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# Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 126 No. 9 65th Year 1996 A Cahners Publication

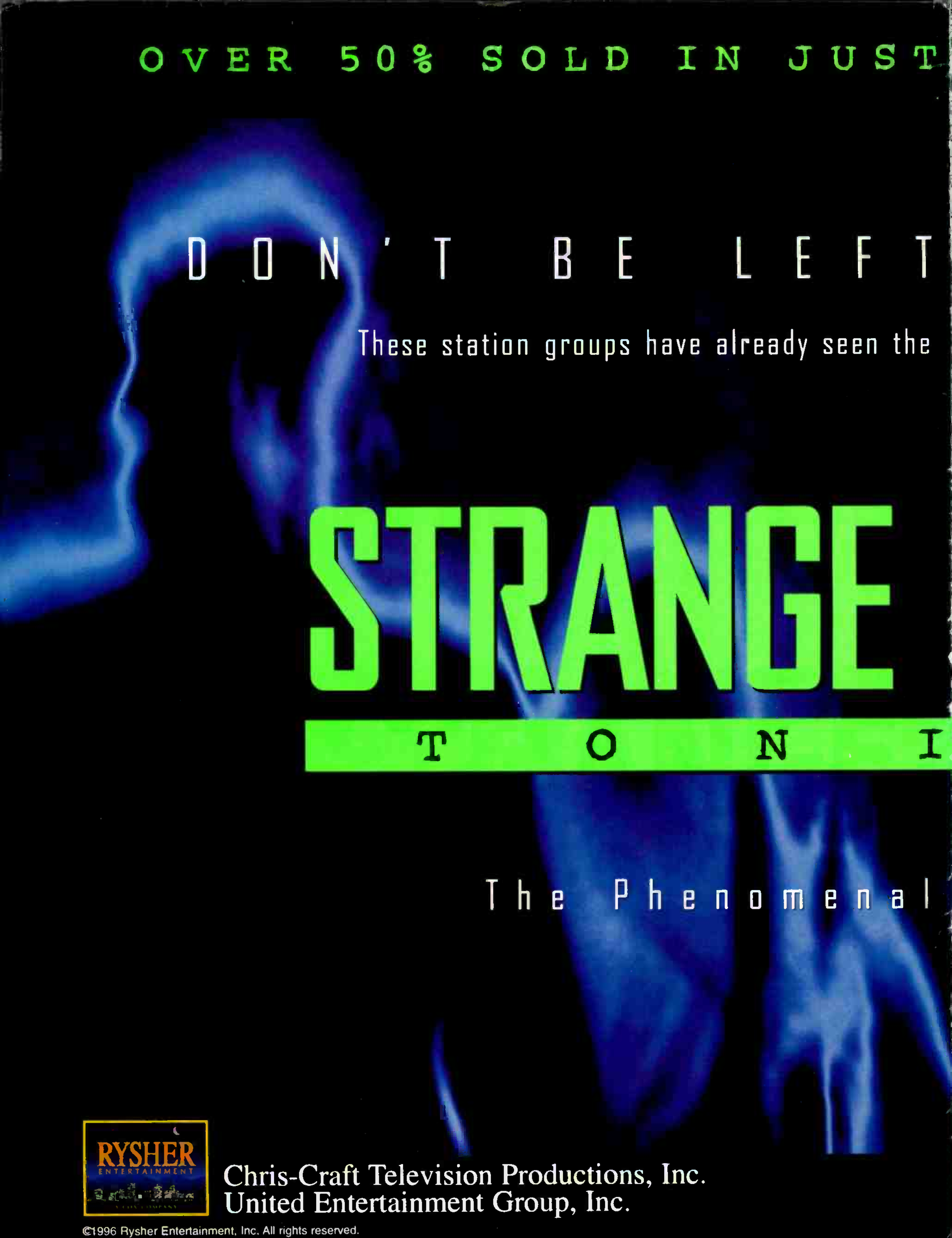
## Perspective on the News

**How CBS Stood Up to the V-Chip of Its Day** p.20

NBC's Top-Rated 'ER'

# NBC RESURGENT

It's shaping up as the once and future network to beat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G H T

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# Fast Track

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BROADCASTING & CABLE

**February 26, 1996**

## TOP OF THE WEEK

***Shaking up the guard at NBC*** With ABC in second for the season in households and adults 18-49, new chief Michael Eisner promises that the network's prime time woes will "never happen again." / 5

***Iger: Auction could kill free TV*** The broadcasting industry may not survive if Congress decides to auction digital TV spectrum, CapCities/ABC President Robert Iger says. Meanwhile, broadcast lobbyists are confident that they have held off Congress's latest effort to put digital spectrum on the auction block. / 8, 13

***Networks' ad gain modest*** The Big Three networks showed a modest 3% ad revenue gain in 1995, according to the Broadcast Cable Financial Management Association. Declines in news, sports and children's programing were offset by gains in prime time, late night and early morning. / 9

***TCI may join DBS venture*** TCI may join News Corp. and MCI's DBS joint venture. TCI could provide a valuable asset to the partners via its subsidiary company, Tempo, which is sitting on two as-yet-unlaunched DBS satellites. / 12

*Remembering the 1969 confrontation over the First Amendment between then–CBS president Frank Stanton (above) and Sen. John Pastore, BROADCASTING & CABLE Editor Don West says this time, with the V-chip, the stakes are higher. / 20*

## COVER STORY

*Don Ohlmeyer (l) and Warren Littlefield say they left nothing to chance in boosting NBC's ratings.*

***NBC preens in prime time*** NBC's rivals could have a long wait to reclaim the ratings crown. The Peacock Network is spreading its wings in prime time and late night, building a dynasty that may rival its dominance in the 1980s. "We'd like to think we're poised for another big run," Don Ohlmeyer says. / 26

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## Telemedia Week

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## TECHNOLOGY

***Conus compresses in Washington*** Conus Communications soon will become the first domestic news organization to employ MPEG-2 for mass feed distribution. / 56

# Shaking up of the guard at ABC

*Eisner, Iger blast network performance; McDermott expected to be named to entertainment post; Harbert staying on, says Iger*

**By Steve Coe**

Disney put its imprimatur on ABC last week in public and in private as executives expressed dissatisfaction with the network's prime time performance and appeared poised to sign NBC programing executive Jamie McDermott as president of its entertainment division.

One season removed from its first place finish in households and adults 18-49, ABC is in second for the season in both categories behind NBC and third among key demographics in the February sweeps. ABC chief Bob Iger called the performance "unacceptable." Disney chief Michael Eisner said it would "never happen again."

The word early last week had McDermott, who oversees series development and production for NBC as senior vice president, leaving to take over the entertainment presidency, replacing longtime ABC executive Ted Harbert.

Despite earlier reports that Harbert might be leaving, he received votes of confidence on several fronts last week. It was speculated that he would be bumped up to a newly created post as chairman of the division.

***ABC Entertainment President Ted Harbert may be named chairman of ABC Entertainment; NBC's McDermott said to be on tap to succeed him.***

By week's end, NBC had agreed to a leave of absence for the 31-year-old McDermott to allow her to "think about my plans for the future," according to a joint statement issued by McDermott and the network last Thursday.

Although ABC and Disney executives were not acknowledging any negotiations with McDermott, David Westin, president, ABC TV Network Group, said the network considers her a talented executive and would "love to have her." Sources confirmed that Disney has indeed held informal conversations with McDermott, although com-

## *ABC offers mea culpa to affiliates*

ABC dropped the ball in programing the February sweeps, its executives told affiliates convened in Dallas last week for the network's winter meeting. And according to affiliates in attendance, Disney chief executive Michael Eisner said it would "never happen again."

That kind of talk thrilled the affiliates, who, despite current prime time performance woes, appeared to come away from the meeting enthusiastic and satisfied that the network is on the same page as the affiliates in terms of problems to be addressed.

***Eisner promised ABC affiliates better sweeps to come.***

Eisner, Disney President Michael Ovitz and retired Capital Cities/ABC chairman and Disney board member Thomas Murphy were linked to the meeting by satellite. They stressed that ABC is a top priority at Disney and that the number-one goal is to right its prime time course.

Affiliates previewed three prime time shows debuting in March: two Henson shows for Friday night—*Muppets Tonight* and *Aliens in the Family*—and a new Monday night *Murder One* lead-in, *High Incident*, a sort of *NYPD Blue*-meets-*Cops*. Station executives said they liked what they saw.

"It was a good meeting, much more so than anyone expected, considering the struggles of February," said Paul La Camera, VP/GM of WCVB-TV Boston. Andrew Fisher, executive vice president, Cox Broadcasting, and chairman of the ABC Affiliate Board of Governors, said: "What you want to hear as an affiliate is that you and the network view the data in the same way, and we do. They get it. [The network's performance] is unacceptable, and the top priority is to fix it."

Ted Harbert, who led the programing presentation (even joking about his being "under fire"), told affiliates that the *Lonesome Dove* "prequel" would lead off the May sweeps and a daytime talk show with Marilyn Kentz and Caryl Kristensen (formerly of *The Mommies*) would debut June 10. Harbert also said the network was committed to a new Dana Carvey comedy on Tuesday nights this fall.

ABC News President Roone Arledege made a presentation on the planned 24-hour news channel, saying the network was counting on extensive affiliate participation. He said affiliates would program huge blocks of time on the channel, particularly when major stories break in their markets. He didn't spell out the business deal for affiliate participation.

Executives also said the network would roll out, by region, a digital feed to affiliates starting in 1997, beginning with the West Coast and working eastward. More details will be released at next month's NAB convention. One issue to be settled is who will pay for new receivers needed. **—SM**

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pany officials have been careful not to give that impression.

ABC affiliates gathered in Dallas last week were told by Eisner (via satellite) that the network's current prime time woes will "never happen again." Despite the network's problems, Eisner and Westin made a point of giving Harbert a vote of confidence, with the former saying he has "a lot of respect for Ted," and Westin saying that Harbert will continue as "the center of our prime time efforts."

Harbert also got a vote of confidence from Bob Iger, president, Capital Cities/ABC, who called his former second-in-command a "trusted executive" who will remain with the company. Iger, speaking at a panel in Washington, also called the network's prime time performance "unacceptable" (see story at right).

Sources familiar with Eisner and the Disney management style say the only surprise is that Disney waited as long as it did before making moves or expressing dissatisfaction.

"Disney has been known as a tough group of guys," said a studio source. "Should Ted [Harbert] have been given another year in the job? Who knows. ABC's not doing great, and the people at Disney are nervous. When you spend $19 billion for a company, you want to see it do well. When you're Eisne,r you don't want to stand up in front of a shareholders meeting when the network is number three after recently buying it when it was number one. That's not an easy thing to do."

If a deal is worked out for McDermott to join ABC Entertainment as president, it would be the culmination of an accelerated nine-year career that began with her joining the network as a junior programing executive in 1987 following her graduation from college. McDermott will have until after the network schedules are set in May to determine her next move.

The statement issued Thursday said NBC had granted her wish for a leave of absence, at the conclusion of which "she will either return to NBC or pursue other opportunities."

In the NBC statement, which sounded a lot like a goodbye, McDermott thanked NBC Chairman Bob Wright "for his support in giving me this time off." Sources suggested that although the NBC portion of the statement alludes to the possibility of her returning to the network, the chances of that happening are negligible. ■

## NBC tops ABC in sweeps, season

*ABC has renewed 'Murder One' for next season, but its performance has been disappointing so far.*

It's a cliche to say that the TV network business is cyclical, but it's also true. Just ask ABC. A year ago it was on top; this season, NBC has toppled the Disney-owned network from the ratings throne. ABC will fall to second in the season-to-date race and third in the February sweeps. And this month, Fox, with fewer prime time programs, is nipping at ABC's heels for the advertiser-coveted viewers ages 18-49.

As of Feb. 21, ABC was averaging a 6.0 Nielsen rating in that demo, while Fox had a 5.9. NBC was way ahead with a 7.7, while CBS was averaging a 4.8. In households, sweeps-to-date, NBC has a 13.4 rating/20 share; CBS, a 10.2/16; ABC, a 10.1/16, and Fox, an 8.0/13.

At its winter affiliate meeting in Dallas last week, ABC executives attempted to minimize the reversal of fortune, saying that a hit or two, and better promotion—expected from new hire and former NBC marketing guru Allen Cohen—will right its course. ABC Entertainment President Ted Harbert told affiliates ABC was winning the 8-49 race on three nights—Monday through Wednesday—but was getting pummeled on Thursday and Saturday. The key, he said, is to increase the network's lead on its winning nights. **—SM**

# ABC's Iger says auction could kill free TV

**By Christopher Stern**

CapCities/ABC President Robert Iger told a group of Washington communications lawyers last week that the broadcasting industry may not survive if Congress decides to auction spectrum now set aside for the transition to digital television.

*Iger: "Spectrum issues are being judged not on their merits but on their monetary value."*

"A government spectrum auction could inadvertently end up eliminating the sole free local video service—and guarantee allocation of the spectrum only to services that viewers would pay for," said Iger to the Federal Communications Bar Association Thursday.

Broadcasters maintain they cannot afford to purchase digital spectrum at an auction and continue to offer free television. Others, including President Clinton's top economist Joseph Stiglitz, have stated that advertiser-supported television always will be a viable business, even if digital spectrum is put on the auction block.

Congress originally said it would lend every TV broadcaster a second channel to make the transition to digital television. But many in Congress, including Senate Majority Leader Bob Dole (R-Kan.), have said the digital spectrum is worth billions of dollars and should not be given to broadcasters free.

Any decision on spectrum auctions should be based on communications policy issues, not budget concerns, said Iger: "Spectrum issues are being judged not on their merits but on their monetary value."

Iger also said that digital technology is critical to the broadcasting industry's ability to compete in the future. "Without the digital spectrum, local broadcasters would begin to lose viewers—not on the basis of the quality of programing but because of the improved picture and related digital services that would be offered by cable and telephone companies." ■

# NBC to rep its O&Os

*Network taking business away from HRP, Petry and Katz; going in-house*

By Steve McClellan

NBC TV Stations will reopen its national spot sales arm, five years after shutting it down and farming out the $350 million in annual business to HRP and Petry. Ray Heacox will manage the unit as executive vice president, NBC Spot Sales, reporting to John Rohrbeck, president of NBC TV Stations.

The move takes effect in November, when the sales contracts with HRP and Petry expire. The national spot business of three newly acquired stations—WCMH Columbus, Ohio; WNCN Raleigh-Durham, N.C., and WJAR-TV Providence, R.I.—will be folded into the rekindled sales unit in January, when their contracts with the Katz rep firm expire.

Before farming out its spot business to the reps in 1991, the NBC owned stations sold it in-house as do the CBS and ABC owned station groups.

Rohrbeck says he is making the move for strategic reasons, including the ability to sell packages of network, station, cable, and perhaps eventually even Internet advertising: "We need to brand ourselves in a way that you can do only as an in-house organization."

Among the three reps losing NBC stations, the biggest loser in terms of billings is Cox-owned HRP, which reps NBC stations in New York, Los Angeles, Chicago and Philadelphia.

Rohrbeck says its in-house rep will allow the network to sell packages of network, station and cable ads.

Heacox will run NBC's new rep division, which will handle $350 million in national spot billings.

Rep sources peg the spot billings at those stations at more than $200 million. HRP had been doing about $500 million in business up to last fall, when it added some MMT clients after Cox also acquired that rep. Petry reps NBC's WTVJ Miami and WRC-TV Washington, worth another $90 million or so in national spot dollars. The combined national spot dollars for the Columbus, Providence and Raleigh stations, recently acquired from Outlet, represent another $40 million-$50 million in national business, sources say.

Rohrbeck denies speculation that he is making the move to trim the cost of sales and add at least $5 million to the company's bottom line. He says the cost of selling the group's national spot time through reps or in-house is basically the same. "What we expect to do is enhance our share of the market. That's where the increases will come from." Last year the NBC stations' revenue grew 8.4% overall.

The sales unit will be based in New York, where Heacox will relocate from Los Angeles, where he most recently served as vice president, sales, at KNBC-TV. Before joining the station in 1991, Heacox was a vice president and regional manager at MMT Sales, which was purchased by Cox last fall.

Also joining the unit will be Monte Newman, as senior vice president, sales marketing. Newman had been a vice president at the group level in charge of selling the Olympics and developing sales promotions and special events—areas he will continue to handle under the new organization.

