TV is an Equal Opportunity Employer.

WBTW TV, the No. 1 CBS affiliate in the Florence/Myrtle Beach area has an opening for a Maintenance Engineer. Seeking an aggressive, self-starting professional with extensive studio and computer experience. Send resume to: Douglas Crall, Chief Engineer, WBTW TV, 3430 North TV Road, Florence, S.C. 29501 or Fax: 803-678-4523. No phone calls please. EOE/M-F.

Vacation Relief-ENG Editor (4 Positions): Experience in television news operation required. Ability to operate Sony 800 system a must-Sony 600 system a plus. Must be able to work unsupervised under deadline pressure. Please send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, 4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Transmitter/Studio Maintenance Engineer needed for VHF independent in Top 20 market. Majority of work will be at studio, but solid VHF RF experience is essential. This growing station needs a highly qualified technician to help us continue the conversion to digital production/transmission. Excellent pay and benefits. EEO Employer. Reply to Box 00709 EOE.

Transmitter Maintenance Engineer. On-site Transmitter Engineer with experience to maintain two VHF RCA transmitters and all related equipment including microwave. FCC general class license required. Excellent opportunity that includes housing in rural North Dakota setting for energetic, self starter. Send resumes with references to: Chief Engineer, WDAZ-TV, PO Box 12639, Grand Forks, ND 58208-2639. Or may be faxed to: 701-746-4507. WDAZ supports a drug free work environment. EOE.

Technical Director. Computer literacy and familiarity with Ampex AVC 33 Switcher and Utah Scientific Switchers helpful. Duties include: technical direction of newscasts; switch on-air programming; break direct; master log maintenance and video tape operation. Flexible work schedule and FCC Restricted Radiotelephone Operators permit required. Must be able to lift 25lbs. Resume: Chuck Amy, Chief Engineer, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. KOAT-TV is an Equal Opportunity Employer. Drug free workplace.

Satellite Truck EICs. GulfLink Communications, Inc. has immediate openings for two experienced transportable uplink engineers. Positions available in Dallas and Atlanta. Applicants must have prior experience operating a transportable uplink for broadcasting clients. Excellent technical skills, interpersonal skills and references are required. Positions require significant travel, frequently on short notice. Commercial drivers license is required. We offer an excellent salary, health and disability insurance, 401K and an exciting work environment. Fax resume to (504) 751-8860 or mail to 9010 Castille Road, Baton Rouge, LA 70809. Drug free workplace. EOE.

Post Production- For one of FL's premier facilities. Must possess digital and analog knowledge, including Sony and GVG switchers, Sony and CMX editors, DigiBeta, D2, SP, 1". Satellite and rank experience a plus. Minimum 5-7 years. Fax resumes to: VP/GM, Century III, Orlando (407) 248-8495.

KDVR/FOX-31 Denver has immediate openings for two qualified Engineers. 1) Maintenance Engineer position requires 2-5 years current studio experience. One-inch, Betacam, switcher, computer and terminal gear experience required; 2-inch, microwave and transmitter experience a plus. Requires FCC General Class and valid driver's license. 2) Transmitter Engineer will be responsible for operation and maintenance of two full-power UHF transmitter sites and expanding low power systems. Must be able to evaluate systems and carry through necessary planning and repairs. Requires 2-5 years experience with high-power UHF transmitters and related equipment, FCC General Class and valid driver's license. For either position, send current resume to Dept. XE, KDVR/FOX-31, 501 Wazee, Denver, CO 80204. Fax 303-595-8312. No phone calls, please. EOE.

Engineer: Atlanta teleproduction facility needs Video Engineer. Systems integration, installation, preventative maintenance, troubleshooting of digital and analog video and audio, plus computer networking experience needed. Heavy maintenance and vtr repairs outsourced. Minimum 5 years technical experience. Send resume to Jeff Blauvelt, Peachtree Post, 1781 Peachtree Street, Atlanta, GA 30309.

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

Audio/Font Operator: Canal de Noticias is a division of NBC, one of the world's best known news and entertainment companies. We are seeking a technical professional to join our expanding news service, which broadcasts in Spanish to affiliates in major Latin American and select U.S. markets. This 24-hour operation, based in Charlotte, North Carolina, offers you the chance to be part of a dynamic team which is experiencing tremendous growth and success. Your duties will range from running an audio console to creating and recalling electronic titles/graphics during live and taped programs. You'll also perform other production related duties in support of supervisors and management. Fluency in Spanish is a must, as is experience with all aspects of TV production, including live programming. Basic knowledge of audio for TV and experience with the Infini! font system are essential. Good typing, grammar and spelling, and a willingness to learn new technologies and thrive in a deadline-driven environment are musts. For prompt and confidential consideration, please send your resume and salary history to: HR Dept. JP-AFO, NBC News Channel, 925 Wood Ridge Center Drive, Charlotte, NC 28217. We are an Equal Opportunity Employer.

Assistant Chief Engineer: Immediate opening at NewsChannel 6, WTVR-TV (CBS). Must have at least 4 years of experience in television broadcasting, with strong skills in the maintenance of all broadcast-related equipment. Duties include managing the maintenance shop, satellite truck and technical personnel. Must have a good driving record and be able to qualify for a Commercial Driver's License. Previous background in satellite truck operations and maintenance desirable. Personal computer skills and a forward-thinking attitude toward new technologies is a plus. FCC General Class, SBE certification or equivalent electronics background required. Please send resume and references to Michael E. DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. Or send via E-Mail: WTVR99D@Prodigy.com. WTVR-TV is an Equal Opportunity Employer.

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The ideal candidate will have: 4+ years of media or market research experience; comprehensive understanding of television audience measurement; fluent in Spanish (Portuguese a plus); knowledge of the Latin American cable marketplace; strong analytical and communication skills; experience with custom research design; familiarity with Windows software; the ability to manage multiple projects simultaneously.

Send resume to:
Barry Koch
Vice President of Research
TNT
1050 Techwood Drive
Atlanta, GA 30318
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HELP WANTED TECHNICAL

NCC Seeks Advertising Interconnect Engineer. National Cable Communications, the premiere national cable advertising rep in the U.S., seeks a Manager of Field Engineering for the Chicago Interconnect. Additional top U.S. markets may also be involved. Responsibilities include: overseeing the build-out phase of the market-wide, fiber-feed, all digital advertising interconnect; assisting on-site consultation with MSO technical staff to design interconnect configuration; monitoring multi-media interconnect hardware installation; reporting to senior management on project implementation; providing on going technical support and administration during interconnect operations; the on-going operation and maintenance of the system. This nationally visible position offers an outstanding opportunity to build and operate a state-of-the-art interconnect in a fast-paced, team-oriented environment. The ideal candidate will be a career-minded technical person whose business skills will allow them to thrive in an entrepreneurial, results driven environment. Five plus years of experience with headend, outside plant, and optical transmission technology required. Strong project management and computer skills are a must. BA/BS EE or equivalent. Please forward resume, cover letter and salary requirements to: National Cable Communications, 444 North Michigan Avenue, Suite #950, Chicago, IL 60611. Fax (312) 527-4974. E-Mail: ken_little @ spot.cable.com. Attn: K. Little. NCC is an Equal Opportunity Employer.

HELP WANTED PRODUCTION

Executive Producer: Established cable network looking for Executive Producer to oversee film and video production of predominantly nonfiction entertainment. Duties include: supervise location, studio, and post production of series and specials; manage budgets; edit scripts; research and develop original programming. Requires at least five years hands-on experience as producer, experience in field and studio, strong communication and leadership skills, and ability to meet tight deadlines. Senior/Executive Producer experience a must. Please send cover letter and resume to: The Learning Channel, Human Resources #756C, 7700 Wisconsin Avenue, Bethesda, MD 20814-3479.