Rohrbeck says the group will hire 80 or 90 new staffers for the sales arm, which, like the other reps, will have regional offices around the country. ■

## ABC, CBS, NBC post revenue rise in '95

News, sports and children's advertising on ABC, CBS and NBC took a beating in 1995, according to full-year results released last week by the Broadcast Cable Financial Management Association, based on unaudited numbers compiled by Ernst & Young. But overall, the Big Three showed a modest 3.05% ad revenue gain for the year, the numbers show.

Declines in news, sports and children's programing were offset by gains in prime time, late night and early morning, all of which showed year-end increases of roughly 13%. Daytime was flat. The sports revenue shortfall was due to comparisons with the Olympics in 1994.

In the children's category, the networks continue to feel the effects of competition from Fox, cable and The WB. BCFM said the biggest factors in the news revenue shortfall were the O.J. Simpson coverage on cable and, particularly in the fourth quarter, the departure of prime time magazine *Eye to Eye with Connie Chung* and lower ratings for the *CBS Evening News with Dan Rather*. —SM

**BIG THREE 1995 REVENUE**
*($ in thousands)*

| Daypart | 4th quarter '95 net revenue from time sales | % change from '94 | '95 net revenue from time sales | % change from '94 |
|---|---|---|---|---|
| Prime time | $1,129,932 | 8.46% | $4,031,747 | 12.56% |
| Late night | $116,034 | 17.68% | $412,634 | 14.35% |
| A.M. | $89,860 | 15.47% | $310,219 | 12.81% |
| Daytime | $304,767 | 12.66% | $980,741 | 3.15% |
| Children's | $31,609 | -25.18% | $100,001 | –16.41% |
| Sports | $452,509 | 8.99% | $1,533,844 | –14.04% |
| News | $194,144 | -5.74% | $774,979 | -6.69% |
| **Total** | **$2,318,855** | **7.75%** | **$8,144,165** | **3.05%** |

Source: Ernst & Young for Broadcast Cable Financial Management Association

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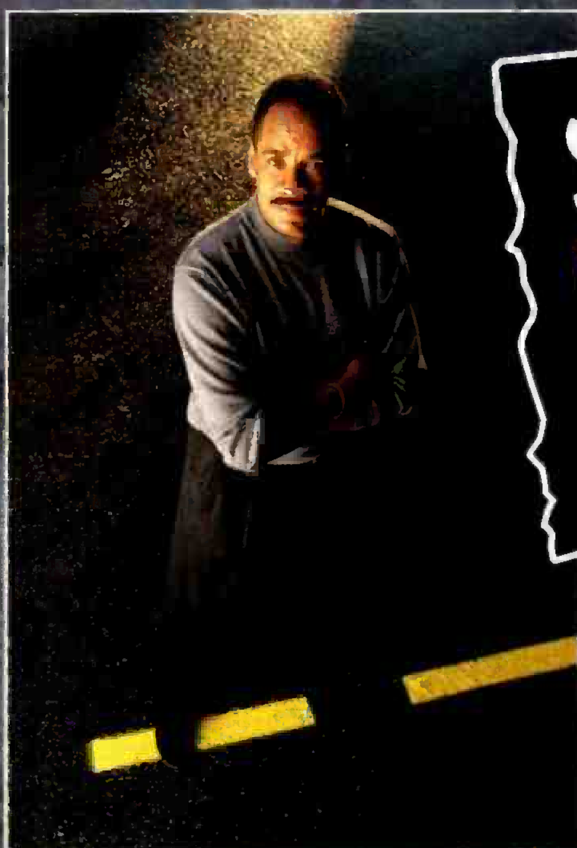

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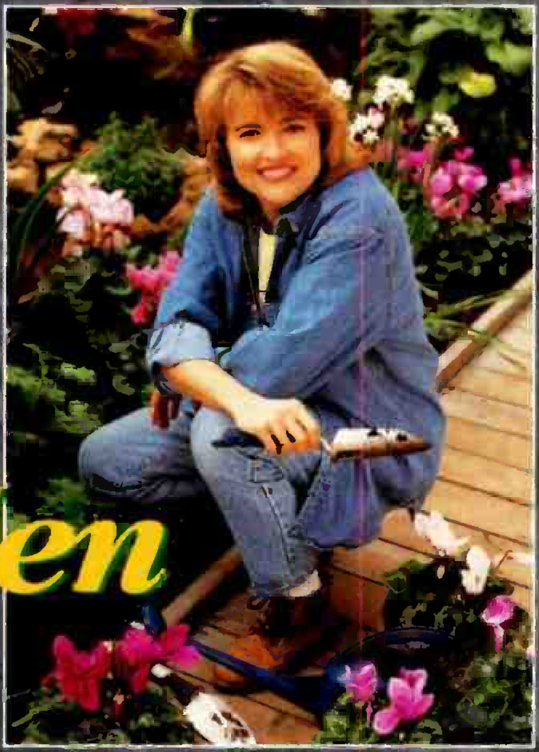

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# TCI the new factor in DBS equation

*MSO expected to team with News Corp./MCI venture*

*John Malone's TCI may add more power to Rupert Murdoch's News Corp./ MCI DBS service.*

**By Rich Brown**

Longtime allies News Corp. and Tele-Communications Inc. could be teaming once again in an attempt to conquer the fledgling U.S. direct broadcast satellite market.

Rumors about TCI's possible involvement in the News Corp./MCI DBS joint venture have been heating up since the partners won the FCC spectrum auction a month ago. Executives with the joint venture have said from the start that they expect to bring in additional partners and possibly make a public offering to help with the fall 1997 launch of their $1.2 billion high-power DBS service. MCI's Susan Mayer said last week that they are particularly interested in adding partners that could help accelerate the launch.

TCI could help speed things along through its subsidiary, Tempo, which is sitting on two as-yet-unlaunched DBS satellites. TCI originally had planned to use the new satellites for Primestar, an existing medium-power U.S. DBS service owned by TCI, Time Warner, Comcast, Continental, Cox and GE Americom. But the plan was thwarted by an FCC decision to auction any remaining U.S. DBS spectrum. TCI then tried to enter the spectrum auction, but lost out to the $682.5 million bid by News Corp./MCI.

A deal with the News Corp./MCI joint venture would help Tempo recoup its considerable investment in the two satellites, each of which cost an estimated $200 million to build and launch. The joint venture, in turn, would have ready access to satellites that normally take about two years to build.

"TCI has the satellites, and News Corp./MCI have the spectrum," says financial analyst Jessica Reif of Merrill Lynch. "It makes sense simply because it expedites the launch."

Timing could be critical in the race for control of the high-power DBS market. DIRECTV has signed 1.2 million subscribers since its June 1994 launch. The other high-power DBS service, United States Satellite Broadcasting, has more than 800,000 subscribers. News Corp. and MCI are hoping to grab as much as 20% of the U.S. DBS market by 2000.

Meanwhile, industry observers are keeping a close eye on how EchoStar will figure into the equation. The Colorado-based company plans to enter the DBS business next month with a low-priced alternative offering 40 cable networks for $29.95 a month. EchoStar Chairman Charlie Ergen told BROADCASTING & CABLE earlier this month that he also is seeking a partner as the company looks to capture a piece of the U.S. DBS business.

TCI already is in partnership with News Corp. and others in a Latin American DBS service scheduled to launch this spring. That partnership is one of several involving the two media giants (see box, below).

TCI, the nation's largest cable MSO, intends to be a player in a DBS venture in the U.S., but is not commenting on any speculation, according to a spokesperson. ■

## The TCI/News Corp. connection

***In addition to their proposed international news and sports service, Tele-Communications Inc. and News Corp. have other business partnerships, including:***

**LIBERTY MEDIA/FOX SPORTS** A pact between TCI-owned Liberty Media and Fox Sports to build a domestic U.S. sports media venture under the banner of Fox Sports. News Corp. will pay $300 million to Liberty Media and contribute Fox's fX network. Liberty Media will contribute its 14 regional sports channel network to be relaunched under the Fox Sports banner; Fox's fX cable channel will be converted to a general entertainment/sports network. Venture to be managed by eight executives (four from Fox and four from Liberty/TCI). Will televise Major League Baseball in 1997. News Corp./TCI also will develop a sports/news service internationally, offering sports in Latin America, Asia and Australia, and news services worldwide (except in the UK, Japan and New Zealand, where prior commitments prevent a partnership).

**LATIN AMERICA DIRECT-TO-HOME SERVICE** With Globo and Televisa. Supposed to launch this year. TCI/Liberty to contribute La Cadena Deportiva, a Spanish-language service, an interest in Argentine sports programing, transponder rights and cash. News Corp. will kick in Star Sports satellite channel. (Note: TCI/News Corp. says the service won't be delayed by the Feb. 14 rocket explosion in China carrying its satellite.)

**DTH VENTURE IN AUSTRALIA** Partnership between Foxtel (News Corp./Telestra) and TCI-backed Australis to launch news/sports/data service.

**TCI-BACKED MSO TELEWEST AND BSKYB** Working on TV programing deal in UK, where Fox also is working on acquiring majority of satellite channel TCC, which is owned by TCI-controlled Flextech.

**TV GUIDE ON SCREEN** Joint venture of Rupert Murdoch's News America Publications (TV Guide) and TCI, producing an electronic TV program guide. With TCI's recent purchase of United Video Satellite Group, sources say it's likely TCI will merge TV Guide on Screen with The Prevue Channel.

**REISS MEDIA ENTERPRISES** In 1992 News Corp. and TCI invested in Reiss Media Enterprises, which owns PPV network Request Television. TCI already had arrangement with News Corp. in U.S. to carry FoxNet, a satellite feed of the Fox network, to subscribers without access to a broadcast affiliate.

**BSKYB** In 1991 TCI and two other investors put up $175 million in private placement in News Corp., which used the money to pay back debt and help fund DTH service British Sky Broadcasting (BSkyB). —JM

# Broadcasters dodge auction bullet

By Christopher Stern

Broadcast lobbyists were confident last week that they had held off the latest effort by Congress to put the digital spectrum on the auction block.

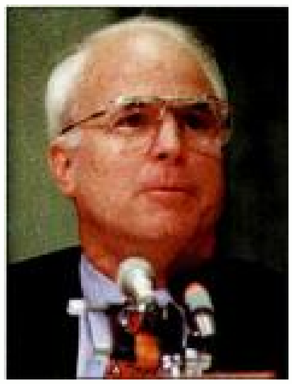
"We think we are going to dodge the bullet," said one industry source, referring to efforts led by Senator John McCain (R-Ariz.) to link an increase of the federal debt limit with digital spectrum auctions. Unless Congress raises the debt limit later this month, the federal government will not be able to pay its bills.

House and Senate Republican leaders last week rejected the proposal to link digital auctions to the debt limit, the lobbyists said. Also rejected by the congressional leadership was a plan to auction UHF channels 57-60.

"The broadcast lobby will be very surprised if there are further attempts to attach a revenue-raising provision to the debt limit," said one lobbyist.

However, a House Budget Committee spokesperson said that all options remain on the table, including the proposal to attach the digital auction to the debt ceiling. "It's totally fluid right now," said the spokesperson.

Several industry sources said that Congress appears to be headed toward a compromise that includes adopting the White House's approach to broadcast spectrum auctions.



McCain attempted to block the telcom bill over digital spectrum.

Under the administration's proposal, every television station in the U.S. would be given a second channel to begin transmitting a digital signal. The government then would auction the analog spectrum in 2002 to meet the current goal of balancing the budget in seven years. But broadcasters would not have to relinquish the analog spectrum to the winning bidder until 2005.

Broadcasters generally oppose any deadline for making the transition from analog to digital, but they likely will accept the so-called accelerated transition as preferable to bidding against each other and rival industries for spectrum at an auction.

Members of the House and Senate commerce committees complained last week that their authority to make telecommunications policy was being jeopardized by the budget committees' short-term financial goals.

"We have to be very concerned about using the specter of the auctions every time we need money," said Representative Mike Oxley (R-Ohio). Oxley made the statement during a telecommunications forum sponsored by *Newsweek* and Bell Atlantic. ■

# Pressler opposes public interest review

By Chris McConnell

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) says he does not want the FCC reviewing broadcast public interest requirements as part of its implementation of the 1996 Telecommunications Act.

In a letter last week to the FCC commissioners, Pressler criticized commission plans to conduct a rulemaking on the act's requirement that the FCC grant broadcast renewal application provided the licenseholder has served the public interest and committed no "serious" violation of FCC rules. FCC sources have said they expect the public interest provisions of the rulemaking to include language on children's educational television.

But Pressler last week called the act's license renewal language "another example of a provision which does not lend itself to agency discretion.

"Congress did not intend for this provision to serve as a vehicle for the FCC to implement wholesale or even minor changes in the public interest requirements for broadcasters," Pressler said.

FCC Chairman Reed Hundt, who has pushed for a quantitative children's educational TV requirement, did not comment on Pressler's letter. FCC Commissioner James Quello, an opponent of quantitative standards on children's TV, said he agrees with Pressler on the license renewal issue.

"We can go directly to a report and order," Quello said, adding that the commission does not need to review children's television requirements to implement the language.

Pressler offered his thoughts on the license renewal rulemaking while responding to commission calls for increased financing to implement the new telecommunications law.

He voiced little sympathy with the FCC's push for more funding, suggesting that the commission instead look for more ways to cut costs. ■

## Fields offers public broadcasting–funding option

Representative Jack Fields this week is expected to introduce a bill that would allow public broadcasters to create a trust fund that would wean them from federal funding. The bill is expected to be introduced by Thursday (Feb. 29), when Fields (R-Tex.) has scheduled a hearing on the issue before his Telecommunications Subcommittee, public broadcasters say.

However, instead of allowing for a $3 billion-$5 billion trust fund, as a coalition of public broadcasting groups has sought, the bill would create a $1 billion fund, a public broadcasting source says. That's not enough to maintain the current public TV and radio system, the source says, "but it's a start."

The bill also may allow for station duopolies, such as WQED(TV) and WQEX(TV) Pittsburgh, to sell one commercial license and consolidate. It also would allow public broadcasters with VHF stations to swap with a UHF station in their market, and liberalize underwriting rules to allow for more commercial-like spots between programs. —EAR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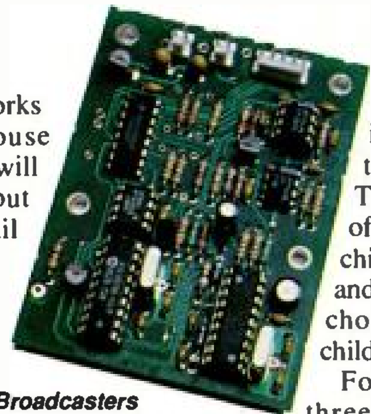
# Big Three try to hold line at ratings

*But White House continues to support efforts to restrict violent programs*

**By Christopher Stern**

The Big Three networks told the White House last week that they will adopt a rating system but not other plans to curtail TV violence, sources say.

But the White House refused to back down on its support for proposals that would set limits on violent programing during times when children are most likely in the audience, sources say.



*Broadcasters will come up with a rating system for the V-chip.*

With Fox conspicuously absent from the meeting, ABC, CBS and NBC had hoped the White House would make concessions in return for their pledge to implement a rating system, to work with the V-chip blocking technology.

Among the proposals on the table, is a bill sponsored by Senator Ernest Hollings (D-S.C.) which would bar violent programing between 6 a.m. and 10 p.m. Another proposal would ban violent programing from 8 to 9 p.m. The White House has not endorsed any particular proposal.

President Clinton has invited more than a dozen entertainment industry executives to the White House on Thursday to discuss ways of "improving what our children see on television and helping parents make choices about what their children are watching."

Fox angered the other three networks when it announced two weeks ago that it would unilaterally implement a rating system.

During a speech in Washington last week, CapCities/ABC President Robert Iger also said the industry is hammering out the details of a content code: "We're not there yet, but we are working hard to achieve broad-based support from all programers and distributors."

Meanwhile, public interest advocates urged President Clinton to use his meeting with the nation's top entertainment executives to promote educational programing for children.

"The concern is not just blocking the bad stuff, but also making sure the good stuff is made and distributed," said Jeff Chester, co-executive director, Center for Media Education. He added: "President Clinton should call on each executive to publicly commit to better serving children and family and to call off their lobbyists who are working against the FCC's children's TV rulemaking."

The television industry's interest in a ratings system stems from the enactment of the Telecommunications Act of 1996, which requires every TV set sold in the U.S. to include a V-chip.

The V-chip would allow parents to block programing based on its violence or sexual content. But before the V-chip will work, programs must be electronically tagged with a content rating that can be decoded by the V-chip. The legislation urges, but does not require, broadcasters to implement a voluntary ratings system.