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Here We Grow Again! Home and Garden Television, America's fastest growing cable network, is looking for yet another great Creative Services Writer/Producer. This is a major market job without the major market hassles! Imagine working in a new, fully digital facility situated between a lake and a golf course, at the foot of the great Smoky Mountains. Our fun and energetic programming covers everything from the hottest interior designs to great gardening ideas to simple home repairs. If you have 3 years cable/station experience, are creative, independent and have a good sense of humor, we want to see your (non-returnable) reel. Please send to: Dusty Schmidt, HGTV, P.O. Box 50970, Knoxville, TN 37950. College degree preferred. Marketing/ad sales experience a plus. E.W. Scripps is an Equal Opportunity Employer. (Oh yeah, you must want to live in an exciting, active city with a major university and an affordable lifestyle!)

Co-Op and Promotions Coordinator. Jones Intercable Advertising in Chicago is seeking applicants for Co-op and Promotions Coordinator. This newly developed position requires the successful candidate to drive incremental advertising dollars through Co-op and client specific promotions. This person will work directly with the advertising sales managers and account executives to drive these dollars. The ideal candidate will have a bachelor's degree in advertising or business, two or more years of Co-op and promotions experience and strong computer skills. Compensation is commensurate to experience with full benefits. Please send resume with salary requirements to: Director of Advertising, 101 Burr Ridge Parkway, Burr Ridge, IL 60521 or fax to 708-794-0580. No phone calls please. Jones Intercable is an Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in University of Illinois/Springfield's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler, PAC 418, UIS, Springfield, IL 62794-9243. (217) 786-7494. EOE.

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

OWNERSHIP CHANGES

Dismissed

Kings Beach, Calif. (BAPH-950310GE)—Kidd Communications for KBCN(FM) 107.7 mhz: voluntary assignment of CP to Vernon Miller. *Nov. 13*

Moline, Ill. (BAL-960111HC)—Mississippi Valley Broadcasting Inc. for WLLR(AM) 1230 khz: voluntary assignment from Randall T. Odeneal to Theodore E. Nixon. *Feb. 2*

East Moline, Ill. (BALH-960111HD)—Mississippi Valley Broadcasting Inc. for WLLR(FM) 101.3 mhz: voluntary assignment from Randall T. Odeneal to Theodore E. Nixon. *Feb. 2*

Davenport, Iowa (BALH-960111HE)—Mississippi Valley Broadcasting Inc. for KCOO (FM) 106.5 mhz: voluntary assignment from Randall T. Odeneal to Theodore E. Nixon. *Feb. 2*

Mount Juliet, Tenn. (BTCH-951025GL)—Jamal Broadcasting LP for FM at 106.7 mhz: voluntary transfer of control from Michael Grant to Lawrence P. Doss et al. *Jan. 19*

NEW STATIONS

Granted

Hanalei, Hawaii (BPED-950215MF)—Kekahu Foundation Inc. for FM at 90.9 mhz, ERP .9 kw, ant. -93.5 m. *Sept. 28*

Newcastle, Wyo. (BPH-930527ML)—Mount Rushmore Broadcasting Inc. for FM at 99.3 mhz, ERP 6 kw, ant. 100 m. *May 8*

Filed/Accepted for filing

Viola, Ark. (BPH-960111MW)—Bragg Broadcasting Inc. (James Bragg, president/50% owner, P.O. Box 458, Salem, AR 72576) for FM at 94.3 mhz, ERP 25 kw, ant. 100 m., 1.05 km SE of Byron in Fulton Co., Ark. Bragg owns 50% of KSAR(FM) Salem, Ark., and has interest in KFCM(FM) Cherokee Village, Ark. *Jan. 11*

Healdsburg, Calif. (BPH-960111MZ)—Wine Country Visitors Radio (R.P. Squyres, managing partner/90% owner, 206 Piper St., Healdsburg, CA 95448) for FM at 96.7 mhz, ERP .238 kw, ant. 489 m., Black Mtn., Sonoma Co., 8.6 km NE of Geyserville, Ca. *Jan. 11*

Healdsburg, Calif. (BPH-960111MY)—John C. Carsey (1100 Guadalupe, Austin, TX 78701) for FM at 96.7 mhz, ERP .758 kw, ant. 280 m., Mayacmas Mountains, S of Little Sulphur Creek, off Pine Flat Rd., Sonoma Co., Calif. *Jan. 11*

Healdsburg, Calif. (960111MV)—Harvey Broadcasting for FM at 96.7 mhz. *Jan. 11*

Bellevue, Fla. (960111)—Walker Information and Educational Institute Inc. (Keith Walker, executive director/51% owner, Box 237, Wildwood, FL 34785) for FM at 91.3 mhz, ERP .05 kw, ant. 100 m., SW corner of intersection of SW 15th Ave. and SW 12th St. Walker has interest in FM in Wildwood, Fla. *Jan. 11*

Clarcona, Fla. (960111AC)—Jose J. Arzuaga (P.O. Box 980, Quebradillas, PR 00678) for AM at 1160 khz, ERP .45 kw, ant. 152 m., 3 km S of Clarcona, Fla., .2 km E of Seaboard Coast Line railroad. *Jan. 11*

Payne, Ga. (960111AB)—Radio Frequency Development Corp. (Bennie E. Hewett, president/50% owner, 415 N College St., Greenville, AL 36037) for AM at 1180 khz, ERP 50 kw, ant. 38.1 m. Hewett owns WHOD-AM-FM Jackson, Ala., WLBA(AM) Gainesville and WNGA(AM) Nashville, Ga., is building FM in Lakeland, Ga., and has applied for AM in Nashville, Ga., and FM in Chatom, Ala.

Colchester, Ill. (BPH-960118MC)—Bryan Broadcasting Inc. (Dan C. Bryan, president/50% owner, P.O. Box 485, Carthage, IL 62321) for FM at 104.1 mhz, ERP 6 kw, ant. 100 m., on Rte 11, 1 mi. S of Blandinsville, McDonough Co. Bryan Broadcasting is selling WCAZ(AM) Carthage, Ill. Dan Bryan owns 10% of WZBN(FM) Carthage. *Jan. 18*

Colchester, Ill. (BPH-960119MA)—Nancy L. Foster (c/o WJEQ Radio, 31 East Side Square, Macomb, IL 61455) for FM at 104.1 mhz, ERP 6 kw, ant. 100 m., 1640N-250E Rd., Blandinsville, Ill. Foster owns 26% of WJEQ and WWCT(FM) Peoria, Ill., and has applied for FM in Carthage, Ill. *Jan. 19*

Charlestown, Ind. (950524ML)—Midamerica Electronics Service Inc. for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *May 24*

Glasgow, Ky. (950104MG)—Royse Radio Inc. for FM at 94.1 mhz, ERP 6 kw, ant. 100 m. *Jan. 4, 1995*

Jackson, La. (941223ME)—Pointe Coupee Broadcasting Co. Inc. for FM at 104.5 mhz, ERP 6 kw, ant. 100 m., TL alongside S. Rte

68, 9.7 km W of Slaughter. *Dec. 23, 1994*

Lake Arthur, La. (950118MD)—G. Dean Pearce for FM at 107.3 mhz, ERP 25 kw, ant. 100 m., TL 2.1 km SE of Hayes, La., on Hwy 14 in Cacasieu Parish. *Jan. 18, 1995*

St. Joseph, Minn. (BPH-960111AU)—Tri-Country Broadcasting Inc. (Herbert M. Hoppe, president/owner, 1010 2nd St., Sauk Rapids, MN 56379) for FM at 99.9 mhz, ERP 6 kw, ant. 100 m., 1010 Second St. N, Sauk Rapids, Minn. *Jan. 11*