Although broadcasters have claimed that the V-chip provisions of the telecommunications act are unconstitutional and would be challenged in court, they have decided to voluntarily implement a content code based on the Motion Picture Association of America's rating system. ■

# Mr. Murdoch goes to Washington

**By Chris McConnell**

Rupert Murdoch, a broadcaster with his eye on more stations and more spectrum, this week will have a chance to score more points with Washington policymakers.

The News Corp. chief today (Feb. 26) is expected to take the latest in a series of government-friendly steps, with a Washington speech on Fox TV, communications policy and the public interest. Fox refused to reveal in advance details of the speech, but some speculate he may resurrect his call for free air time for poltical candidates.

The address comes just two weeks after he pledged to adopt a program ratings system and will precede a meeting between President Clinton and Murdoch and other top TV executives on TV violence and children's programing.

Earlier this year, Murdoch called for the industry to bear more responsibility in political advertising. His network has held discussions on providing two-minute "public discussions" by candidates during general elections. And last fall, the network conducted a study of its children's educational TV lineup which showed that its affiliates air an average of four weekly hours of educational fare.

Fox has been taking such steps at the same time it has sought to expand its base of TV stations and secure spectrum for digital TV. The company, for instance, last year closed station acquisitions in Philadelphia and Birmingham, Ala. Fox also has acquired nonvoting shares in group owners New World Communications Group and SF Broadcasting. Because the stock is nonvoting, the investment allows Fox to hold a stake in the companies without having their stations count toward its national limits on audience reach. Such deals, however, could be affected by a pending FCC review of ownership "attribution" rules.

Also, Fox's advanced TV plans could be affected by government decisions on spectrum designated for digital TV. The network hopes to provide multiple channels of digital television with the spectrum, but lawmakers currently are debating whether to give the spectrum to broadcasters or auction it.

Some say today's speech and Fox's other public interest-related actions are aimed at bolstering the network's goals on the spectrum and ownership fronts.

"This is a way of making sure they get first dibs on the spectrum," says David Honig, an attorney who frequently represents the NAACP and other civil rights groups. "I don't think you get anything from Rupert Murdoch for free." ■

**GEORGIA STATE CONVENTION**
Don McGouirk, WMAZ-TV Macon, GA (left)
Douglas Grimin, Magic Broadcasting Co. (right)
pose with Atlanta Rhythm Section songwriters at the BMI reception

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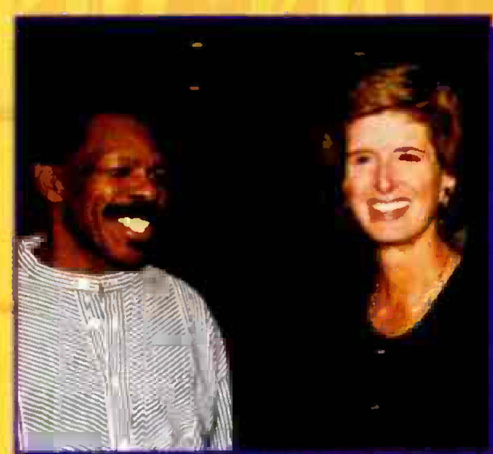

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BMI songwriter Lloyd Price joins New Jersey
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## Making Legends Together℠

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Twenty-seven years ago, the government's first attempt to police television programs for sex and violence was stopped in its tracks by one man of principle and courage. The year was 1969, the Congress was represented by Senator John Pastore of Rhode Island, and the industry executive who wouldn't say yes was Frank Stanton, then president of CBS. The behind-the-scenes story of that fateful encounter has never been reported until now.

This is a first-person account. The writer, now editor of BROADCASTING & CABLE, was then Stanton's assistant at CBS and participated in the events described. I am going public now because the history of 1969 so close-

because he had become the de facto statesman of the broadcasting industry), as were Julian Goodman of NBC and Leonard Goldenson and Elton Rule of ABC.

But this time there was a difference. At the end of Stanton's testimony, Pastore leaned forward and asked: "Dr. Stanton, will you allow CBS programs to be prescreened by the National Association of Broadcasters Code Authority?" It was a request the senator had been making since 1962, and CBS had always led the resistance. This time, Stanton committed a rare misstep. He responded: "Mr. Chairman, I'll take it under advisement." I sensed immediately that he should have said "no."

From that moment, and for the next two weeks, the

## EYEWITNESS TO HISTORY

# Broadcasting's Finest First Amendment Hour

*An editor's personal perspective on the Fifth Estate's fight for First Amendment freedom, and a modest proposal to help keep it*

***The Senate Commerce Committee put pressure on broadcasters in 1969 over sex and violence on TV. At the hearing (l-r) Senator Hugh Scott (R-Pa.); Communications Subcommittee Chairman John Pastore (D-R.I.); Nicholas Zapple, Senate Communications counsel, and Senator Vance Hartke (D-Ind.) questioned CBS President Frank Stanton (right).***

ly parallels what is happening between the industry and the government in 1996. If there are lessons to be learned from the past, they should not be withheld from the present.

It began on March 12, 1969. Pastore, then technically chairman of the Senate Communications Subcommittee but in fact running the full Commerce Committee in the absence of Chairman Warren Magnuson (D-Wash.), was having one of his periodic hearings on sex and violence in television. (Yes, Virginia, even then the politicians had a vested interest in inveighing against sin and damnation on the air, and periodically called in the broadcasting industry for public chastisement.) Stanton was testifying (he always came first

fat was in the fire. The most important person in the broadcasting industry had given an inch to its most powerful senator, and Pastore meant to make it a mile. CBS's historic defense of the First Amendment had begun to fold by the time we flew back to New York.

Stanton called the first of many meetings on the subject in his office that same afternoon. With him were John A. Schneider, executive vice president of CBS Inc.; Richard W. Jencks, president of the CBS/Broadcast Group; E. Kidder Meade, vice president for government affairs, and myself. (Stanton's recollection is that Dick Salant, president of CBS News, was also present.) My position was already certain: We had to say no. "The five people in this

**By Don West**

room do not have the right to give away 50 years of broadcasting freedom," I remember declaring. They did, of course, have the power.

(Bob Wood, the CBS network president who gave us *All in the Family*, may have said it best: "A corporation is a lot of temporary people making permanent decisions." We are at the mercy of today's temps, too.)

By the next week our meetings had doubled in size and number. Stanton, for the most part, kept his silence and listened to the debate. At one point Dick Jencks drafted a proposal describing how we would accede to prescreening; I called it "The Articles of Capitulation." Later that day Dick and I shared an elevator and he said: "Well, Don, you can't win 'em all." I responded: "We haven't lost this one yet."

Actually, we almost had. There was a quid pro quo in 1969, too. Pastore had introduced a bill that would protect licensees from challenge at license renewal, and the popular view was that his bill's passage depended on the networks' prescreening for the NAB authority. NBC and ABC had already indicated compliance; only CBS was in doubt. Telexes and phone calls from affiliates were bombarding Bill Lodge, then the head of station relations, imploring Stanton to yield. It was the same kind of pressure that would be brought to bear that same year on the Smothers Brothers, forcing them off the air.

(The heat is hottest when they sense your weakness—when they smell blood. If they know you'll stand up for your First Amendment rights—and your First Amendment responsibilities—they'll leave you alone or take you to court. Fair enough.)

By the second week I could sense my position eroding, and I began to search for an alternative response—something that would serve the senator's purpose and not damage our First Amendment rights. At least part of the issue then, as now, was in advising parents about what was coming up on TV, so they could control their children's viewing. Why not, I thought, prescreen CBS programs for TV critics, and let them advise the audience whether there was too much violence or sex, or whether a show was worth viewing at all? It had never been done; a critic's reviews were read the morning after, and a viewer could only compare points of view. Indeed, critics had little influence in 1969, and all the networks had been reluctant to let them in for fear of, let's face it, bad reviews.

Just coming up with the idea wasn't enough. It had to be lobbied, with the network president (Wood), the head of sales (Frank Smith), the head of programing (Mike Dann), the heads of public relations (Jack Cowden and Charles Steinberg) and program practices (Bill Tankersley)—essentially, every significant vote on the 34th floor (Stanton and William S. Paley, the chairman, were on 35). To a man, and to my delight and surprise, they endorsed it. I had feared each would have a vested interest to protect, and that opposition from any quarter would sink it. None came; they were all as open as I to this new departure.

Armed with an alternative and my proxies, I returned to the attack. Stanton readily agreed to implement the critics' prescreening idea and the tide began to turn. After two weeks of listening, he declared his decision: We would say no to Pastore.

(Curiously, he did not couple the critics' prescreening with his opposition to the NAB prescreening. "I wanted to keep the two in watertight compartments," he says now. Bob Wood made the critics' announcement several weeks later, and the other networks reluctantly followed suit.)

The turndown was given to Pastore shortly before he was to address the NAB's annual convention in Washington. Stanton recalls meeting with him privately to explain his decision; we were expecting unshirted hell. Curiously, too, the senator's speech to the NAB mentioned the controversy only in passing (and more in sorrow than in anger, as I recall).

To give Pastore his due, he did not seek to codify the NAB prescreening into law. Because of the First Amendment, he said at the time, there was little Congress could do to prescribe standards of programing, but there was much that broadcasters could do with effective self-regulation. "Baseball had to do it," he said. "The motion pictures had to do it. There's nothing wrong with the code. The trouble is that the procedures make the code unenforceable." Responding, Stanton doubted that there would be much change in programing standards, and said: "In a year we'd be back on the same subject because you would not be satisfied."

I thought the television industry was home free until the V-chip came along a quarter century later. This time the sponsor was Democratic Congressman Edward J. Markey of Massachusetts, just one state away from Pastore's Rhode Island. From the moment the prospect of government program control raised its head this time around, this magazine went after it—I sensing that all we had saved in 1969 was in danger of being given away in 1996. The difference between then and now: no Stanton to take the heat.

(For those who never knew or may have forgotten, this wasn't the only time Stanton stood tall for broadcasting. In 1971, threatened with contempt of Congress for refusing to give up outtakes of CBS News's *The Selling of the Pentagon* documentary, he risked jail for defying Harley Staggers [D-W.Va.], then chairman of the House Commerce Committee. He won then, too, by an

"The five people in this room do not have the right to give away 50 years of broadcasting freedom," I remember declaring. Nor do the 15 to 20 who will meet with President Clinton this week.

uncomfortably narrow vote of 226 to 181.)

The quid pro quo is even greater in 1996. The industry finally got its protection from license challenge without having to give up the First Amendment. This time, the stakes are higher. The deal is: Give us a V-chip–enforced rating system and we will give you the digital spectrum. As for me, I'd let them keep the spectrum. It's pottage without the First Amendment.

At this writing, the networks, cable and the programing community are far down the road of conceding the development of a ratings system. It would be strictly voluntary, they say, despite the law demanding its creation. Then, if the government should try to substitute its own ratings system, the industries would go to court.

That's not the way it will work. Milliseconds after broadcasters announce their first ratings, a "how dare you" outcry will issue from an outraged Congress and White House. They will twist any arm and use any pressure to subvert and co-opt the industry's "voluntary" system. The likelihood, and the danger, is that there will never be a government system to take to court; all the government's objectives will have been obtained through manipulating the industry system.

**Arguably, it's too late to say no. In its rush to capitulation, the industry may well have announced a ratings system before this story goes to press. Nevertheless, as in 1969, let me offer these discussion points regarding a far more First Amendment–friendly alternative.**

**1.** It is a given that there should never be a government-imposed ratings system. To begin with, Section 551 of the Telecommunications Act expressly seeks to avoid creating any requirement. More important, if the government's action is perceived as requiring a ratings system, it is likely to be invalidated as unconstitutional. (That, of course, would be OK by me.)

**2.** Any proposal to empower parents should be informational rather than instructional. It should provide parents with the information they need to exert control over content coming into their households, without preaching to them about which values are acceptable.

**3.** With those considerations in mind, any informational system should focus on labeling, rather than rating, programs. In other words, the industry could be encouraged to list the various attributes of a program (adult language, nudity, brief nudity, cartoon violence, mild violence, graphic violence, political content, comedy, adult drama, etc.) without having to make a judgment about whether a program may be "good" or "bad" for children. That should be left for parents to decide. Such an approach would also insulate the system from political influence to the extent the major parties clash over "values" issues (President Buchanan's idea of a proper V-chip ratings system versus President Clinton's, for example).

**4.** The key consideration: broadcasters would never "rate" programs; they would only provide the descriptions built in by the program suppliers. Rather than requiring the centralized bureaucracy of a ratings system, labeling could be decentralized. It would not be necessary to have a bureau or committee to evaluate programing for quality or content, as does the current Motion Picture Association of America system. Instead, the industry could be encouraged to devise an all-inclusive list of categories, and program producers themselves would be able to voluntarily provide program information based on the list.

■■■

They say it's harder, now, for one person to make a difference. CBS in 1969 was the most powerful of but three broadcast television networks. Now it is down a rung or two in a field of six broadcast TV networks, and an entire cable industry has sprung up to share the audience's attention. But if Frank Stanton alone could hold the government at bay in 1969, the 15 to 20 broadcasting, cable and programing executives who will meet next week with President Clinton can do the same. Whether the number is five or 20, the men who enter that room have no right to give away more than 65 years of broadcasting and cable freedom.

They do, of course, have the power. ■

# Pressler major recipient of contributions

*Broadcasters among those giving money for Commerce Committee chairman's campaign*

**By Christopher Stern**

Despite alienating many in the broadcasting industry with his support for spectrum auctions, Senate Commerce Committee Chairman Larry Pressler (R-S.D.) collected thousands of dollars in campaign contributions from broadcasters during the last six months of 1995.

More than a dozen executives from companies including NBC, Fox, McGraw-Hill and Hearst gave at least $1,000 to Pressler's re-election campaign, according to Federal Election Commission documents.

**Total campaign contributions for 1995**

Senate Commerce Committee Chairman Larry Pressler—**$1,757,502.94**
Senator Ernest Hollings—**$383,236**
House Commerce Committee Chairman Thomas Bliley—**$485,500**
House Telecommunications Subcommittee Chairman Jack Fields—**$182,184**
Representative John Dingell—**$412,272**
Representative Ed Markey—**$376,280**

Pressler, who is up for re-election this year, raised more than $1.7 million in campaign money during 1995. He was among the Senate's top fund-raisers at a time when Congress was debating the first overhaul of the communications act in more than 60 years.

Telephone company and cable industry executives were also big contributors to Pressler's re-election effort. Viacom Chairman Sumner Redstone and Turner Broadcasting System CEO

Ted Turner each wrote $1,000 checks to Pressler's campaign.

Senator Ernest Hollings (D-S.C.), the ranking Democrat on the Senate Commerce Committee, raised only $383,236 last year, according to FEC documents. Hollings is not up for reelection, but like Pressler, he received contributions from PACs representing broadcast and cable interests, including Fox, Viacom and Westinghouse.

Unlike most other members of the House and Senate commerce committees, House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) is returning money to contributors. He will retire at the end of the current congressional term and had promised the FEC he would return donations of $1,000 or more that were earmarked for his congressional race. He raised only $182,184 in 1995.

In contrast, Representative Ed Markey (D-Mass.) raised $376,280, according to his FEC filing. Despite his support for the V-chip, Markey received sizable contributions from the broadcasting industry.

Among Markey's financial supporters are CapCities/ABC Chairman Thomas Murphy, NBC President Robert Wright and Fox Broadcasting President of Network Distribution Preston Padden, each of whom gave $1,000. ■

# Washington Watch

Edited By Chris Stern

**The race between Representative Billy Tauzin (R-La.) and Representative Mike Oxley (R-Ohio.)** to be the next House Telecommunications Subcommittee chairman made for some light moments at a forum sponsored by *Newsweek* and Bell Atlantic last Wednesday. Both Tauzin and Oxley were on a panel when Senator John Breaux (D-La.) quipped: "I'm glad to be up here with the next chairman of the telecommunications subcommittee." A few minutes later Representative Ed Markey (D-Mass.) arrived. Looking at Oxley and Tauzin, Markey said: "One of us is going to be the ranking minority member in eight months, and it's not going to be me."

**The Freedom of Expression Foundation** has issued a report attacking a recent study by Mediascope, which found that violence on television is harmful to children. "A considerable amount of research indicates absolutely no correlation exists between televised violence and aggression in the real world," states the foundation. The Mediascope study was sponsored by the cable industry and found that 57% of all TV programing is violent and potentially harmful to children. The Freedom of Expression Foundation report also argues that the electronic media should have the same First Amendment protection as the print media. In addition, the report argues that the V-chip is unconstitutional.

**Time Warner wants FCC action on its applications to acquire WTBS(TV), Atlanta.** In a Feb. 16 letter to FCC Chairman Reed Hundt, Time Warner Counsel Arthur Harding argued that the commission does not need to wait for the Federal Trade Commission to complete its antitrust review of the Time Warner/Turner merger before acting on the license transfer application. "The commission has granted its approvals for the Westinghouse/CBS and Disney/ABC mergers, and each of these media giants has announced plans to compete with Cable News Network as has Fox and a joint venture between GE/NBC and Microsoft," Harding said. "Time Warner's application to acquire control of WTBS is now ripe for commission consideration."

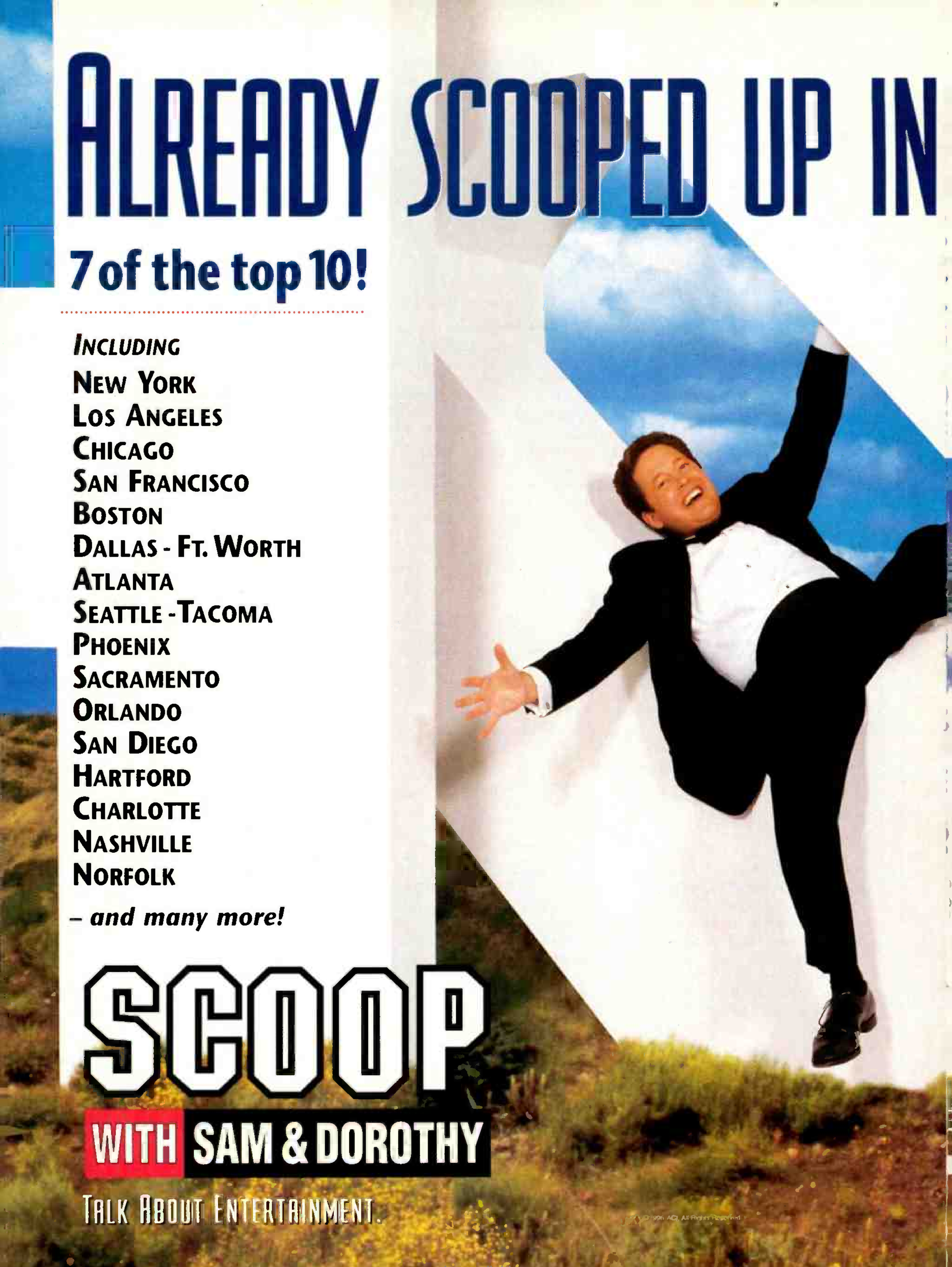
**The FCC has issued its new proposal for EEO forfeiture guidelines.** The fines resemble those issued in 1994 but struck down by a court because the FCC did not invite comments on them. The guidelines set a base forfeiture of $12,500 for EEO violations. Comments on the guidelines and the rest of the commission's EEO proposal are due April 30.

**FCC Commissioner Susan Ness says she prefers a children's TV "safe harbor" to a fixed requirement.** Addressing the Oklahoma Broadcasters Association on Feb. 16, Ness said a fixed, three-hour requirement on educational children's TV might result in a sacrifice of quality for quantity. But she also said that setting a three-hour safe harbor would give stations a standard to shoot for at license renewal time. Ness also said that stations not airing three hours could offer a "comparable commitment," such as interstitial material or program financing. "I hope that the broadcast industry will seize the opportunity to rededicate itself to serving our nation's children," Ness said.

She also called for a speedy review of the FCC's ownership "attribution" rules. Reviewing the commissions plans to implement broadcast ownership provisions of the 1996 Telecommunications Act, Ness predicted that the FCC will take up the attribution issue in the second quarter and adopt a final order by year's end: "I would prefer to raise ownership limits directly, rather than allowing them to be circumvented through various kinds of nonattributable 'alliances.'"

**The FCC has accepted a batch of new TV station applications.** The commission last week placed applications for 26 new TV licenses (including two noncommercial licenses) on public notice. Commission officials say they will be able to process unopposed applications. But those facing competing applications may get stuck, since the FCC has no system for deciding among competing new TV license applicants. Five of the licenses already have multiple applicants, and the commission will accept competing applications to those on the public notice through April 5.

With a new telecommunications law in town, **the FCC last week dismissed 19 telco Section 214 applications to provide video.** The commission took the action in response to provisions of the 1996 Telecommunications Act that eliminate the 214 filing requirement for telcos delivering video. ■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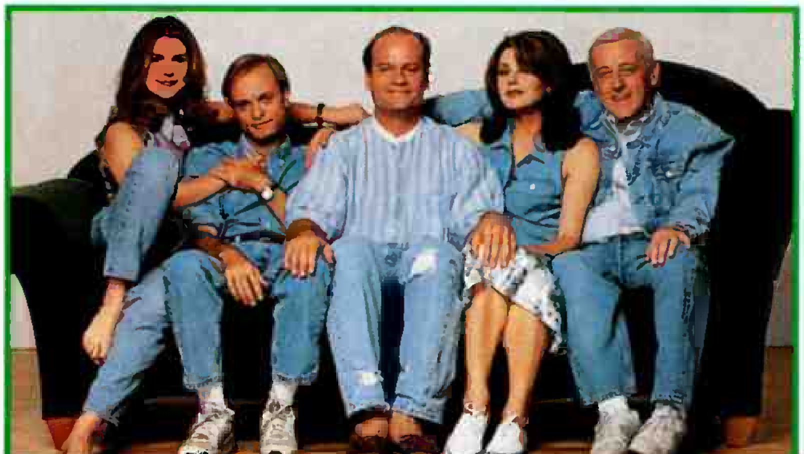
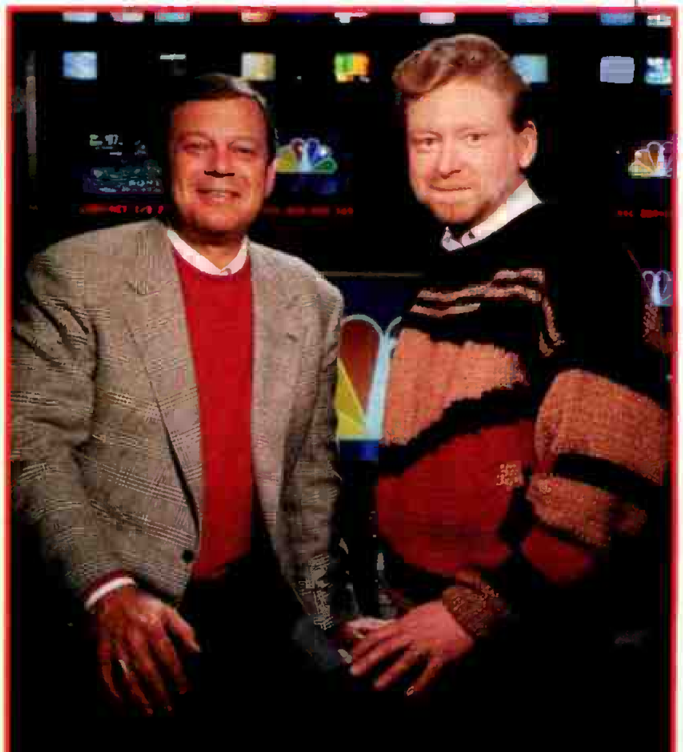




Don Ohlmeyer and Warren Littlefield along with all-star casts of (clockwise): Seinfeld,' 'ER,' 'Frasier' and 'Friends'

# NBC preens in pr

*Season winner, sweeps leader is back on top thanks to some 'Friends' (and 'ER,' 'Seinfeld' and 'Frasier')*

**By Steve Coe**

Here it goes again. NBC, which will win the 1995-96 prime time season and is poised to win its third sweeps in a row, may be on the verge of a 1990s prime time dynasty to rival its dominance of the 1980s.

The network is now ahead in households and among the key demographic of 18-49-year-old viewers in prime time and has regained the top spot in late night with the resurgence of *The Tonight Show with Jay Leno*.

The network's emergence comes during a season that has seen ABC's fortunes nosedive after a first-place finish last season and CBS still in the beginning stages of what could be a long climb up from the bottom.

Unless ABC can reverse this season's downward trend, or Leslie Moonves, president, CBS Entertainment, can work some magic and develop quickly the kind of hits for CBS that he did consistently for all the networks as head of Warner Bros. Television (including *ER* and *Friends*), NBC's chief competitors could have a long wait to reclaim the ratings crown.

The reasons for such predictions are several, most notable among them a schedule dotted with first-, second- or third-year hits—*Friends*, *ER* and *Frasier*—at the beginning of their life span; such veteran series as *Seinfeld*, *Wings*, *Law & Order* and *Homicide*, which, instead of showing their age are experiencing growth spurts; a strategy of using its power nights to test new shows, and a willingness to move hits to troubled time periods in what NBC Entertainment President Warren Littlefield calls "spreading out our offense."

That strategy notwithstanding, Thursday night remains NBC's power plant. For the week of Feb. 12-18, for example, its Thursday lineup claimed all five of the top spots in the Nielsen ratings.

"They are primed to do some damage," says Paul Schulman, president, The Paul Schulman Co., on the network's current strength and prospects for the future. "They have the building blocks to introduce new vehicles. Last year it was *Friends* and *ER* and this year it was the move on Sunday night and the addition of *3rd Rock from the Sun* and *Caroline in the City*," he says, also pointing to the success of the three—and soon four—installments of *Dateline NBC*.

"NBC is competitive on every night of the week with the possible exception

## 'They are doing it right'

Although NBC is only one of may business segments for parent company General Electric, it is a highly visible one that analysts say may be the best positioned of the four major television networks. "They are in a great position," says Tom Wolzien, a former NBC News executive and now a media analyst with Sanford Bernstein, New York. "The year you know you're going to win, you're justifiably euphoric," he says. "Now the work gets really tough as they try to consolidate gains and defend them."

But Wolzien credits GE and NBC management with "realizing how difficult the network business is," and diversifying and developing new businesses such as the news venture with Microsoft as well as other new media and cable enterprises. That GE has authorized so much diversification is a signal that it wants to be in the business for the long term, Wolzien says: "I don't see them selling it. They like it. It's a fun business."

When the network was in a down cycle a couple of years ago, the question for GE was whether to sell. Now that times are good again at the network, the company is preparing for the next downturn—"which is inevitable," says Wolzien—through diversification. When that downturn occurs, "they'll be much stronger," says Wolzien. "They are doing it right." **—SM**

# ime time

*in high places*

of Saturday. They are really in good shape for next season." Schulman says NBC's future looks bright. "If they don't get too cocky and act as though they are in first place they're going to be tough to knock off."

Another factor in the passing of the torch to NBC could be its lock on six of the next seven Olympics through 2008.

The process of resurrecting NBC has been a long one, but it began in earnest in 1993, when NBC was said to stand for "Nothing But *Cheers*," a reference to its lone holdover from the glory days of 1985-91, when it captured six straight prime time ratings crowns. February 1993 also marked the arrival of Don Ohlmeyer at the network in the then newly created position of president, NBC West Coast.

Ohlmeyer's primary mandate was to boost morale at NBC's entertainment division and chart a course for the network's return to the top.

"What I've tried to do is focus everyone's energies on developing a strategy, which we did," Ohlmeyer says. "My biggest concern when I took the job was that NBC had lost a third of its audience in three years, and the big question was, could we stop the slide before we fell below critical mass? Critical mass in terms of our reach as a network, the point at which it becomes possible to question whether the network can come back. Our biggest ability to succeed, in addition to the creation of hits, depends on our promotion ability. If you fall below a certain point, you no longer have that reach. Obviously, I wouldn't have taken the job if I didn't think it was possible to flatten out that slide and start going the other way."

One of Ohlmeyer's chief mantras: Leave nothing to chance. "I think the big reason we are where we are is our attention to detail. Two seasons ago we had a bad development season, and a big reason to me was casting. We focused on casting, and the following year we came up with *ER* and *Friends*, which I think are the two best casts that have come out on [one] network in the same year."

If NBC does run off a string of prime time victories, it may not be the glitzy and much-written-about Thursday lineup that deserves the most credit, but the network's Tuesday lineup, anchored by *Frasier*.

That comedy, after a successful first season, was moved to Tuesday night last season to take on ABC's *Roseanne* and help establish NBC's second night of "Must See TV." ABC decided to counterpunch and move *Home Improvement* from Wednesday to Tuesday to take on *Frasier*, and NBC decided to stick with its original strategy.

Although the battle was lopsided in ABC's favor for all of last season and the beginning of this season, NBC's fortunes at 9 p.m. have risen since January. The network is almost neck-and-neck with ABC at 9 and on the night as a whole, which had been an ABC stronghold.

On spreading the network's offense, Littlefield says: "if you look at NBC today and you say let's take away the *Frasier* move on Tuesday nights, I don't think we're the number-one network. It was the move that challenged ABC on a night when [it

## NBC sees two-front ratings battle

Ratings are a hot topic at NBC these days, and not just the network's sterling prime time numbers. In addition to the proposed program content ratings system, the network is challenging Nielsen on its recent measurement of an episode of *Frasier*.

NBC's dispute with the service centers on the discrepancy between the metered-market and national numbers for the Feb. 13 episode of the sitcom. The 33 overnight markets reported a 17 rating for the show, but when the national numbers were released the average was a 14 rating (still good enough to rank it seventh for the week), which Don Ohlmeyer, president, NBC West Coast, suggests is statistically impossible. "In the top 50% of the country the show does a 17 rating and then the nationals come out and it does a 14, which means in the other half of the country it would have to have done an 11 rating. In almost two years of ratings of the show on Tuesday, it has not had more than a 2-rating-point drop-off. I'm not a mathematician, but I know enough about math to know that's statistically impossible for it to be that far off."

Ohlmeyer has plenty to say about the proposed MPAA-style content ratings system as well, including that the networks are at least partly responsible for their plight. "The networks, to a very great degree, have only themselves to blame for the situation they find themselves in. It has gotten this far because nobody is making these guys pay a price to stop. With the exception of Rupert [Murdoch], they don't dole out enough money in Washington. None of the networks are out there buying [Newt] Gingrich's book rights or [Margaret] Thatcher's. Rupert knows how this game is played. The other three guys are like the Marquis of Queensbury."