St. Joseph, Minn. (BPH-960112MP)—KFIL Inc. (Michael S. Borgen, president/50% owner, P.O. Box 370, Preston, MN 55965) for FM at 99.9 mhz, ERP 4.65 kw, ant. 113.9 m., 3563 CR 136, in St. Cloud, Minn. KFIL owns KFIL-AM-FM Preston, Minn. *Jan. 12*

St. Joseph, Minn. (BPH-960111AU)—Tri-County Broadcasting Inc. (Herbert M. Hoppe, president/owner, 1010 2nd St. N., Sauk Rapids, MN 56379) for FM at 99.9 mhz, ERP 6 kw, ant. 100 m., 1010 Second St. N., Sauk Rapids. Hoppe owns WHMH-FM/WVAL-AM Sauk Rapids. *Jan. 11*

Calhoun City, Miss. (BPH-960111AY)—H. & G.C. Inc. (Ronelda Joe Vines, president/33.33% owner, P.O. Box 26, Philadelphia, MS 39350) for FM at 102.3 mhz, ERP 1.26 mhz, ant. 76.5 m. H. & G.C. owns WHOC-AM and WWSL(FM) Philadelphia, Miss. *Jan. 11*

Kirkville, Mo. (BPED-960111MS)—Care Broadcasting Inc. (Dennis Phelps, president, P.O. Box 500, Kirkville, MO 63501) for noncommercial educational FM at 90.7 mhz, ERP 25 kw, ant. 99 m., Rte. P, 3.6 km NE of its intersection with US Hwy 63, Kirkville. *Jan. 11*

Neosho, Mo. (BPED-951215MF)—Bridge Builders Educational Association (Gary Kenny, chairman/33% owner, 13169 Keene LN, Neosho, MO 64850) for FM at 88.1 mhz, ERP 2 kw, ant. 7513 m., Rte 8, Box 428E. *Dec. 15*

Pioche, Nev. (BPH-960112ME)—Highland

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

Broadcasters (Mark C. Nolte, 50% owner, 5917 Gipsy, Las Vegas, NV 89107) for FM at 98.9 mhz, ERP 5 kw, ant. 1029 m., .2 km N of Highland Pk., 8.6 km SW of Caselton, Nev. Nolte owns KYRK-FM Eunice, N.M., 50% of KAKR-FM Sterling City, Tex., and has interest in an application for FM in Pahrump, Nev. *Jan. 12*

Raton, N.M. (BPH-960124MA)—N'Joy Broadcasting (Mary Alice Rateau, 50% owner, 8264 South Cody, Littleton, CO 80123) for FM at 96.5 mhz, ERP .95 kw, ant. 250 m., atop Bartlett Mesa, 6.1 km NNE of Raton, N.M. *Jan. 24*

Raton, N.M. (BPH-960126MB)—David F. Phillips (705 S Fifth St., Raton, NM 87740) for FM at 96.5 mhz, ERP .650 kw, ant. 295.4 m., Bartlett Mesa, 12.2 km NW of Raton. Phillips owns 30% of KCRT-AM-FM Trinidad, Colo. *Jan. 26*

Rosendale, N.Y. (BPH-960111MR)—Aritaur Communications Inc. (Joseph Gallagher, president/50% owner, P.O. Box 958, Pittsfield, MA 01202) for FM at 102.5 mhz, ERP 1.4 kw, ant. 209 m., atop Shaupeneak Mtn., 2.5 km NW of Esopus, N.Y. Aritaur owns WBEC-AM-FM Pittsfield, Mass. *Jan. 11*

Rosendale, N.Y. (BPED-960111MK)—Eric P. Straus (5620 Rte. 9G, Hudson, NY 12534) for FM at 102.5 mhz, ERP 2.2 kw, ant. 166 m., 1.1 km W of US 9W, 2.8 km S of West Park, N.Y. Straus owns 81.25% of WCKL(AM) and WCTW(FM) Catskill, N.Y.; 35.3% of WELV(AM) and WWWK(FM) Ellenville, N.Y.; 15% of WFTR(AM) and WFTR(FM) Front Royal, Va., and has interest in WHUC(AM) and WTHK(FM) Hudson, N.Y. *Jan. 11*

Rosendale, N.Y. (BPH-960111ML)—Radio Rosendale (Dennis and Maureen Jackson, general partners, 19 Boas Ln., Wilton, CT 06897-1301) for FM at 102.5 mhz, ERP 1.6 kw, ant. 196 m., S peak of Hussey Hill, 2.5 km NW of Ulster Park, Esopus, N.Y. Dennis and Maureen Jackson own FMs in Sharon, Conn., and Lebanon, N.H. Dennis Jackson has interest in the building of an FM in Westport, N.Y. *Jan. 11*

Rosendale, N.Y. (BPH-960111AT)—Rosen Broadcasting Inc. (Donald A. Rosen, president/95.1% owner, 158 Main Parkway, Plainview, NY 11803) for FM at 102.5 mhz, ERP 1.3 kw, ant. 214 m., on Shaupeneak Mtn., 7.6 km E of Rosendale. Donald Rosen has interests in FMs in Woodstock and Arlington, and AM in Kingston, all N.Y. *Jan. 11*

Rosendale, N.Y. (BPED-960111BA)—Marist College (Robert Dyson, chairman, 290 N Rd., Poughkeepsie, NY 12601) for noncommercial educational FM at 102.5 mhz, ERP 1.25 kw, ant. 218 m., top of Shaupeneak Mtn., 7.9 E of Rosendale, N.Y. Dyson owns WEOK(AM) and WPDH(FM) Poughkeepsie, WCZK(FM) Hyde Park, and WALL(AM) and WRRV(FM) Middletown, all N.Y., and has interests in WCHY(AM)/FM Savannah, Ga.; WIPI(AM)-WODE(FM) Easton, Pa.; KRZR(FM) Hanford, Calif.; KSSK(AM) Honolulu and KSSK-FM Waipahu, Hawaii; WGRD(AM)/FM/WLHT-FM Grand Rapids, WBCK(AM)/WBXX(FM)/WELL(AM) Battle Creek and WELL-FM Marshall, all Mich.; KCBN(AM)/KRNO(FM) Reno and KWNZ(FM) Carson City, Nev., and KTHT(FM) Fresno, Calif.,

which is being sold. *Jan. 11*

Rosendale, N.Y. (BPH-960111MM)—David M. Fleisher and Melissa M. Krantz (15 Franklin Ln., Harrison, NY 10528) for FM at 102.5 mhz, ERP 1.5 kw, ant. 202 m., atop Shaupeneak Peak, 1.2 km SE of Union Center, 2.1 km W of US 9W, Ulster Co., N.Y. *Jan. 11*

Rosendale, N.Y. (BPH-960111MN)—Hawkeye Communications Inc. (Irmgard Klebe, president/owner, 131 E. 62nd St., New York, NY 10021) for FM at 102.5 mhz, ERP 1.6 kw, ant. 192 m., Snake Hill, 6 km NNW of Esopus, N.Y. *Jan. 11*

Rosendale, N.Y. (BPED-960111AZ)—Sacred Heart University Inc. (Anthony J. Cernera, president, 5151 Park Ave., Fairfield, CT 06432) for FM at 102.5 mhz, ERP 3.2 kw, ant. 137.1 m., 2 km from New Salem Rd., Port Ewen, N.Y. Sacred Heart owns FM in Fairfield, Conn., and is building FM in Nyack, N.Y. *Jan. 11*

Rosendale, N.Y. (BPH-960111MQ)—Span Communications Corp. (Karin Brodbeck, president/owner, 23 Smith St., Red Hook, NY 12571) for FM at 102.5 mhz, ERP 1.25 mhz, ant. 218 m., top of Shaupeneak Mtn., 7.9 km E of Rosendale, N.Y. *Jan. 11*