Ohlmeyer says he wasn't surprised that Murdoch two weeks ago trumpeted Fox's intention to implement a ratings system. "It was classic Rupert and classic grandstanding. But what gets lost in this whole issue is that the worst we have on is PG, which to me makes this a disingenuous issue. I keep asking people what programs do we have on that are violent? Nobody will answer me because their answer is: 'I don't watch television.' That's the mantra in Washington. Before they tell you what to watch, they start off by saying 'I don't watch television. I only watch C-SPAN and CNN.'" **—SC**

was] dominant. Most people thought we were insane. We never expected a win against *Home Improvement*. The concept was to build a night. [The thinking was] we'd rather be the second guys in there with a comedy lineup than be blocked out indefinitely."

Ohlmeyer echoes the importance of the Tuesday strategy, but admits some early trepidation. "[Network executives] make more decisions in one week than a lot of people make in a lifetime. We're going to make some miscalculations. Before we moved *Frasier* to Tuesday night we had done our homework. Then ABC made the move of *Home Improvement* against *Frasier*, and I'm not sure they had done their homework. I thought maybe we should chase *Roseanne*, but Warren and Preston [Beckman, senior VP, program planning and scheduling] were adamant, based on all that we knew, and said this was a good thing for us. That's the biggest swing in the past couple of years."

In further spreading out their offense, NBC followed last year's Tuesday strategy with this season's move of *Mad About You* from Thursday night at 8 to Sunday night at 8. To fill the open Thursday slot, NBC moved *Friends* from 9:30 to the lead-off slot.

The planting of those seeds on Tuesday and Sunday nights has borne fruit this season, with growth not only on those nights but also on Thursday. "Even though *Mad About You* hasn't hit the numbers it did on Thursday, when you look at what we've gained on Thursday with *Friends* at 8 p.m. and what we've gained on Sunday, it's a huge win," says Littlefield. "The difference this year from last is that we have four nights of growth," he says, citing Tuesday, Thursday, Friday and Sunday. "We think that amount will only grow to be a larger number as we finish the season."

Looking ahead to the rest of the season, NBC expects to see further growth on Sunday night, with the addition of a fourth installment of *Dateline NBC* in the 7-8 time period taking on CBS's *60 Minutes*. In fact, the rise in ratings and popularity of the news magazine has mirrored the network's growth during the same span. That success has been nothing short of remarkable, given the show's Phoenix-like rise from the ashes of its rigging of a story on the crash worthiness of a GM pickup.

The network also will test a new comedy, *Boston Common*, in the Thursday 8:30-9 p.m. time slot beginning March 21.

Looking ahead to next season, Ohlmeyer and Littlefield predict that the network will add approximately four hours of new programing to the schedule, focusing on Monday and Saturday nights. "We're out to lunch," Littlefield concedes, regarding Saturday nights.

In comparing this season with the start of the network's dynasty in the 1980s, Littlefield, co-architect with Brandon Tartikoff, says "our bench of shows is stronger this time. We have a lot of shows that are very young in their lives, and that will be beneficial to us as we move forward. We have a total nine series that are up this year over last season. The kind of growth from returning shows that you know you can get five, six or seven seasons from is critically important."

Littlefield also says the network's executives are smarter this time around about keeping the schedule "replenished." "We held on too long to some of our product in the past. Why? Because we didn't have the goods, so our time periods and schedule got old and stale. Most shows don't go on as instant hits. Therefore, you've got to plant seeds. We're older and wiser in terms of looking at the schedule and saying you must replenish."

As for predictions of another dynasty, Ohlmeyer says, "We'd like to think we're poised for another big run. If you talk to anybody in this building they'll say we're about 60% of where we want to be. We don't think we've accomplished anything yet. So, we'll win the season. Where are we going to be in 2000? That's what we're all working for." ■

Broadcasting
February 26, 1996

# Big-ticket development at Big Ticket

*Spelling arm quick out of the blocks with network and syndicated fare*

**By Cynthia Littleton**

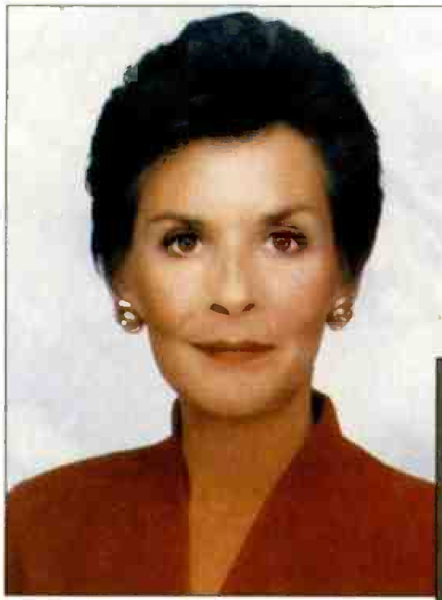
Fourteen months after it was founded to expand the TV production menu at Spelling Entertainment, Big Ticket Television has a full plate of series projects cooking for network and syndication.

Although Big Ticket's focus is network prime time, the company's early success in the first-run market has president Larry Lyttle thinking about creating an executive post to concentrate solely on syndication.

These days, Lyttle has his hands full overseeing the development of four network pilots and the production of UPN's new hit sitcom, *Moesha*.

"This is really our first pilot season, but we already have two shows on the air and a third coming in the fall," says Lyttle, referring to *Moesha*, the late-night comedy *Night Stand with Dick Dietrick* and the upcoming first-run strip *Hot Bench with Judge Judy Sheindlin*.

Lyttle, a former TV packaging agent and Warner Bros. Television veteran, spent two years as president of Spelling Television before its parent company, Blockbuster Entertainment, put up a reported $30 million to launch Big Ticket as a Spelling subsidiary in late 1994. Viacom, which acquired a 75% stake in Spelling Entertainment through its 1994 merger with Blockbuster, put Spelling up for sale last summer.



'Hot Bench with Judge Judy Sheindlin' is just one of Big Ticket's shows on Larry Lyttle's (r) plate.

Analysts say that Spelling, valued at about $1.2 billion with a library of shows that includes *Beverly Hills, 90210* and *Melrose Place*, has drawn more "tire-kicking" than firm offers in recent months from potential buyers such as NBC or PolyGram.

Big Ticket's stable of writers and producers is at work on two pilots for NBC. *Hip* is the working title of an office sitcom set in the New York magazine world, while *Olympic One-Nine* is a *Hill Street Blues*–style police drama created by Steven Bochco protégé John Romano.

Romano is also the creator and co–executive producer of another police drama in the works for Fox. Actor Eric Roberts has been attached to star as a New Orleans police detective in the series, tentatively titled *Dark Angel*. Filming on the two-hour pilot, produced in association with director Francis Ford Coppola, begins next month in Louisiana.

Over at ABC, Big Ticket is working up an untitled sitcom centering on a blue-collar Irish family. Lyttle describes the concept as a cross between the 1987 theatrical hit "Moonstruck" and the 1938 Frank Capra classic "You Can't Take It with You."

Lyttle hopes that Big Ticket will distinguish itself in the next few years as the home of TV's best writers, much as MTM Television productions stood out from the pack during the Grant Tinker era.

"We want to do sitcoms that make people think and laugh, in that order," says Lyttle. "We want our dramas to become franchise shows, with multiple plot lines to keep the audience moving with the characters."

On the syndication side, Lyttle credits much of Big Ticket's success to its close working relationship with Spelling Entertainment's distribution arm, Worldvision Enterprises.

Worldvision has cleared Big Ticket's upcoming courtroom reality strip *Hot Bench* in more than 72% of the country, including eight of the top 10 markets. Although available slots are

## Tale of the tape

Ed Davis learned the hard way how competitive broadcast journalism can be.

When two commuter trains crashed near his Silver Spring, Md., home on Feb. 16, Davis grabbed his video camera and was the first person on the scene to record the burning wreckage. When a friend suggested that the news crews might want the tape, Davis sent his 17-year-old son back to the site, by then crawling with reporters, to see if anyone was interested. ABC's Washington affiliate WJLA-TV was the only channel that accepted, offering $50 for the tape, which was promptly handed over.

Soon after the station aired the footage, and credited Davis, distribution firm Media Exchange contacted Davis, telling him that if he could get them the tape that evening they could make him thousands of dollars. When Davis called WJLA-TV, the station would not return it until the following morning.

"We were trying to protect our rights to an exclusive story," says WJLA-TV Vice President Gary Wordlaw. "We were smarter and quicker than the other stations, and we got it—that's the TV news business."

Media Exchange President Bob Guadian says WJLA-TV was offered a cut of the revenue if they handed over the tape, but "the video's value plummeted" as a result of WJLA-TV's sitting on it overnight. Nevertheless, Guadian claims that when Media Exchange finally received the tape, "we wound up making Davis four digits."

Davis talked to a lawyer about his legal options. "[The station's promos say] 'Seven is on your side,' but I guess they weren't on mine." —MK hard to come by in a market increasingly dominated by alliances between syndicators and station groups, Worldvision found ready takers for the show at last month's NATPE convention.


Worldvision's John Ryan

John Ryan, president and CEO of Worldvision, says that sales of *Hot Bench*, which went from zero to nearly 60% coverage in three days of selling at NATPE, were boosted by good timing and Big Ticket's emerging reputation for quality.

"There's room for another *People's Court* in daytime," says Bill Carroll, vice president and director of programing for Katz Television. "From what they've been able to get on tape so far, [Judge Judy Sheindlin] appears to have the kind of larger-than-life personality that's been missing from recent court shows."

Sheindlin, a supervising judge with Manhattan Family Court, is expected to tape the show in a courtroom set in Hollywood, where she'll preside over real-life legal disputes and render judgments in non-legal cases after hearing arguments from people with personal or professional conflicts. Sheindlin's public profile should get a boost with the April release of "Don't Pee on My Leg and Tell Me It's Raining," her new HarperCollins book on families and child-rearing.

"Our track record with *Night Stand* and *Hot Bench* just goes to show that TV is not about deals, it's about programing," says Ryan.

Competing head-to-head in many markets with NBC's *Saturday Night Live* and Fox's *Mad TV*, *Night Stand* has averaged a 1.7 national Nielsen household rating and has been renewed for a second year in more than 70% of the country. The weekly hour, which features comedian Tim Stack as bombastic talk show host Dick Dietrick, may have a trial run as a half-hour strip in selected markets this summer.

"Even in markets where it hasn't done that well, stations tell us they're renewing it because they like it," Lyttle says. "It's got a loyal core audience, and if we could just get a little more sampling I think it would develop a following as strong as [the 1970s Norman Lear hits] *Mary Hartman, Mary Hartman* and *Fernwood Tonight*." ■

# Show hopes hinge on February books

*Stations take wait-and-see attitude on existing product before committing to new*

**By Cynthia Littleton**

Fall program schedules should be in full bloom in most markets by the time winter gives way to spring next month.

Although last month's NATPE convention jump-started the generally sluggish pace of sales for new first-run shows, many major-market broadcasters are still postponing fall programing decisions until the February books are in.

That wait-and-see attitude is giving syndicators grief, but others say the lackluster performance of this season's new shows forced stations to take a more pragmatic approach this year.

"This whole season has been an aberration," says Janeen Bjork, vice president and director of programing for Seltel. "Renewals are coming in later, and more stations need to see the February books to understand what's going on in their markets before signing up for new first-run shows. There's always a lot of activity in March and April, but we'll see even more this year."

The February books may also decide the fate of a number of existing shows. Columbia TriStar Television Distribution officials say they will make a decision on year two of *Tempestt* after the sweeps, as is the plan for Rysher Entertainment's *George & Alana*, Turner Program Services' *Lauren Hutton And...* and Buena Vista Television's *Land's End*, among others.

**"Renewals are coming in later, and more stations need to see the February books to understand what's going on in their markets."**

**Janeen Bjork, Seltel**

Although some high-profile entries—such as Warner Bros.' *Rosie O'Donnell*, Rysher's *F/X: The Series*, MTM Television's *The Cape* and MGM Television's *Poltergeist: The Legacy*—already have been declared a firm "go" for fall, syndicators with shows in the 45%-60% clearance range are hoping to do brisk business in the weeks ahead.

In the daytime arena, the shows with the most to gain from the possible demise of this season's surviving freshman talkers are ACI's *Scoop with Sam and Dorothy*, now cleared in about 45% of the country, and MGM Television's *The Bradshaw Difference*, which stood last week at about 43%.

CBS/Group W/Maxam says it still is evaluating offers for *J&I* in at least half of the country, although the only clearances formally announced are with Chris Craft–owned stations in New York and Los Angeles.

Leading the charge of late-bloomers on the reality front is Rysher/Chris Craft Television's *Strange Universe Tonight*, unveiled as a fall entry just a few weeks before the NATPE convention. As of last week, the half-hour strip had been cleared in 55% of the country, including WCIU(TV) Chicago, KXTX(TV) Dallas and WDZL(TV) Miami.

MCA Television's courtroom strip *Justice* stands at about 60% coverage, although it cleared the bottleneck in the top three markets with the recent sale to the ABC O&O in Chicago.

One previously unveiled show that apparently won't be headed for syndication is MTM Television's *The Beef*, reportedly derailed by indecision over whether it would be picked up by The Family Channel, the cable network owned by MTM parent International

Family Entertainment.

As of last week, an MTM spokesman said *The Beef*, which takes a humorous look at everyday annoyances and pet peeves, may be turned into a series of specials for The Family Channel.

Other shows on the sweeps bubble:

- Tradewinds Television's *Bounty Hunters*, closing in on the 60% mark with 56 stations.
- The Partner Stations Network's *Lifeguard*, sold in about 40% of the country. The show may launch as a slow national rollout.
- Kelly News & Entertainment's *FDNY*, cleared in 55% of the country but still looking for homes in New York and Chicago.
- Active Entertainment's *America's Dumbest Criminals*, cleared in about 50% of the country, including KNBC (TV) Los Angeles. ■

# Prime time: Networks go back to the future

*ABC, CBS, NBC and Fox ponder yearlong schedules*

**By Cynthia Littleton**

The networks' decision to extend the prime time ratings contest through the end of the May sweeps amounts to a long-overdue recognition of strategy shifts in programing and scheduling that have taken root during the past few years.

Earlier this month, the presidents of the entertainment divisions of ABC, CBS, NBC and Fox declared an end to the "obsolete practice" of declaring a prime time ratings winner after the conclusion of the traditional 30-week television season that runs through mid-April. The executives also pledged to acknowledge where they stand on a year-round basis at the end of each summer. "It's a case of the cart finally pulling up to the scheduling horse," says Alan Sternfeld, senior vice president of program planning and scheduling for ABC.

The move reflects an industrywide pattern of increasing episode orders for key shows, from an average 22 a decade ago to 25 or 26 today, and the growing use of March and April as a

## SYNDICATION MARKETPLACE

### In the 'Know'

Litton Syndications has signed its first top-10-market licensee for *Know It Alls*, the Brandon Tartikoff-created game show format designed to be produced and localized by stations. New World Communications-owned Fox affiliate WAGA(TV) Atlanta will launch a weekly version of the half-hour quiz show in access this fall. Tartikoff, chairman of New World Entertainment, developed the community-oriented game show for New Orleans' WGNO(TV) in 1993.

### Re-upping with 'Gordon'

Twentieth Television has sealed two-year renewals for *Gordon Elliott* in 61% of the country. New stations signing on for the talker this fall include KDFW(TV) Dallas, WNOL(TV) New Orleans, WFTS(TV) Tampa, WATL(TV) Atlanta and KMSB(TV) Tucson, Ariz. "Overall, these deals represent significant upgrades in both stations and time periods," says Paul Franklin, senior vice president and general sales manager, Twentieth Television. *Elliott*, now in its second year, is produced by CBS Entertainment and distributed by Twentieth.

### Oscar for Tribune

Tribune Entertainment has cleared its upcoming Oscar-night special, *Live from the Academy Awards with Sam Rubin*, in more than 85% of the country, including 18 of the top 20 markets. The pre-awards special, to air live from Los Angeles at 8 EST on March 25, promises to give viewers a behind-the-scenes look at Hollywood's biggest night. The hour special, hosted by the entertainment reporter for Tribune-owned KTLA(TV) Los Angeles, has been picked up as an Oscar telecast lead-in by 14 ABC affiliates.

### Globe-trotting 'Gladiators'

Samuel Goldwyn Television says that *American Gladiators* will return in the fall for its eighth season and that the show will go on the road for worldwide competitions. Starting in the fall, production of the series will take place in England, Australia, Japan, Germany, South Africa and Russia as well as in the show's home base of Orlando, Fla.