Greenville, N.C. (BPCT-960125KF)—Northwest Television Inc. (William L. Yde III, 11840 N. Dragoon Springs Dr., Tucson, AZ 85737) for TV on ch. 38, ERP 1,450 kw, ant. 152 m. Northwest has applied for TVs in Lincoln, Neb., Muskogee, Okla., Galesburg, Ill., Holbrook, Ariz., and Minden, La. Yde has interest in KBGE(TV) Bellevue, Wash., which is being sold. *Jan. 25*

Greenville, N.C. (BPCT-951206KT)—Better Value Broadcasting Co. Inc. (Miles Ferguson, president/owner, 2616 Northwoods Dr., Jacksonville, NC 28540) for TV on ch. 38, ERP 977 kw, ant. 180 m., 4.5 km E of Ayden, N.C. on SR 1723. *Dec. 6*

Ardmore, Okla. (BPED-960111MI)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 91.1 mhz, ERP .250 kw, ant. 51 m., corner of Washington and 11th St., Ardmore. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., Wichita and Topeka, Kan., and AM in Forrest, Miss., and has applied for FMs in Selma, Ala., Kankakee, Ill., and Independence, Kan. *Jan. 11*

Memphis, Tenn. (BPET-960111KE)—Cossett Library (Steven Douglas, president, 1850 Peabody Ave., Memphis, TN 38104) for TV on ch. 14, ERP 5000 kw, ant. 397 m., Rd. 308, .7 km W of US 61, Frenchmans Bayou, Ark. *Jan. 11*

Karnes City, Tex. (BPH-960111MX)—John C. Carsey (1100 Guadalupe, Austin, TX 78701) for FM at 103.1 mhz, ERP 50 kw, ant. 150 m., 2 mi. NE of Runge, off FM 2773, Karnes Co., Tex. *Jan. 11*

Karnes City, Tex. (BPH-960111AX)—Karnes Broadcasting Inc. (Dorisann L. Eckols, president/97% owner, Rte. 1, Box 990, Kenedy, TX 78119) for FM at 103.1 mhz, ERP 50 kw, ant. 122 m., E side of San Antonio River, 12 km E of Karnes City. Eckols owns KAML(AM) Kenedy-Karnes City, Tex. *Jan. 11*

Karnes City, Tex. (BPH-960112AS)—

Humberto Lopez (115 West Ave. D, Robstown, TX 78380) for FM at 103.1 mhz, ERP 50 kw, ant. 150 m., Karnes Co., Tex. *Jan. 12*

Provo, Utah (BPCT-960111KY)—Caroline K. Powley (224 Amberglow Pl., Cary, NC 27513) for TV on ch. 32, ERP 300 kw, ant. 589 m. Powley has interests in WNGS-TV Springville, N.Y., WDRG-TV Danville, Va. and FM in Centerville, Tex., and has applied for TV on ch. 11, Holbrook, Ariz. *Jan. 11*

Jonesville, Va. (BPH-960125MC)—Holston Valley Broadcasting Corp. (George E. DeVault Jr., president, P.O. Box WKPT, Kingsport, TN 37662) for FM at 99.1 mhz, ERP 6 kw, ant. 100 m., S side of Virginia Rd. 662, 6 mi. SW of Jonesville, Va. Holston Valley owns WKPT(AM), WTFM(FM) and WKPT-TV Kingsport and WKTP(AM) Jonesborough, all Tenn., and 49% of WKPP(AM) Elizabethton, Tenn. *Jan. 25*

Jonesville, Va. (BPH-960126MA)—Regina Kay Moore (Rte 2, Box 128B, Jonesville, VA 24263) for FM at 99.1 mhz, ERP 6 kw, ant. 65 m., 10.172 km from Jonesville reference point on SR 662. *Jan. 26*

Mabton, Wash. (950105MC)—First Love Ministries Inc. for FM at 98.7 mhz, ERP 6 kw, ant. 100 m., TL 361 W Monroe, Mabton, Wash. *Jan. 5, 1995*

Pasco, Wash. (BPH-960111AW)—Michael Wayne Dettmer (2306 S. Gum St., Kennewick, WA 99337) for FM at 93.7 mhz, ERP .70 kw ant. 288 m., Johnson Butte, 7 mi. S of Kennewick, Wash. *Jan. 11*

Pasco, Wash. (9601111MU)—Gospel Music Broadcasting Corp. for FM at 95.9 mhz. *Jan. 11*

Pullman, Wash. (BPCT-960129KE)—Paradise Creek Communications (Steven Solder, 50% owner, 9424 Hunting Ct., Matthews, NC 28105) for TV on ch. 24, ERP 1,450 kw, ant. 272 m. Solder is applying for TV on ch. 44, Sioux City, Iowa. *Jan. 29*

FACILITIES CHANGES

Granted

Bakersfield, Calif. (BMPED-950601IA)—Family Stations Inc. for KFRB(FM) 91.3 mhz: to change ERP to .117 kw. *Feb. 1*

Castle Rock, Colo. (BMPH-950929IG)—Century Denver Broadcasting LP for KNRX(FM) 92.1 mhz: to change ERP to 32.5 kw, ant. to 183 m. *Feb. 5*

Cedar Key, Fla. (BMPH-950914IA)—Stoehr Communications Corp. for WCQQ(FM) 102.7 mhz: to change TL to 8 km NE of Cedar Key on S side of SR 24. *Feb. 5*

Ocean City, Md. (BP-950313AB)—Michael A. Gureckis for WETT(AM) 1590 khz: to make changes in the ant. system. *Feb. 5*

Huntingdon, Tex. (BPH-951212ID)—Angelina Broadcasting Corp. for KYBI(FM) 101.9 mhz: to change ERP to 24.5 kw, ch. to 101.9 mhz, class C2, ant. to 203 m. *Feb. 2*

Culpeper, Va. (BMPED-950926IF)—Positive Alternative Radio Inc. for WPMV(FM) 89.9 mhz: to change ERP to 25 kw, change to class B, modify directional pattern. *Feb. 5*

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THIS WEEK

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. 22—Roundtable discussion on human resources, sponsored by the Cable and Telecommunications Human Resources Association. Hilton Palacio Del Rio, San Antonio, Tex. Contact: Patricia Hrabina, (512) 476-7888.

Feb. 22—Membership open house presented by the New York chapter of the Cable Television Administration and Marketing Society. 1X Studio, New York. Contact: Rebecca Kramer, (212) 818-9151.

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. 24—Associated Press Television-Radio Association of California-Nevada seminar. Silver Legacy Casino-Resort, Reno. Contact: Rachel Ambrose, (213) 626-1200.

Feb. 24—Third annual Animation Opportunities Expo, presented by the International Animated Film Society, ASIFA-Hollywood. Universal City Hilton and Towers, Los Angeles. Contact: Wendy Jackson, (818) 842-8330.

FEBRUARY

Feb. 26-28—Great Lakes Broadcasting Conference and Expo, presented by the Michigan Association of Broadcasters. Lansing Center, 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.

Feb. 29-March 1—Women in Cable & Telecommunications Betsy Magness Leadership Institute Meeting. Renaissance Mayflower Hotel, Washington. Contact: Christine Kane, (312) 634-2343.

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.

March 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.

March 5-6—Association of National Advertisers Television Advertising Forum. Plaza Hotel, New York City. Contact: (212) 697-5950.

March 6-7—European Broadcasting Union conference. Conrad International Hotel, Brussels. Contact: +32-2-542 42 42.

March 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 13-14—"Engineering for the Non-engineer," course presented by *Women in Cable & Telecommunications*. TCI, Denver. Contact: Molly Coyle, (312) 634-2353.

March 13-15—NIMA International spring meeting/product distribution day. Renaissance Mayflower Hotel, Washington. Contact: David Savage, (202) 289-6462.

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.

March 20—"Managing the Telecommunications Revolution," seminar presented by Leibowitz & Associates. Orlando Airport Marriott, Orlando, Fla. Contact: (305) 530-1322.