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 11. Numbers represent average audience/stations/% coverage.)

| | | |
|---|---|---|
| 1. | Wheel of Fortune | 13.5/226/98 |
| 2. | Jeopardy! | 11.0/220/99 |
| 3. | Home Improvement | 10.1/222/97 |
| 4. | Oprah Winfrey Show | 8.9/234/99 |
| 5. | Seinfeld | 7.9/219/98 |
| 6. | Entertainment Tonight | 7.2/173/95 |
| 7. | Star Trek: Deep Space Nine | 7.0/234/98 |
| 8. | Wheel of Fortune-wknd | 6.6/184/81 |
| 9. | Journeys of Hercules | 6.5/224/98 |
| 10. | Simpsons | 6.4/187/96 |
| 11. | Inside Edition | 6.2/165/92 |
| 12. | Home Improvement-wknd | 5.8/210/95 |
| 13. | Xena: Warrior Princess | 5.7/202/96 |
| 14. | Fresh Prince of Bel-Air | 5.3/162/90 |
| 15. | Baywatch | 5.2/223/96 |
| 15. | Hard Copy | 5.2/177/92 |
| 15. | Roseanne | 5.2/177/93 |

### Two from Five Star

Five Star Productions has started production on two new weekly barter half-hours expected to premiere nationally this fall. *Parenting in the '90s and Beyond*, hosted by former *Laverne & Shirley* star Cindy Williams, will offer information and advice on everything from home safety and nutrition to the latest theories on child-rearing. *Outrageous Success Stories*, hosted by Hair Club for Men founder Sy Sperling, will profile self-made millionaires and other entrepreneurs. Five Star already syndicates the weekly half-hours *Today's Health*, with E! Entertainment Television's Kathleen Sullivan, and *Today's Environment*, with actor Ed Begley Jr.

### Something from nothing

New Yorkers preferred a show about nothing to the news during the week of Feb. 12. Columbia TriStar Television Distribution's *Seinfeld* won its 11 p.m. time slot on New York's WPIX(TV) that week for the first time since its off-network run began last September. According to Nielsen's metered-market report, *Seinfeld* topped the late newscasts on WNBC (TV) and WABC(TV), the traditional leaders in the time slot, with an average 11.8 household rating/21 share.

testing ground for new series.

The mid-April finish date harks back to the early days of live television, when cast and crew members tended to catch spring fever after working long hours during the fall and winter.

As the May sweeps became more important to affiliates, the networks began saving more original episodes to run during the period, by either increasing the overall orders or scheduling more repeats during the regular season. In light of this change, network officials say the traditional crowning of the ratings winner in mid-April sends the wrong message to viewers.

"We want to encourage viewing continuity," says Sternfeld. "We don't want to tell viewers the season's over and then have to lure them back for the May sweeps." ■

## PEOPLE'S CHOICE: *Ratings according to Nielsen, Feb. 12-18*

| Week 22 | ABC | CBS | NBC | FOX | UPN / WB |
|---|---|---|---|---|---|
| **MONDAY** | 8.2/13 | 11.9/19 | 10.0/16 | 8.6/13 | 4.6/7 |
| 8:00 | 71. Second Noah 7.6/11 | 15. The Nanny 12.8/20 | 49. Fresh Prince 9.3/14 | 36. Melrose Place 10.2/16 | 91. Star Trek: Voyager 6.0/9 |
| 8:30 | | 22. Can't Hurry Lv 11.5/17 | 55. In the House 8.8/13 | | |
| 9:00 | 46. Turning Point 9.5/14 | 19. Murphy Brown 11.6/17 | 34. NBC Monday Night Movie—Robin Cook's 'Terminal' 10.4/17 | 75. Ned and Stacey 7.4/11 | 97. Nowhere Man 3.2/5 |
| 9:30 | | 49. High Society 9.3/14 | | 87. Partners 6.5/10 | |
| 10:00 | 75. Murder One 7.4/13 | 11. Chicago Hope 13.1/22 | | | |
| 10:30 | | | | | |
| **TUESDAY** | 13.3/21 | 8.6/14 | 11.6/18 | 8.4/13 | 3.0/5 |
| 8:00 | 36. Roseanne 10.2/17 | 66. Here Comes the Bride 2 8.3/13 | 26. Wings 11.0/18 | 61. Fox Tuesday Night Movie—Cliffhanger 8.4/13 | 95. Moesha 3.8/6 |
| 8:30 | 36. Coach 10.2/16 | | 18. 3rd Rock fr/Sun 11.7/19 | | 101. Minor Adjustm'ts 2.7/4 |
| 9:00 | 6. Home Imprvmt 14.5/22 | 14. CBS Tuesday Movie—The Thorn Birds: The Missing Years, Part 2 12.9/20 | 7. Frasier 14.3/21 | | 101. Real Ghosts 3 2.7/4 |
| 9:30 | 16. Grace Undr Fire 12.4/19 | | 19. J Larroquette 11.6/18 | | |
| 10:00 | 9. NYPD Blue 14.1/23 | | 29. Dateline NBC 10.6/17 | | |
| 10:30 | | | | | |
| **WEDNESDAY** | 10.9/18 | 8.0/14 | 9.8/17 | 8.4/14 | 3.1/5 |
| 8:00 | 41. Ellen 10.0/17 | 75. Dave's World 7.4/13 | 58. Dateline NBC 8.6/15 | 42. Beverly Hills, 90210 9.9/17 | 99. Sister, Sister 3.1/5 |
| 8:30 | 36. Drew Carey 10.2/17 | 81. The Louie Show 7.0/11 | | | 96. The Parent 'Hood 3.4/6 |
| 9:00 | 11. Grace Under Fire 13.1/21 | 61. CBS Special Movie—A Brother's Promise: The Dan Jansen Story 8.4/14 | 34. Soap Opera Awards 10.4/18 | 83. Party of Five 6.9/11 | 97. The Wayans Bros. 3.2/5 |
| 9:30 | 27. Naked Truth 10.9/18 | | | | 103. Unhap Ever After 2.6/4 |
| 10:00 | 29. PrimeTime Live 10.6/19 | | | | |
| 10:30 | | | | | |
| **THURSDAY** | 6.9/11 | 8.7/14 | 21.8/34 | 7.0/11 | |
| 8:00 | 69. Wld's Fun Vid 8.2/13 | 48. Murder, She Wrote 9.4/14 | 3. Friends 21.1/33 | 89. Living Single 6.2/10 | |
| 8:30 | 51. Before/Stars 8.4/13 | | 5. The Single Guy 17.3/26 | 80. Best of Martin 7.1/11 | |
| 9:00 | 89. ABC Thursday Night Movie—Sliver 6.2/10 | 61. Rescue: 911 8.4/13 | 2. Seinfeld 21.9/33 | 75. New York Undercover 7.4/11 | |
| 9:30 | | | 4. Caroline in/City 19.1/29 | | |
| 10:00 | | 66. 48 Hours 8.3/13 | 1. ER 25.8/41 | | |
| 10:30 | | | | | |
| **FRIDAY** | 11.7/20 | 7.6/13 | 9.5/16 | 9.1/15 | |
| 8:00 | 24. Family Matters 11.3/20 | 83. Due South 6.9/12 | 49. Unsolved Mysteries 9.3/16 | 72. The X-Files 7.5/13 | |
| 8:30 | 29. Boy Meets Wrld 10.6/18 | | | | |
| 9:00 | 33. Step by Step 10.5/17 | 54. Diagnosis Murder 9.0/15 | 42. Dateline NBC 9.9/16 | 28. The X-Files 10.8/18 | |
| 9:30 | 44. Hangin' w/Mr C 9.8/16 | | | | |
| 10:00 | 10. 20/20 14.0/25 | 85. Picket Fences 6.8/12 | 52. Homicide: Life on the Street 9.2/16 | | |
| 10:30 | | | | | |
| **SATURDAY** | 6.7/12 | 11.9/21 | 8.4/15 | 7.2/13 | |
| 8:00 | 93. Hudson Street 5.2/9 | 29. Dr. Quinn, Medicine Woman 10.6/19 | 61. Cotton Inc. Ultimate Four 8.4/15 | 79. Cops 7.3/13 | |
| 8:30 | 92. Maybe This Time 5.3/9 | | | 72. Cops 7.5/13 | |
| 9:00 | 72. Saturday Night at the Movies—Project ALF 7.5/13 | 17. Touched by an Angel 12.1/21 | | 81. America's Most Wanted 7.0/12 | |
| 9:30 | | | | | |
| 10:00 | | 11. Walker, Texas Ranger 13.1/23 | | | |
| 10:30 | | | | | |
| **SUNDAY** | 10.5/17 | 11.4/19 | 8.5/14 | 6.8/11 | 2.2/3 |
| 7:00 | 57. Am Fun Hm Vid 8.7/15 | 8. 60 Minutes 14.2/24 | 88. Unsolved Mysteries 6.3/11 | 94. Space: Above and Beyond 4.4/7 | 106. Pinky & The Brain 1.6/3 |
| 7:30 | 22. Am Fun Hm Vid 11.5/19 | | | | 107. Simon 1.2/2 |
| 8:00 | 19. Lois & Clark 11.6/18 | 44. Cybill 9.8/16 | 52. Mad About You 9.2/15 | 70. The Simpsons 7.9/13 | 104. Sister, Sister 2.2/3 |
| 8:30 | | 58. Almost Perfect 8.6/13 | 66. NewsRadio 8.3/13 | 85. Martin 6.8/11 | 105. Kirk 2.0/3 |
| 9:00 | 40. ABC Sunday Night Movie—A Case for Life 10.1/17 | 25. CBS Sunday Movie—The Rockford Files: Godfather Knows Best 11.1/18 | 46. NBC Sunday Night Movie—Ed McBain's 87th Precinct: Ice 9.5/16 | 58. Married w/Chld 8.6/14 | 100. Savannah 3.0/5 |
| 9:30 | | | | 55. Married w/Chld 8.8/14 | |
| 10:00 | | | | | |
| 10:30 | | | | | |
| **WEEK AVG** | 9.7/16 | 10.2/17 | 11.2/18 | 7.9/13 | UPN: 3.8/6; WB: 2.5/4 |
| **STD AVG** | 11.0/18 | 9.6/16 | 12.0/20 | 7.5/12 | UPN: 3.2/5; 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

# 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 □ **$30,567,500** □ **2**

Combos □ **$118,483,068** □ **13**

FMs □ **$42,110,000** □ **8**

AMs □ **$1,461,000** □ **4**

Total □ **$192,621,568** □ **27**

So far in 1996:

TVs □ **$313,700,510** □ **15**

Combos □ **$689,744,197** □ **55**

FMs □ **$238,798,130** □ **52**

AMs □ **$11,911,412** □ **31**

Total □ **$1,254,812,250** □ **153**

## TV

**WSTR-TV Cincinnati and KSMO-TV Kansas City, Mo.**

**Price:** $20 million ($11 million for WSTR-TV; $9 million for KSMO-TV)

**Buyer:** Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/24.51% owner); owns WTTO(TV) Birmingham, Ala.; WBFF(TV) Baltimore; WSMH(TV) Flint, Mich.; WLFL(TV) Raleigh, N.C.; WPGH-TV Pittsburgh; WTTE (TV) Columbus, Ohio; WCGV-TV Milwaukee, and WTVZ-TV Norfolk, Va. Smith also is 25% owner of WIIB (TV) Bloomington, Ind., and 18.75% owner of WTTA(TV) St. Petersburg, Fla.

**Seller:** ABRY Holdings Inc., Boston (Royce Yudkoff, president/owner); owns WUTV(TV) Buffalo and WUHF(TV) Rochester, N.Y.; WXLV-TV Winston-Salem, N.C.; WRGT-TV Dayton, Ohio; WTAT-TV Charleston, S.C.; WZTV(TV) Nashville; WRLH-TV Richmond, Va., and WVAH-TV Charleston, W.Va.

**Facilities:** WSTR-TV: ch. 64, 1,150 kw visual, 20 kw aural, ant. 941 ft.; KSMO-TV: ch. 62, 2,190 kw visual, 219 kw aural, ant. 1,115 ft.

**Affiliations:** Both UPN

**WBSG-TV Brunswick, Ga./Jacksonville, Fla.**

**Price:** $10,567,500

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

**Seller:** Coastal Com Inc., St. Simons Island, Ga. (L.G. Wright, principal); no other broadcast interests

**Facilities:** Ch. 21, 2,636 kw visual, ant. 1,020 ft.

**Affiliation:** WB Network, to be ABC

## COMBOS

**WQAM(AM) Miami-WKIS-FM Boca Raton/Miami, Fla.**

**Price:** $57 million

**Buyer:** Beasley Broadcast Group, Naples, Fla. (George Beasley, president); owns KAAY(AM) Little Rock, Ark.; WWCN(AM)-WRXK(FM) and WXKB (FM) Fort Myers and WPOW(FM) Miami, Fla.; WGAC(AM)-WGOR(FM) Augusta, Ga., and WAJY(FM) New Ellenton, S.C./ Augusta; WEQR(FM) Goldsboro and WSFL(FM) New Bern, N.C.; WTEL (AM)-WXTU(FM) and WDAS-AM-FM Philadelphia, and WKML(FM) Fayetteville, WTSB(AM) Lumberton and WDCS(AM)-WEGX(FM) Dillon, all S.C.; is buying WNCT-AM-FM Greenville, N.C.; is selling WJHM(FM) Orlando (see item, below)

**Seller:** Sunshine Wireless Co. Inc., Miami (Dan Cohen, president); owns WJQI-AM-FM and WFOG-FM Norfolk, Va.

**Facilities:** AM: 560 khz, 5 kw day, 1 kw night; FM: 99.9 mhz, 100 kw, ant. 986 ft.

**Formats:** AM: sports; FM: country

**Brokers:** Star Media Group Inc. (buyer); Gary Stevens & Co. (seller)

**WOOD-AM-FM and WBCT-FM Grand Rapids, Mich.**

**Price:** $42.25 million cash

**Buyer:** Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president/CEO); owns WPMI (TV) Mobile, Ala./Pensacola, Fla.; KTTU-TV Tucson, Ariz.; KLRT(TV) Little Rock, Ark.; WAVZ(AM)-WXCI(FM) and WELI(AM) New Haven, Conn.; WHYI-FM and WBGG-FM Fort Lauderdale/Miami, WAWS(TV) Jacksonville and WMTX-AM-FM and WRBQ-AM-FM Tampa, all Fla.; KSAS-TV Wichita, Kan.; WHAS-WAMZ(FM) Louisville, Ky.; WQUE-AM-FM and WYLD-AM-FM New Orleans; WFTC(TV) Minneapolis; WXXA-TV Albany, N.Y.; WERE (AM)-WNCX(FM) Cleveland; KTOK(AM)-KJYO(FM) and KEBC(FM) Oklahoma City and KOKI-TV and KAKC(AM)-KMOD-FM Tulsa, Okla.; WHP(TV) Harrisburg, Pa.; WPTY-TV Memphis; KPEZ (FM) Austin, KMJQ(FM), KBXX(FM) and KPRC(AM) Houston, KSEV(AM) Tomball/ Houston and WOAI(AM)-KAJA(FM), KTKR(AM) and KQXT(FM) San Antonio, all Tex., and WRVA (AM)-WRVQ(FM) and WRVH(AM)-WRXL (FM) Richmond, Va.