March 20—International Radio & Television Foundation Gold Medal Award Dinner. Waldorf-Astoria, New York City. Contact: Maggie Davis, (212) 867-6650.

March 20-23—National Broadcasting Society (Alpha Epsilon Rho) annual convention. Sheraton LAX, Los Angeles. Contact: Jamie Byrne, (717) 872-3996.

March 23—"Investigating the Possibilities," spring training conference presented by the Radio-Television News Directors Association. Adam's Mark Hotel, Philadelphia. Contact: (202) 467-5200.

March 24-26—Cabletelevision Advertising Bureau cable advertising conference. New York Marriott Marquis, New York City. Contact: Nancy Lagos, (212) 751-7770.

March 25-27—Wireless '96, presented by the Cellular Telecommunications Industry Association. Dallas Convention Center, Dallas. Contact: (202) 785-0081.

March 25-27—"Broadband Emerging Video Services: A Convergence of Industries," conference presented by Bellcore (Bell Communications Research). Grendel Golf & Tennis Resort, Haines City, Fla. Contact: (800) 521-2673.

March 27-29—"From Virtual to Reality," national pay-per-view/interactive conference presented by Cable Television Administration and Marketing Society. Orlando Marriott World Center, Orlando, Fla. Contact: Bonnie Boyle, (703) 549-4200.

March 28-30—Louisiana Association of Broadcasters annual convention. Hilton Hotel, Baton Rouge. Contact: Louise Lowman, (504) 295-1110.

March 29-31—National Association of College Broadcasters western regional conference. Western Washington University, Bellingham, Wash. Contact: (360) 650-6110.

March 30—"Investigating the Possibilities," spring training conference presented by the Radio-Television News Directors Association. Grand

Hyatt on Union Square, San Francisco. Contact: (202) 467-5200.

APRIL

April 1—American Women in Radio and Television 21st annual Commendation Awards presentation and gala. Waldorf-Astoria, New York. Contact: Kris Weiland, (703) 506-3290.

April 2—"The Business of Entertainment: The Big Picture," sixth annual conference on media and entertainment sponsored by *Variety* and *Schroeder Wertheim & Co.* Pierre Hotel, New York City. Contact: (212) 492-6082.

April 3—SkyFORUM V, conference sponsored by the Satellite Broadcasting and Communications Association. Marriott Marquis, New York. Contact: (800) 541-5981.

April 10—Broadcasters' Foundation annual Golden Mike Award dinner. Plaza Hotel, New York City. Contact: Gordon Hastings, (203) 862-8577.

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)

ABC's Lesourd: Fostering partnership with affiliates

If you were trying to guess Mo Lesourd's next career move by looking at her resume a year ago, head of affiliate relations at a major broadcast television network might be one of your last guesses.

For one thing, her entire career has been spent working at and managing radio stations. But much of that career has been spent running Capital Cities/ABC radio stations, where her work caught the eye of corporate higher-ups, including ABC Television Network Group President David Westin.

"The single most important trait we look for in all our managers is character," says Westin. "Anyone who knows Maureen well knows that her character is exceptional." He also cites her track record of turning around poorly performing radio stations. While her non-network background has proved "challenging," Westin says, it also "brings a fresh perspective to an important area where we need it."

Others who know her also say that the lack of a television background won't hinder Lesourd in her new capacity. Tribune Broadcasting President Dennis FitzSimons says the CapCities team is betting she's a quick study and that her successful track record managing radio stations demonstrates her potential to shine in her new post. "It's a good bet on their part," he says.

FitzSimons credits Lesourd with putting together the team and managing the turnaround at Tribune's WQCD(FM) New York, which Lesourd managed for two years before rejoining CapCities/ABC in her current post 13 months ago. "She did a great job for us, and we were very sorry to lose her," FitzSimons says.

Ironically, it was Lesourd who negotiated the affiliation agreement last year with Tribune to bring its WGNO New Orleans into the ABC Television Network fold.

Like anyone entering an industry for the first time, Lesourd had little clue what she was getting into. She happened into her first radio job—in the traffic department at WJLK-AM-FM Asbury Park, N.J.—quite by accident. She answered a newspaper ad for an opening in the billing department of the *Asbury Park Press*. It was filled, but she was told of an opening at the co-owned radio station. "I figured it was going to be giving traffic reports, and that sounded great," she recalls. "Little did I know."

For Lesourd, working in the radio industry was not initially a labor of love. Indeed, after the first year of toiling in the WJLK



"Every day is a new challenge in this business."

Maureen Patricia Lesourd

Senior VP, affiliate relations, ABC Television Network, New York. b. May 20, 1948, Staten Island, N.Y.; associate degree in English, Monmouth College, West Long Branch, N.J., 1969; traffic manager, WJLK-AM-FM Asbury Park, N.J., 1969, 1971-76; second-grade teacher, Long Branch, N.J., 1970; director of operations, WHN(AM) New York, 1976-78; account executive, Grey Advertising, New York, 1978-81; WPLJ(AM) New York: account executive, 1981-81; sales manager, 1983-88; president/GM, WRQX-FM Washington, 1988-93; VP/GM, WQCD(AM) New York, 1993-95; present position since January 1995. m. David Lesourd, Aug. 23, 1975; son (from previous marriage), David Reilly, 27.

traffic unit, she had second thoughts. She left the station and tried teaching second-graders in Asbury Park.

But teaching didn't do much for her, and after a year she gave that up to return to WJLK, where she spent another five years in the traffic department but also did myriad other tasks and essentially learned the business from the ground up.

By then the radio bug had grabbed her: "It was pretty interesting working for a small station. You really do everything. I produced a weekly public service show and hosted it. I set up an automated traffic system. I got my third-class license," which gave her FCC authorization to run certain equipment. "I did just about everything."

With a solid grounding in the business, Lesourd moved to New York, where she landed a job as operations director at Storer Broadcasting's WHN(AM). In that post she oversaw traffic and broadcast standards.

In 1978, after two years at the station, she moved to Grey Advertising as an account executive for packaged goods and retail accounts. She spent almost four years there. "It gave me a great business background and helped me to focus analytically."

Lesourd used that background to land a sales job in 1981 at ABC's WPLJ(FM) New York. After two years she was promoted to sales manager, where she stayed until 1988.

By then, ABC knew it had a talented manager on its hands and gave Lesourd her first general manager's assignment—at WRQX(FM) Washington. In a short time she changed the format from CHR to hot AC, which resulted in a big jump in revenue and profit.

After several years commuting between Washington and New York to be with her husband, David, on the weekends, the routine became stressful and she moved back to New York to take the GM position at Tribune's WQCD.

Looking ahead, Lesourd says, "Every day is a new challenge in this business." One of the challenges is to continue fostering a sense of "partnership" between the network and its affiliates. Since most of the affiliates have agreed to tie their fortunes to the network for the next decade, it's crucial to "develop trust," she says. More specifically, she cites integrating affiliates into the planned 24-hour news network, and generally communicating better with the affiliate body.

—SM

BROADCAST TV

Hope Straub, free-lance writer/producer, joins WXYZ-TV Detroit as promotion writer/producer.

Cathy Egan, director, business development, CBS Inc., New York, joins Capital Cities/ABC Inc. there as VP, marketing, national TV sales.

Stuart Powell, GM, WXIX(TV) Cleveland, named VP.

Bill Kenton, VP/GM, WBOC-TV Salisbury, Md., adds VP, television, Draper Communications Inc., there, to his responsibilities.

Louis Horvitz, director, joins *Off the Hook*, New York, as co-executive producer and director.



Stephens

Ted Stephens, VP/station manager, KDSM-TV Des Moines, Iowa, named VP/GM.

Eugene Williams, executive producer, Western Illinois University, joins WYCC(TV) Chicago as station

manager.

Mike Schneider, anchor, weekend edition of *Today* show, NBC, joins Fox News, New York, as national political correspondent.

Coleen Marren, news director, WTIC-TV Hartford, Conn., joins WFXT(TV) Boston as VP/news director.

David Kaufman, station manager/director, sales, WMTW-TV Poland Spring/Auburn, Me., named VP/GM.

Appointments at Pappas Telecasting Companies, Fresno, Calif.: **John Carpenter**, senior VP/GM, KMPH(TV)/KMPH-FM/KFRE(AM) Fresno, adds executive VP, Pappas Telecasting Inc., to his responsibilities; **Debbie Sweeney**, program manager, KMPH(TV), named VP/corporate director, programing, Pappas Telecasting Inc., and VP, KMPH(TV).

Don Moran, GSM, WUHF(TV) Rochester, N.Y., named VP/GM.

Clay Anderson, meteorologist, KOLN(TV) Lincoln, Neb., joins KRDO-TV Colorado Springs, as weekend meteorologist/environmental reporter.



Ruzicka



Blumberg



Morrill



Moe



Fukuto

Appointments at Walt Disney Television Animation, Burbank, Calif.: **Tom Ruzicka**, VP, domestic production, named senior VP, production; **Barry Blumberg**, director, series development, named VP; **Sharon Morrill**, director, specials, named VP, director-to-video; **Bambi Moe**, director, music, named VP; **Jay Fukuto**, director, current programing, named VP.

Appointments at Univision: **Bill Acker**, sales manager, Blair TV, joins as spot sales manager. New York: **Doreen Cappelli**, account executive, Univision San Francisco, named spot sales manager there; **Philip Woodie**, account executive, KABC-TV Los Angeles, joins Univision Los Angeles as spot sales manager.

PROGRAMING

Brian Neimark, manager, worldwide operations, MTM Worldwide Distribution, Studio City, Calif., named director.

Teri Rawson, VP, film and television, Sullivan Entertainment, joins The Kushner-Locke Company, Los Angeles, as VP, movies-for-television.

George Leon, director, sales and marketing, Camelot Licensing, joins Saban Entertainment, Burbank, Calif., as director, promotions.

Stewart Davidson, principal, Hilary Partners Ltd., Toronto, joins Paragon Entertainment Corp. there as CFO.

Randy Schienberg, director, business affairs, dick clark productions inc., Burbank, Calif., named VP, legal affairs.

Appointments at Rysher Entertainment, Los Angeles: **Julie Shapiro**, lawyer, business affairs, William Morris Agency Inc., joins as director, television business and legal affairs; **Hillary Bibicoff**, director, legal and business affairs, Live Entertainment Inc., joins as director, theatrical business and legal affairs.

Michele Sacharow, VP, creative affairs, New World Television, joins All American Television Production, Los Angeles, as VP, miniseries and movies.

Scott Koondel, Eastern regional manager, Paramount Domestic Television, Hollywood, named VP/Eastern regional manager, off-network television sales.

RADIO

Appointments at WTOU(AM)/WKDD(FM) Akron, Ohio: **Gary Aleman**, account executive, named regional account manager; **Belynda Starr Holland**, account executive, named LSM.



Rogers

Appointments at Albany Broadcasting Co., Albany, N.Y.: **Stacy Rogers**, GSM, WFLY(FM) Troy, N.Y., and LSM, WYJB(FM) Albany, named VP, sales; **Meddy Woodyard**, sales executive WYJB,

named LSM.

Appointments at Triathlon Broadcasting Co. stations: **Jeff McCausland**, GSM, KRBB(FM) Wichita, Kan., named GSM, KRBB and KXLK(FM) Haysville/Wichita, Kan.; **Ken Payne**, operations director, KRBB and program director, KIMN-FM and KCOL(AM) Fort Collins, Colo., named operations director, KRBB and KXLK.

Peter Smith, program director, WVEZ(FM) and WTFX(FM) Louisville, Ky., joins WNAP-FM Indianapolis in same capacity.

Appointments at ABC Radio Networks, Dallas: **Mark Edwards**, operations manager/program director, *24-Hour Country Coast-to-Coast*, named morning personality; **Monica Logan-Thomas**,

midday on-air personality, 24-hour urban adult contemporary, *The Touch*, named program director: **Scott McCarthy**, director, AC and CHR programming, named VP, news business development.

W. Scott Yankus, director, operations, Minnesota Public Radio Network, joins *Marketplace*, KUSC(FM) Los Angeles, as technical director.

Barbara Lane, independent contractor, San Francisco, Calif., joins KGO(AM) there as executive producer, talk programming.

Priscilla Watts, GM, KDIA(AM) Oakland, Calif., joins KZSF(FM) San Francisco as GSM.

Debra Clark, business manager, KCCN-TV Monterey, Calif., joins Z Spanish Radio Network, Fresno, Calif., as corporate controller.



Clark

Appointments at Katz Radio Group: **Julie Lane**, radio marketing specialist, Interop Radio, Dallas, joins as marketing manager, KRG Dimensions, Dallas; **Lydia Clark** named VP/director, KRG Urban

Dimensions, New York.

Mike Young, talk show host, WILM(AM) Wilmington, Del., joins WAFL(FM) Milford, Del., as morning news personality/news director.

CABLE

Mary Baumgartner Jones, manager, national promotions, Home Box Office, New York, named director, category management, marketing.

Brooks Barton, director, media relations, CBS Broadcast Group, New York, joins Turner Entertainment Group there as VP, public relations.

Ann Hooker, director, national accounts, Prevue Networks Inc., Tulsa, Okla., named VP, sales and affiliate relations.

Appointments at Discovery Communications Inc., Bethesda, Md.: **Petra Fioravanti** named manager, international publicity, Bethesda; **Anya McDonald** joins as manager publicity, Hong Kong.

Shannon Osborne, regional manager, affiliate sales and marketing, QVC Inc., West Chester, Pa., joins Home Shopping Network Inc., St. Petersburg, Fla.,

as director, Western region, affiliate sales and marketing.

Olivia Anell, affiliate sales coordinator, Galavision, New York, named business manager.

Appointments at A&E Television Networks, New York: **Anne Atkinson**, lawyer, media and entertainment, Werbel, McMillin & Carmelutti law firm, New York, joins as VP/general counsel; **Charles Wright** joins as director, legal and business affairs.

Stacy Tubiolo, unit manager, Madison Square Garden Network, New York, joins SportsChannel New York as director, production services.

Kip Vanderbilt, manager, New York sales team, Landmark Communications Inc., Atlanta, named international sales manager.

ADVERTISING/MARKETING

Curtis Gorrell, account supervisor, Bader Rutter & Associates Inc., Milwaukee, named VP.

Teri Lane, director of audience development, 78 Inc., Washington, named VP, marketing.

Don Davidson, senior VP, Inphomation Communications Inc., Baltimore, named president.



Chrisanthopoulos

Peter Chrisanthopoulos, executive VP, research, marketing and promotion, ABC Television Network Group, New York, joins Ogilvy & Mather there as president, broadcast and

programming, USA.

Steve Wilson, senior copywriter, Saatchi & Saatchi DFS/Pacific, Los Angeles, joins Jacobs & Gerber there in same capacity.

Stan Bruckheim, executive VP/COO, WS Director, joins Williams Television Time, Santa Monica, Calif., as director, strategic planning.

John Seaton, VP/executive broadcast producer, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP/director, broadcast production.

Mike Hedge, senior VP/director, media services, BBDO Chicago, named executive VP/director, media services.

Michael Wex, consultant and president,

Cross Country Entertainment, joins Guthy-Renker, Palm Desert, Calif., as president/CEO, Guthy-Renker Television subsidiary.