**Seller:** WOOD Radio LP, Grand Rapids (Bruce H. Holberg, president/general partner); no other broadcast interests

**Facilities:** AM: 1300 khz, 5 kw; FM: 105.7 mhz, 265 kw, ant. 810 ft.; WBCT-FM: 93.7 mhz, 320 kw, ant. 781 ft.

**Formats:** AM: full-service adult contemporary; FM: easy listening; WBCT-FM: country

**Broker:** Kalil & Co. Inc.

**KHAR(AM)-KBRJ(FM) Anchorage, KJNO (AM)-KTKU(FM) Juneau, KTKN(AM)-KGTW(FM) Ketchikan and KIFW(AM)-KSBZ(FM) Sitka, all Alaska**

**Price:** $3.5 million (of which $3.3 million is assumption of debt)

**Buyer:** Steven L. Rhyner, Juneau; no other broadcast interests

**Seller:** Media Ltd., Juneau (E. Roy Paschal, general partner); no other broadcast interests

**Facilities:** KHAR: 590 khz, 5 kw; KBRJ: 104.1 mhz, 55 kw, ant. 62 ft.; KJNO: 630 khz, 5 kw day, 1 kw night; KTKU: 105.1 mhz, 3.84 kw, ant. -1,057 ft.; KTKN: 930 khz, 5 kw day, 1 kw night; KGTW: 106.7 mhz, 4 kw, ant. -308 ft.; KIFW: 1230 khz, 1 kw; KSBZ: 103.1

mhz, 3 kw, ant. 144 ft.
**Format:** KHAR: MOR, easy listening; KBRJ: hot country; KJNO: adult contemporary; KTKU: CHR; KTKN: MOR, info; KGTW: classic rock; KIFW: MOR, oldies, news/talk; KSBZ: classic rock, contemporary hits

**WNLS(AM)-WTNT-FM Tallahassee, Fla.**
**Price:** $3.5 million
**Buyer:** WTNT Inc. (R. Sanders Hickey, president). Hickey owns WTKX-FM Pensacola, Fla.
**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.; 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./N.Y.; WNCT-AM-FM Greenville, N.C.; KWJJ-AM-FM Portland, Ore., and KEZX(AM)-KWJZ(FM) Seattle
**Facilities:** AM: 1270 khz, 5 kw; FM: 94.9 mhz, 100 kw, ant. 840 ft.
**Formats:** AM: news/talk; FM: country
**Broker:** Media Venture Partners

**WZRX(AM)-WSTZ-FM Jackson/Vicksburg, Miss.**
**Price:** $3.5 million
**Buyer:** 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 Augusta 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 KOLL(FM) Maumelle/Little Rock, Ark., and WRSF(FM) Columbia, N.C.; has LMA with WYBC-FM New Haven, Conn. Sillerman is executive chairman/53.2% owner of SFX Broadcasting Inc.
**Seller:** Lewis Broadcasting Corp., Savannah, Ga. (J.C. Lewis Ford, principal); owns WJCL-TV-FM Savannah and WLTZ-TV Columbus, Ga., and WLTX-TV Columbia, S.C.

**Facilities:** AM: 1590 khz, 5 kw day, 1 kw night; FM: 106.7 mhz, 100 kw, ant. 1,365 ft.
**Formats:** AM: blues & soul; FM: AOR

**WKWK-AM-FM Wheeling, W.Va.**
**Price:** $2.65 million
**Buyer:** Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president/CEO); owns WOLZ-FM Fort Myers, Fla., and WWVA(AM)-WOVK(FM) Wheeling, W. Va.; is half-owner of WRWX-FM San Carlos Park, Fla.; is buying WHLX-FM Bethlehem/Wheeling, W.Va., KNAX-FM and KRBT-FM Fresno, Calif., and WKII-AM Solana and WEEJ(FM) Port Charlotte, Fla.; is selling WJSU-TV Anniston, Ala., WWRD-FM Jacksonville, Fla./Brunswick, Ga., WFKS-FM Palatka, Fla., WNDR(AM)-WNTQ(FM) Syracuse, N.Y., and WFXK-FM Tarboro/Raleigh/Durham, N.C.
**Seller:** WKWK Radio Inc., Peoria, Ill. (James Glassman, president/50% owner). Glassman owns WIRL(AM)-WWST(FM) Peoria, WTAO(FM) Carbondale and WZNF(FM) Champaign, Ill.
**Facilities:** AM: 1400 khz, 1 kw; FM: 97.3 mhz, 50 kw, ant. 470 ft.
**Format:** AM: sports/info; FM: adult contemporary

**KQFN(AM) (formerly KQWB) West Fargo/Fargo, N.D.-KQWB-FM Moorhead, Minn./Fargo**
**Price:** $2 million
**Buyer:** Ingstad Broadcasting Inc., Fargo, N.D. (James D. Ingstad, president); owns KRUU(FM) Boone, KIAQ (FM) Clarion, KLKK(FM) Clear Lake, KGLO(AM)-KIAI-FM Mason City and KTLB-FM Twin Lakes, all Iowa; KYSM-AM-FM Mankato, KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna, KNUJ-FM Sleepy Eye and KNSG(FM) Springfield, all Minn.; and KLXX(AM) Bismarck/Mandan and KBYZ(FM) and KKCT(FM) Bismarck, N.D.; is buying KCHA-AM-FM Charles City, KCZQ-FM Creso, KCZE-FM New Hampton and KCZY-FM Osage, all Iowa, and KOWO (AM)-KRUE(FM) Waseca, Minn.; is selling KLIZ-AM-FM and KVBR-AM-FM Brainerd, KLLZ-AM-FM Walker, KWAD-AM-KKWS (FM) Wadena and KNSP(AM) Staples, all Minn.; has applied to build FM at Pillager, Minn.
**Seller:** Brill Media Co. Inc., Evansville, Ind. (Alan R. Brill, president); owns WEBC(AM)-WAVC-FM and KLXK (FM) Duluth, Minn. Alan Brill also owns KUAD-FM Windsor, Colo.; WOMI (AM)-WBKR-FM Owensboro, Ky.; KLIK (AM)-KTXY-FM Jefferson City/Columbia and KATI-FM California, all Mo., and WIOV-AM Reading-WIOV-FM Ephrata/Lancaster, Pa.; *Morning Sun* daily newspaper in Mt. Pleasant and Alma, Mich., and has applied to build FM at Evansville, Ind.
**Facilities:** AM: 1550 khz, 10 kw day, 5 kw night; FM: 98.7 mhz, 100 kw, ant. 460 ft.
**Formats:** AM: oldies, talk; FM: classic rock
**Broker:** Blackburn & Co.

**KPLY(AM)-KQNV(FM) (formerly KNDE) Sparks/Reno and KZAK(FM) Incline Village/Reno, Nev.**
**Price:** $1.9 million cash
**Buyer:** Americom, Los Angeles (Tom Quinn, general partner), owns KODS(FM) Carnelian Bay, Calif./Reno; is buying KRZQ-FM Reno
**Seller:** New World Enterprises Inc., Reno (Duane Hoover president); no other broadcast interests
**Facilities:** AM: 1270 khz, 5 kw; KQNV: FM: 100.9 mhz, 2.9 kw, ant. 203 ft.; KZAK: 100.1 mhz, 760 w., ant. 2,955 ft.
**Formats:** AM: news/sports; KQNV: hot AC; KZAK: AOR
**Broker:** Media Services Group Inc.

**KLTF(AM)-KFML(FM) Little Falls, Minn.**
**Price:** $705,568 ($220,000 for stock; remainder for noncompetition agreement)

**Buyer:** Jack and Merry Jo Hansen (jointly) and Steve and Heidel Van Slooten (jointly), Little Falls. Hansens own 75% of WYRQ(AM) Little Falls; Van Slootens own 25%.
**Seller:** John H. Lemme, Jean H. Lemme and Mark J. Lemme, Little Falls; no other broadcast interests
**Facilities:** AM: 960 khz, 5 kw day, 35 w night; FM: 94.1 mhz, 3 kw, ant. 275 ft.
**Formats:** AM: adult contemporary, country, news/talk; FM: Best of Yesterday & Today

**WRAD(AM)-WRIQ(FM) Radford, Va.**
**Price:** $550,000
**Buyer:** Travis Broadcasting LLC, Christiansburg, Va. (spouses Karen Travis, president, and Robert Travis, VP, 82% owners). Travises each own 50% of WFNR(AM) Blacksburg, WNRV(AM) Narrows and WBNK(FM) Christiansburg, all Va.
**Seller:** WRAD Broadcasting Co. (owned by Wooster Republican Printing Co.), Alliance, Ohio (G. Charles Dix II, principal). Wooster owns WOGK(FM) Ocala, Fla.; WTBO (AM)-WKGO(FM) Cumberland, Md.; KULR-TV Billings and KFBB-TV Great Falls, Mont., and WKVX(AM)-WQKT(FM) Wooster, Ohio
**Facilities:** AM: 1460 khz, 5 kw day, 500 w night; FM: 101.7 mhz, 3 kw, ant. 66 ft.
**Formats:** Both C&W

**WNXT-AM-FM Portsmouth, Ohio**
**Price:** $477,500
**Buyer:** Hometown Broadcasting of Portsmouth Inc., Greenup, Ky. (Phillip Bruce Leslie, president/32% owner). Leslie owns 37.1% of WRNZ (FM) Lancaster and WHIR-AM-FM Danville, Ky., and 32% of WLGC-AM-FM Greenup.
**Seller:** STARadio Corp. Radio Stations, Kankakee, Ill. (Jack W. Whitley, president); owns WKAN(AM)-WLRT(FM) Kankakee and KMON-AM-FM and KLFM(FM) Great Falls, Mont.
**Facilities:** AM: 1260 khz, 5 kw day, 1 kw night; FM: 99.3 mhz, 2.25 kw, ant. 536 ft.
**Formats:** AM: country; FM: classic rock
**Brokers:** Henson Media Inc.; Media Venture Partners

**KFAR(AM)-KWLF(FM) Fairbanks, Alaska**
**Price:** $250,000 for stock
**Buyer:** Louis F. DeLong, Fairbanks. DeLong is CEO/33.3% owner of Borealis Broadcasting Inc., which owns KFAR(AM)-KWLF(FM) and KSUA (FM) College/Fairbanks, Alaska
**Seller:** Estates of Edward A. Merdes and Bill Walley, Fairbanks (each 33.3% owners); no other broadcast interests
**Facilities:** AM: 660 khz, 10 kw; FM: 98.1 mhz, 25 kw, ant. -7 ft.
**Formats:** AM: news/talk; FM: CHR

**50% of KLNT-AM-KCLN-FM Clinton, Iowa**
**Price:** $200,000
**Buyer:** K&K Broadcasting Inc., Clinton (Jack E. Kauffman, president/ 25% owner); no other broadcast interests
**Seller:** K to Z Ltd., Lancaster, Wis. (Jack E. Kauffman and James Zimmermann, co-owners); owns WGLR-AM-FM Lancaster
**Facilities:** AM: 1390 khz, 1 kw day, 91 w night; FM: 97.7 mhz, 3 kw, ant. 300 ft.
**Formats:** AM: '40s, '50s, '60s, big band; FM: adult contemporary

## FM

**Frequency of WAMO-FM Pittsburgh**
**Price:** $10 million and buyer's license for 106.7 frequency of mhz WXDX(FM) Beaver Falls, Pa., in exchange for license for frequency of WAMO-FM and $10 million like-kind property
**Buyer:** Secret Communications LP, Cincinnati (limited partner Frank E. Wood; general partners Broadcast Alchemy LP, Northbrook, Ill. [William N. Lane III, investor], and Booth Broadcasting Inc., Detroit); owns WDVE(FM) Pittsburgh; KMJI(AM) Sacramento and KSFM(FM) Woodland, Calif.; KALC(FM) and KIMN(FM) Denver; WNDE(AM)-WRZX(FM) and WFBQ(FM) Indianapolis; WMXD(FM) and WJLB(FM) Detroit, and WWWE(AM)-WLTF(FM) Cleveland. Note: Secret will keep WXDX's call letters, employes, studio and format.
**Seller:** Sheridan Broadcasting Corp., Pittsburgh (Ronald R. Davenport Sr., chairman/joint owner with Judith M. Davenport); owns WYJZ(AM) Pittsburgh and WUFO(AM) Amherst/Buffalo, N.Y.; has interest in company applying to build FM at Richmond, Va. Note: Sheridan will keep WAMO-FM's call letters, employes, studio and format.
**Facilities:** WAMO-FM: 105.9 mhz, 72 kw, ant. 440 ft.
**Formats** WAMO-FM: urban contemporary

**KBZR(FM) [formerly KAZR(FM)] Coolidge (to be Gilbert), Ariz.**
**Price:** $7.35 million
**Buyer:** NPR Phoenix LLC (Scott Fey, president; Jerry Clifton, COO).

Clifton owns KBLZ(FM) Honolulu.
**Seller:** Rainbow Broadcasting Inc., Scottsdale, Ariz. (C. Jayson Brentlinger Jr., principal); no other broadcast interests
**Facilities:** 103.9 mhz, 3 kw, ant. 300 ft.
**Format:** CHR

**WJHM-FM Daytona Beach/Orlando, Fla.**
**Price:** $21.3 million
**Buyer:** OmniAmerica Group, Cleveland (Carl E. Hirsch, chairman/CEO); owns WXXL-FM Orlando; WAPE-FM and WFYV-FM Jacksonville, and WEAT-AM-FM and WOLL-FM West Palm Beach, all Fla., and WMJI-FM, WHK-AM and WMMS-FM Cleveland
**Seller:** Beasley Broadcast Group, Naples, Fla. (George Beasley, president); for holdings see WQAM-AM-WKIS-FM Miami item, above
**Facilities:** 101.9 mhz, 28 kw, ant. 1,584 ft.
**Format:** Urban contemporary
**Broker:** Star Media Group Inc.

**WOWW-FM Pensacola, Fla.**
**Price:** $2.6 million
**Buyer:** Southern Broadcasting, Tallahassee (Paul Stone, president); owns WTKX-FM Pensacola, WSNI(FM) Tallahassee and WPAP(FM) and WPBH(FM) Panama City, Fla.
**Seller:** SunGroup Inc., Indianapolis (John W. Bidinger, president); owns KMJJ(FM) Shreveport, La.; KKSS(FM) Albuquerque, N.M., and KEAN-AM-FM Abeline, KKYS(FM) Bryan and KYKX(FM) Long View, all Tex.
**Facilities:** 107.3 mhz, 1000 kw, ant. 1,407 ft.
**Format:** Country
**Broker:** Media Venture Partners; William R. Rice Co.

**KBQQ(FM) Minot, N.D.**
**Price:** $260,000
**Buyer:** Reiten Broadcasting Inc., Minot (spouses Chester and Joy Reiten, president and secretary/treasurer, respectively, each 47.5% owners); no other broadcast interests
**Seller:** Kitten Radio Inc., Minot (Justin D. Hoberg, president/owner); owns KTYN(AM) Minot. Hoberg also owns KNOX(AM)-KJKJ(FM) Grand Forks, N.D., and has LMA with KQHT(FM) Grand Forks.
**Facilities:** 99.9 mhz, 100 kw, ant. 500 ft.
**Format:** Oldies, rock, classic rock

**Construction permit for WDCM(FM) Cruz Bay, V.I.**
**Price:** $225,000
**Buyer:** Knight V.I. Radio Corp., St. Thomas, V.I. (Randolph H. Knight, president/33.3% owner). Randolph Knight has interest in proposed buyer of WVWI(AM) Charlotte Amalie, V.I., and interest in WCQL-FM York Center, Maine; WTAG(AM)-WSRS(FM) Worcester, Mass.; WGIR-AM-FM Manchester and WTMN(AM)-WHEB(FM) Portsmouth, N.H., and WEZF(FM) Burlington, Vt.
**Seller:** Jersey Shore Broadcasting Corp., Manahawkin, N.J. (Joseph J. Knox Jr., principal); owns WJRZ-FM Manahawkin and WJRZ(AM) Toms River, N.J.
**Facilities:** 92.3 mhz, 48 kw, ant. 1,302 ft.
**Broker:** Media Services Group Inc.

**WYBR(FM) Big Rapids, Mich.**
**Price:** $225,000
**Buyer:** KMF Communications Inc., Greenville, Mich. (Jeffrey T. Kortes, president/25% owner). Kortes also is 50% owner of WPLB(AM) Greenville-WPLB-FM Lakeview, Mich.
**Seller:** Chickering Associates Inc., Ludington, Mich. (John E. Chickering, president); owns WKLA-AM-FM Ludington, WKZC-FM Scottville and WMTE-AM Manistee, all Mich., and has applied to build FM at Reed City, Mich.
**Facilities:** 102.3 mhz, 10.5 kw, ant. 436 ft.
**Format:** Hot adult contemporary

**KVLE-FM Gunnison, Colo.**
**Price:** $150,000
**Buyer:** E. Terrill Weiss, Madison, Miss., has applied to build TV at Destin, Fla.
**Seller:** High Country Communications Inc., Gunnison (J.D. Brown president). Brown owns KPGE(AM)-KXAZ (FM) Page, Ariz.
**Facilities:** 102.3 mhz, 3 kw, ant. 200 ft.
**Format:** Contemporary country

## AM

**WGSO(AM) New Orleans**
**Price:** $576,000
**Buyer:** New Orleans Publishing Group Inc., Metairie, La. (William M. Metcalf Jr., president); no other broadcast interests
**Seller:** Phase II Broadcasting Inc., Metairie (Edward J. Muniz, principal); owns WTKL(FM) New Orleans and WLTS(FM) Slidell, La.
**Facilities:** 990 khz, 1 kw day, 400 w night
**Format:** News
**Broker:** Chapin Enterprises

**KEXS(AM) Excelsior Springs, Mo.**
**Price:** $550,000
**Buyer:** Jeffco Television Corp., Kansas City, Mo. (Willie A. Williams, president/55.56% owner); no other broadcast interests
**Seller:** Crossway Communication Inc., Excelsior Springs (Gary Babb, president); no other broadcast interests
**Facilities:** 1090 khz, 1 kw
**Format:** Christian country

**WFAB(AM) Ceiba, P.R.**
**Price:** $175,000
**Buyer:** Southwestern Broadcasting Corp., San Juan, P.R. (Pedro Roman Collazo, president/owner); owns WRAI(AM) San Juan
**Seller:** Aerco Broadcasting Corp., San Juan (Angel E. Roman, president); owns WRWR-TV and WQBS-AM San Juan
**Facilities:** 890 khz, 250 w
**Format:** Not on air

**WEMJ-AM Laconia, N.H.**
**Price:** $160,000 ($140,000 for assets; remainder for consulting agreement)
**Buyer:** WLNH Radio Inc., c/o Sconnix Broadcasting Co., Vienna, Va. (William J. McLean, president/35% owner); owns WLNH-FM Laconia and WBHG-FM Meredith, N.H.
**Seller:** Tole Broadcast Associates Inc., Manchester, N.H. (spouses Robert J. and Margaret Tole, principals); no other broadcast interests
**Facilities:** 1490 khz, 1 kw
**Format:** News/talk
**Broker:** Kozacko Media Services ■

# Advertisers offer advice on selling radio

*Stations should capitalize on localism and price*

## Radio

**By Donna Petrozzello**

Executives from the nation's leading radio advertisers debated radio's key selling points and drawbacks and suggested ways that radio sales staffs could claim a larger share of advertising revenue.