TELEMEDIA

Appointments at Disney Online, Burbank, Calif.: **Winifred Wechsler**, senior VP, new business development, The Disney Channel, Burbank, Calif., joins as senior VP, Disney.com; **Charles Davis**, senior VP, circulation and consumer marketing, *TV Guide*, joins as senior VP, marketing.



Fishman

Roger Fishman, VP, worldwide marketing, sales and public relations, Hard Rock Cafe International, joins Tele-TV Media, Los Angeles, as executive VP, marketing.

Scott Schiller, account director, MTV Networks, New York, joins Prodigy Services Company, White Plains, N.Y., as VP, advertising sales.

Robert Turner, president/CEO, Tele-Zone Corp., joins EON Corp., Chantilly, Va., as president/CEO/director.

Mishka Harnden, VP, Lauren International, joins The Box Worldwide, Los Angeles, as director, in-home entertainment.

Mark Goffman, project coordinator, Paramount Television Group, Hollywood, named director, new media programs.

DEATHS

Carter Burden, 54, businessman and broadcaster, died Jan. 23 of a heart ailment at his home in New York. In 1980 Burden founded Commodore Media, owner and operator of twenty medium market radio stations. The New York City company's stations include WAEB-AM-FM and WKAP(AM) Allentown; WZZO(FM) Bethlehem; all Pennsylvania; WJBR-AM-FM Wilmington, Del.; and WTCR-AM-FM Kenova/Huntington, W.Va. Burden was also managing partner of William A. M. Burden & Co., a family investment partnership. He is survived by his wife, Susan; two children, and two sisters.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Total basic cable TV advertising revenue for 1996 is projected to pass \$6 billion, an increase of 13% over 1995's \$5.3 billion, according to the Cable Advertising Bureau's recently released "1996 Cable TV Facts." Basic cable network ad revenue is expected to climb to \$4.1 billion, up 11% over 1995's \$3.7 billion. Local and spot cable ad revenue is targeted to hit \$1.7 billion, up 21% from last year's \$1.4 billion. Regional sports network sales will climb 10% from \$215 million to \$237 million.

Clear Channel Communications Inc. is stepping into a new market in a big way: by buying the top-ranked stations. Last Thursday, the company announced it is buying WOOD-AM-FM and WBCT(FM) Grand Rapids, Mich., from WOOD Radio LP for \$42.25 million cash. The price is about 10 times cash flow, says broker Kalil & Co. The stations fill three of the top five slots in the market, which is the nation's 65th by population. According to Arbitron, WBCT and WOOD-FM led in the summer 1995 ratings as number one and two, respectively, with shares of 9.3 and 9. WOOD(AM) came in fifth, with a 6.5 share. Clear Channel already owns 15 AMs, 20 FM's and nine TV's in 21 markets.

NBC continued to add to its February sweeps lead by averaging a

21.8 rating/34 share in Nielsen national numbers for last Thursday night. After 15 days of the sweeps, NBC led by more than 3 rating points over second-place CBS. The peacock network is averaging a 13.3/21 for the month, followed by CBS's 10.3/16, ABC's 9.9/16 and Fox's 8.2/13. Among adults 18-49, Fox is challenging to finish second for the first time in a sweeps month in that demographic. NBC leads with an 8.6, followed by Fox's 5.9, ABC's 5.8 and CBS's 4.8.

Barry Diller's Silver King Communications last week added Sid Sheinberg, former president/COO, MCA Inc. and Burce Ramer, partner, Gang, Trye, Ramer & Brown, to its board of directors. According to published reports, Diller also is looking to hire Fox Broadcasting executive Doug Binzak in a program scheduling and marketing capacity.

CapCities/ABC convenes its annual winter meeting with its affiliates in Dallas this Thursday (Feb. 22). Topics on the agenda include implications of the new telecommunications bill, the imminent Disney merger, a review of current programming and a preview of children's programming for the fall season. Affiliates also will see a presentation for the New Venco new-

media venture initiated by the affiliate group late last year.

Bill Bolster, WNBC-TV New York president/GM and newly named CNBC chief, has been given additional oversight of the NBC Cable Ad Sales organizations. Bolster will be responsible for organizing the sales force as a rep firm serving CNBC, MSNBC, international channels, sports channels and specialty networks.

Maine Supreme Court, by 5-2 vote, agreed to permit CBS News to place two cameras in jury room to tape deliberations in a case yet to be decided. The network plans to use the tapes in a documentary.

Universal Cartoon Studios, MCA/Universal's animation unit, will produce a first-run spin-off of the studio's upcoming theatrical "Dragonheart." Claster Television will distribute the animated TV series, expected to debut this fall.

Comsat last week proposed a plan for restructuring the international satellite consortium Intelsat. The proposal, reached with the U.S. government, calls for splitting Intelsat into two entities by creating a new, publicly financed affiliate company that would control half of Intelsat's fleet of more than 20 satellites. The current Intelsat organization would hold the other half of the fleet and would continue to provide basic public network services. Comsat will present the plan for adoption by the 136 member governments of Intelsat at the consortium's 1997 Assembly of Parties. Separate system PanAmSat said the plan does not go far enough. PanAmSat Senior VP/General Counsel James Cuminale said his company favors competing against two or more Intelsat affiliates rather than one.

Wire reports last Friday reported that television actor **McLean Stevenson** died last Thursday night at the Tarzana [Calif.] Regional Medical Center of undetermined causes; an autopsy is pending. Stevenson gained fame for his portrayal of the good-hearted but disorganized Lt. Col. Henry Blake on CBS's long-running comedy *M*A*S*H*. After leaving that show after three seasons, Stevenson starred in the short-lived NBC sitcom *Hello Larry*.

Cable at the Oscars

At least three cable networks will be vying for Oscars next month. Home Box Office and Turner-owned networks TBS and the Cartoon Network will be at the 68th Annual Academy Awards ceremony March 25, having financed productions that received Oscar nominations last week.

The programs had their first airings in theaters, which made them eligible for the top U.S. film award. HBO's Oscar nomination in the documentary short category is for "One Survivor Remembers," the first-person account of the Holocaust by Gerda Weissmann. Co-produced by HBO, the United States Holocaust Memorial Museum and Kary Antholis, the documentary first aired on HBO on May 15, 1995. The TBS series "Hank Aaron: Chasing the Dream" grabbed an Oscar nomination for best achievement in documentary feature. The film, produced by Turner Original Productions in association with Tollin/Robbins Productions, Mundy Lane Entertainment and Television Production Partners Inc., marks the first Turner original production to receive a documentary feature Oscar nomination. "Hank Aaron" first aired on TBS on April 12, 1995.

In addition, the Cartoon Network received a nomination in the animated short category for its Hanna-Barbera-produced short "The Chicken from Outer Space." It marks the first time one of Turner's World Premiere Toons has earned a nomination. The short was to premiere on the Cartoon Network yesterday (Feb. 18).

—JM

WASHINGTON

Quello is ban fan

FCC Commissioner James Quello says he favors a ban on violent programming during much of the day. Taping a television panel discussion last week at the Freedom Forum First Amendment Center in Nashville, Quello said public outcry over violence justifies the action and also said that implementing the V-chip will take time. Quello predicted that Senator Ernest Hollings's (D-S.C.) bill to establish such a ban would survive constitutional scrutiny.

Double-edged sword

Representative Ed Markey (D-Mass.) has been congratulating broadcasters for their efforts to adopt a content ratings code. However, Markey is also using the opportunity to urge the industry to air a minimum amount of children's educational television, the congressman confirmed last week. "I'm urging them to support the [FCC] rulemaking to put on a minimum of three hours a week of quality educational programming," he said.

Quid pro quo

A new look at broadcast license terms could mean a new look at children's television requirements, FCC and industry sources say. The commission plans to launch a rulemaking in the second quarter to implement provisions of the telecommunications act calling for the FCC to renew broadcast licenses if it finds that the licenseholder has committed no serious violations and has served the public interest. Commission sources last week said that the proposal's public interest provisions may contain a children's TV element. And NAB President/CEO Edward Fritts last week was urging FCC Chairman Reed Hundt not to conduct a rulemaking to set a standard for license renewals. "At no time during [legislative] consideration was it suggested that Congress intended on its own to change or for the commission to reexamine its renewal stan-

dard," Fritts said in a letter to Hundt.

NEW YORK

Dow Jones delay

Dow Jones/ITT's proposed business news/entertainment network, scheduled to launch this spring, may have to wait until later this year because of a delay in getting FCC approval. The FCC was supposed to have acted on the Dow Jones/ITT application to convert WNYC-TV New York to a 24-hour superstation late last year but still hasn't because of schedule delays from January's severe snowstorms. Market sources say WBIS+ may be delayed up to six months. However, Dow Jones's director of corporate relations, Roger May, says it's impossible to predict an exact launch date. "We don't have a time. Once we get FCC approval, then we can think about a launch date." Meanwhile, the Coalition of Ethnic Broadcasters last week lodged its second request at the FCC for a public hearing on the sale of WNYC-TV.

Nick expansion

Nickelodeon is mapping plans to expand its reach into Latin America and Asia by year's end. The network and its various international partners have operated overseas kids networks

Prime time turnover

At the start of the fall season, the four major networks, UPN and The WB scheduled a record 90 hours of network prime time programming. As the season winds down, almost as impressive as the number of fall offerings is the amount of programming churn that has occurred since the start of the season. According to Paul Schulman, president, The Paul Schulman Co., of those 90 hours that started the season, 33 hours—or 36.7% of the six network schedules—have seen some change. Two of the 33 hours were expected with the conclusion of ABC's *Monday Night Football*. The percentage of churn may near 50% as the networks insert midseason projects and do some other schedule tweaking as spring approaches. CBS, which has almost had to remake its prime time schedule, leads all networks, with 8.5 hours of displaced programming, followed closely by ABC, with 8 hours (excluding football). Prime time ratings and demographics leader NBC has turned over 5.5 hours, followed by Fox's 4.5 hours, The WB's 2.5 hours and UPN's 2 hours. "So much for loyalty and viewer habits," said Schulman. —SC

in the UK since fall 1993 and in Germany and Austria since last year.

HOLLYWOOD

Party time

Nickelodeon plans to hold a big bash at Viacom-owned Paramount Studios to launch its TV Land nostalgia network during the National Cable Television Association convention in Los Angeles April 29. At the party, Rich Cronin, vice president, Nickelodeon, will throw a switch officially launching the channel, which features shows from the 1960s, '70s and '80s. The party, whose theme will revolve around celebrities in attendance from *Hogan's Heroes*, *Sonny and Cher*, *Hill Street Blues*, *St. Elsewhere*, *Gunsmoke*, *The Honey-mooners* and *Mannix*.



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Just say no

Broadcasting, cable and the First Amendment were all in free fall last week. No one knows when they'll hit bottom, but hit they will.

Only days after President Clinton signed into law the Telecommunications Act of 1996, and the V-chip, the industries were clamoring to do his bidding. These were the same industries that, before the act's passage, swore they would fight the V-chip to the death. When push came to shove, they caved. (Cable, of course, had caved before the fact, supporting the V-chip on its congressional rounds.) First ABC, then Fox, then CBS and NBC, fell into line to (a) "voluntarily" implement the V-chip's ratings system and (b) not challenge it in court. It was the shortest engagement since the six-day war.

Why? This answer came back from one informed quarter last week: "I guess because, in a regulated industry, we just can't take the heat."

Well, this page has been around for 65 years while broadcaster after broadcaster took the heat to earn the First Amendment, or to preserve it, for freedom's sake. Never more conspicuously than in 1969, when CBS, under the leadership of Frank Stanton, stood up to Senator John Pastore and refused to prescreen that network's programs for the National Association of Broadcasters. His was a profile in courage that any number of broadcasters and cable executives might have emulated last week. None did, to the public's eventual detriment.

Why else are broadcasters giving in? Because they think—wrongly—that capitulation will win them digital spectrum. It won't, but the government will hold it over broadcasting's head until there are no more concessions to wring. In the end, broadcasters will get digital—but not for their failure to stand tall.

Where did broadcasting and cable go wrong? The first by supporting the Children's Television Act of 1990, when it should have known better. "We can contain this," said the NAB over the objections of this page. "We can go this far in making a deal with the devil, and no farther." Cable went wrong in thinking it could support the V-chip and escape its sting, that only broadcasting would be impaled. Wait until all R movies are outlawed on television. Jack Valenti will still be exporting sex, gore and mayhem all over the globe while the only things not V-chipped on TV are religion and politics.

Make no mistake, this is a battle for the minds of the people. It is about the government controlling all TV programming, including the news. This is not a slippery slope; it is the edge of a cliff.

On Feb. 29, television will tumble off. That's when President Clinton has summoned 20 or so industry leaders to the White House. There's one right response:

Dear Mr. President:

With respect, I can't come. I am committed to the First Amendment and the Fifth Estate and cannot be party to the government's telling the medium for which I am responsible what to do or not do. Please hold me excused.

This won't be the last presidential/media meeting. Print may well be included on subsequent occasions. Once the President and the Congress have broadcasting and cable under control, no other media will be safe.

If this page paints dark pictures it's because the editors have inherited the Fifth Estate's institutional memory. We've been there, at least in spirit, since our motto was "Radio as free as the press." The way things are going, we'll have to make that "A press as shackled as radio."

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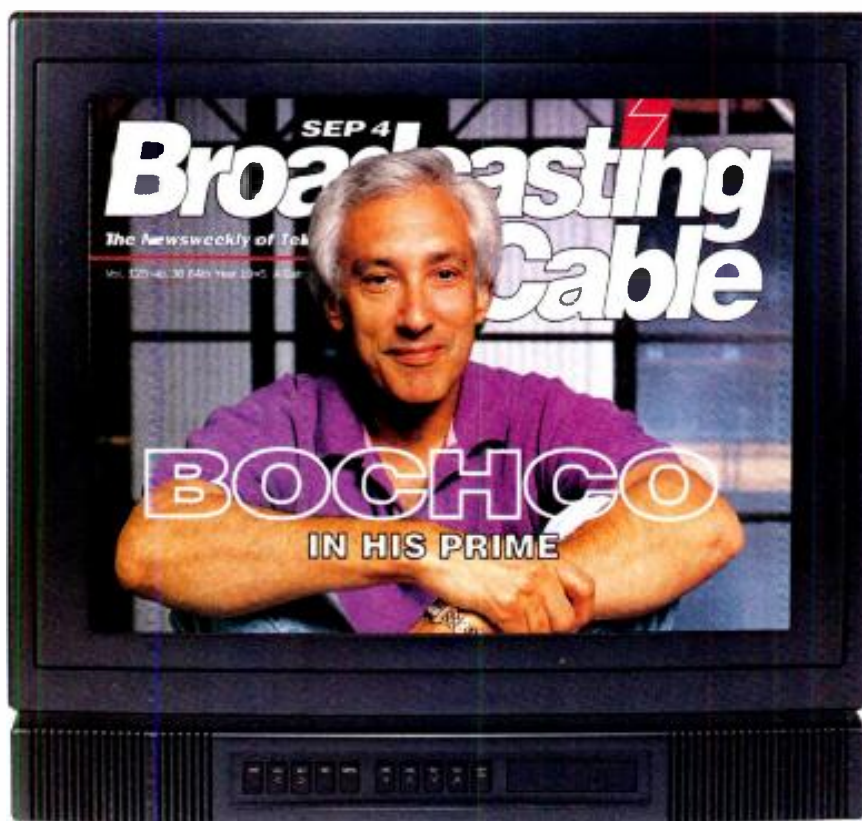
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