Ad agency reps and advertising directors from Coca-Cola, General Motors, Cadillac and Eckerd Drug Stores delivered their advice to more than 2,000 radio sales executives at the Radio Advertising Bureau's annual marketing leadership conference Feb. 15-18 in Dallas. Combined, these companies spent $200 million on radio advertising last year, according to the RAB's Judy Carlough.

*RAB panelists Judy Carlough, RAB; Peter Levin, Cadillac; David Ball, Coca-Cola Enterprises; Arthur Mitchell, Campbell-Ewald; Betsy Lazar, General Motors; Barbara Chambers, Richards Group; Liana Lupo, Eckerd Drug Stores, and Marva Cathey, 7-Eleven Corp.*

Although he spoke highly of radio's overall effectiveness at reaching consumers, Arthur Mitchell, senior vice president of the Campbell-Ewald agency, said the "main problem" radio faces in competing for advertisers with other media outlets is "that it is not expensive enough."

"A radio commercial does not cost a lot to produce, in the context of television, so radio is not taken as seriously as it should be by clients," Mitchell said. "Buying a full page in the *New York Times* may cost five times as much as buying a 60-second commercial on a top-rated radio station in New York." Mitchell said radio's lower price leads some clients to perceive radio advertising as less effective.

Some advertisers argued that radio's less expensive cost is an advantage. Peter Levin, director of advertising at Cadillac, said that his company recently chose radio to advertise its El Dorado sport coupe model because radio allowed it to be "more efficient with a lower budget."

Other advertisers said their companies recently had launched radio ad campaigns to capitalize on radio's strength at delivering a local message. Barbara Chambers, broadcast supervisor at The Richards Group agency, said she tries to "steer as much money as I can into radio because I think you get the most for your investment."

Coca-Cola Advertising Director David Ball said that his company, while active in television and radio advertising, has increased its radio advertising budget to capitalize on radio's superior ability to deliver customers "at the point of purchasing" the

## Radio warned about abandoning advertisers

With consolidation, a soft retail economy and the advancement of media technology expected to affect radio during the next two years, industry planners and executives say radio sales teams must revamp their traditional ways of doing business.

At the Radio Advertising Bureau's annual marketing leadership conference in Dallas, several business strategists told sales executives that radio's standard sales techniques will not serve them well in the future.

Two strategists, Jason Jennings and veteran broadcaster Jim Taszarek, said that station sales staffs need to focus on keeping clients satisfied, especially their traditional, high-spending clients.

Too often, salespeople concentrate on finding new business because sales managers traditionally have rewarded this approach, Jennings said. He cited a survey conducted by The Interep Radio Store determining that 47% of first-time radio advertisers used the medium only once and did not return.

"We've placed the emphasis on new business, but half the new business goes out the door," Jennings said. To prevent station revenue levels from slipping, keeping clients satisfied with their investment in radio will be more crucial than finding new business, Jennings said: "The benchmark in the new economy will be client retention. And to keep those customers, we should work to exceed their expectations."

To further satisfy existing clients, Taszarek suggested that radio sales staffs should provide their clients with ideas for ad campaigns and ways to use radio to meet their goals: "In the 1990s the buyers and sellers are looking for an edge, and they want salespeople to bring them ideas on how they can get an edge over their competition."

Both Jennings and Taszarek said that sophisticated sales staffs will revise their sales pitch to potential clients by focusing on what radio can do to help them meet their business goals, instead of focusing on the more traditional sales approach based on ratings and cost-per-point ratios.

"When ratings become the major element in a transaction, all the other features and benefits of radio disappear," Taszarek said. "We need to sell ideas." **—DP**

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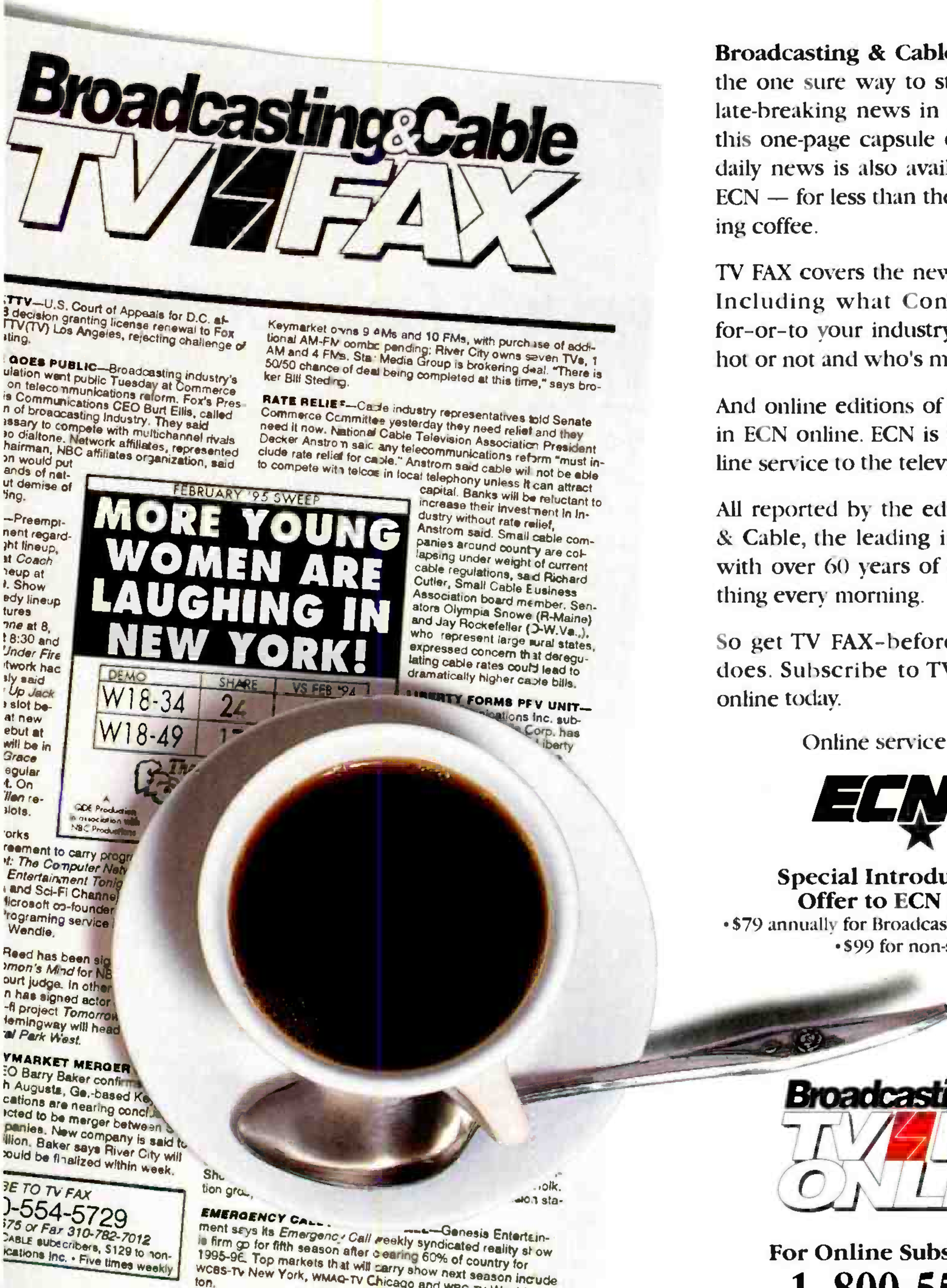


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product. Ball said Coca-Cola also is drawn to radio advertising as a viable local medium.

"The amount of money that radio has received as a share of our local broadcast dollars has increased dramatically over the past 10 years, and that is simply because the participation of radio in our local marketing programs has become so important to us," Ball said.

The Eckerd drugstore chain chose radio to launch its latest local ad campaign, which serves not only to promote Eckerd but is a community radio talk show as well. Liana Lupo, advertising broadcast manager for Eckerd, said the talk show *The Right Idea* was launched last year in 11 markets and will be expanded to two more this year.

Eckerd's ability to sponsor a talk radio forum has developed "a true partnership between Eckerd, the advertising agency and the radio station," Lupo said. "It has allowed us to move from traditional spot buys to a creative long-term partnership."

Likewise, 7-Eleven Corp. Advertising Manager Marva Cathey said radio gives the convenience store chain a "partnership that exists uniquely with radio." Cathey says 7-Eleven expects to use radio increasingly in 1996 as the company renovates and restocks thousands of its stores to boost its internal "brand building" efforts.

Betsy Lazar, General Motors Corp. director of media operations, suggested that radio executives meet with media planners to promote radio as a viable, effective advertising medium. Too often radio executives meet with media buyers only after an ad campaign is mapped out that may not include radio, she said. "The key to gaining share of the advertising budget is influencing media planners ahead of time. The key is getting into the media plans [that radio] has never been in before, not just expanding the share of the plans where you already exist. You have to work with decision-makers who may think nothing works except television." ■

# Adapting radio to compete for ad dollars

*RAB panel says customizing, consolidation will be keys*

**By Donna Petrozzello**

To increase its share of advertising revenue in the next decade, radio has to capitalize on its value to advertisers and its ability to customize its services while redefining old business models, say media forecasters and industry consultants.

As guest speakers at the Radio Advertising Bureau's annual marketing leadership conference in Dallas two weeks ago, media strategists Jason Jennings and Harry Dent Jr. shared their recommendations of what radio will need to do to survive against cable, print, broadcast television and emerging Internet outlets.

Radio industry consultants Norm Goldsmith and Ken Greenwood also discussed on a separate panel how sales managers should evaluate their stations in the face of consolidation.

Both Jennings and Dent say that with an increasing number of media outlets from which advertisers can choose, successful radio stations will need to provide clients with additional services.

Jennings contends that for too long, sales staffs have treated radio as a commodity. He suggests that sales managers start thinking of radio as a "value-driven" business and sell its inventory to clients based on what type of value the medium can offer.

"Radio needs to drive a new value to clients for the same inventory and create a new threshold for value," Jennings said. "As a commodity business, the marketplace sets your price and we end up giving inventory away. Customer satisfaction will be the standard for the industry within the next four years."

**"Radio needs to drive a new value to clients for the same inventory and create a new threshold for value."**

***Jason Jennings, media strategist***

Inherent in positioning radio as a value-driven medium is customizing services for clients, Dent said: "In every industry there is a revitalization revolved around customization. You have to picture your industry 10 years from now. You will be developing a network of stations that can customize their services."

Both strategists predict that the telecommunications act and a sluggish economy will force consolidation during the next two years. Jennings expects 75% of the radio groups in business today to dissolve through consolidation by the end of 1998. By 2005, he said, 20 radio groups will control 80% of the revenue in the industry; by 2010 the competition will be whittled down to no more than 10 major groups.

Another force driving that consolidation, Jennings said, will be the need for publicly traded radio groups to maintain positive quarterly returns for their shareholders. He said that will be done either by increasing stations' performance or by acquiring more properties. Most groups will focus on acquisitions, he said, and will merge with their competitors.

Also discussing the impact of consolidation, Goldsmith and Greenwood relayed problems sales managers should expect. Goldsmith said that as stations and groups merge, managers may have to adopt new models to define the way they relate with staff and generate revenue: "The [old] paradigm says the objective of a good manager is to achieve excellence defined by maintaining revenue, profits and ratings. It meant occupying a long-term competitive niche and managing successful stability.

"But the new competitive realities of the marketplace changed the game," he said, "and today's losers are not only the ones who don't change—the losers are the ones who aren't on the cutting edge of change. Today you have to be good at managing transitional stability because you will always be in a state of flux."

Likewise, Greenwood said that sales managers need to assess whether their salespeople can sell radio against television, cable and print, not just against competing stations in their markets.

In meeting increasing demands brought on by duopoly and a staggered economy, Jennings also suggested that radio sales managers "adopt a new revenue methodology focused on satisfying clients." ■

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# High court hears access arguments

*Cable system restriction on public-, leased-access channels comes under scrutiny*

**By Chris McConnell**

Supreme Court justices last week wanted to know how the 1992 cable act's leased, and public-access channel restrictions work.

Hearing oral arguments in a challenge to FCC rules authorizing cable systems to restrict indecent content on leased- and public-access channels, justices asked a government lawyer how the rule treats "borderline" indecent programing as well as subscribers wishing to receive leased-access programing blocked by the cable operator.

The rules, which have not taken effect, require leased-access programers to notify cable systems of any indecent programs. The cable systems can then either refuse to carry them or scramble the programs. If the system scrambles a channel, subscribers wishing to receive the channel must then request it in writing. In the case of public education or government (PEG) channels, the rules also allow systems to reject indecent programing.

Several groups, including the American Civil Liberties Union and People for the American Way, have charged that the rules violate the First Amendment. Last summer, the U.S. Court of Appeals in Washington ruled that they do not.

Reviewing the rules last week, Justice John Paul Stevens asked Justice Department Deputy Solicitor General Lawrence Wallace how a subscriber might receive a program that is deemed indecent but still carries some public value. Justice Stephen Breyer asked why subscribers with the proper equipment might be able to make their own decisions on blocking most cable channels, but would have to write the cable operator to receive any blocked programing on leased-access channels. "I want to know what sense of any sort that makes," Breyer said.

Wallace answered that most cable subscribers don't have the equipment needed to block channels from the home. He also told Justice Stevens that it is up to the programer rather than the cable operator to identify any indecent programs.

The NCTA and other defenders of the law have argued that the rule leaves the discretion with the cable operator and does not constitute action by the state.

But several justices appeared to disagree. Justice Ruth Bader Ginsburg maintained that the rule makes it difficult for cable operators to carry indecent leased-access programing. "The government's thumb has been put on the scale," Justice Sandra Day O'Connor said. And Justice Anthony Kennedy advised Wallace to defend the rules rather than argue that they constitute private rather than state action.

"None of the judges seemed to accept that the First Amendment does not apply," Media Access Project attorney Andrew Schwartzman later said of the oral arguments. A decision in the case is expected by June. ■

Franz Jantzen

***"The government's thumb has been put on the scale"***

***Justice Sandra Day O'Connor***

## Cable wins one, loses one

The cable industry won a court battle on one front last week and lost one on another.

The Supreme Court said it will hear the industry's challenge to the rule requiring cable systems to carry local broadcasters. But the court also rejected a request to hear a challenge to the FCC's cable rate regulations.

Both rules were upheld last year at the U.S. Court of Appeals in Washington. In a June decision, a three-judge panel upheld the bulk of the FCC rate regulations, including a 1994 17% rate-reduction mandate. Last December, another three-judge panel voted 2 to 1 to uphold the must-carry rules.

Cable executives were disappointed with the court's decision on the rate case, but encouraged by the decision to hear the must-carry challenge.

"It's important because it means [the justices] have decided to look at the facts themselves," says Cable Telecommunications Association President Steve Effros.

Cable and broadcast lawyers say they expected the court to hear the must-carry case. NAB Executive Vice President/General Counsel Jeff Baumann says his group is not surprised by the court's decision and is confident that the justices will uphold the District Court's decision.

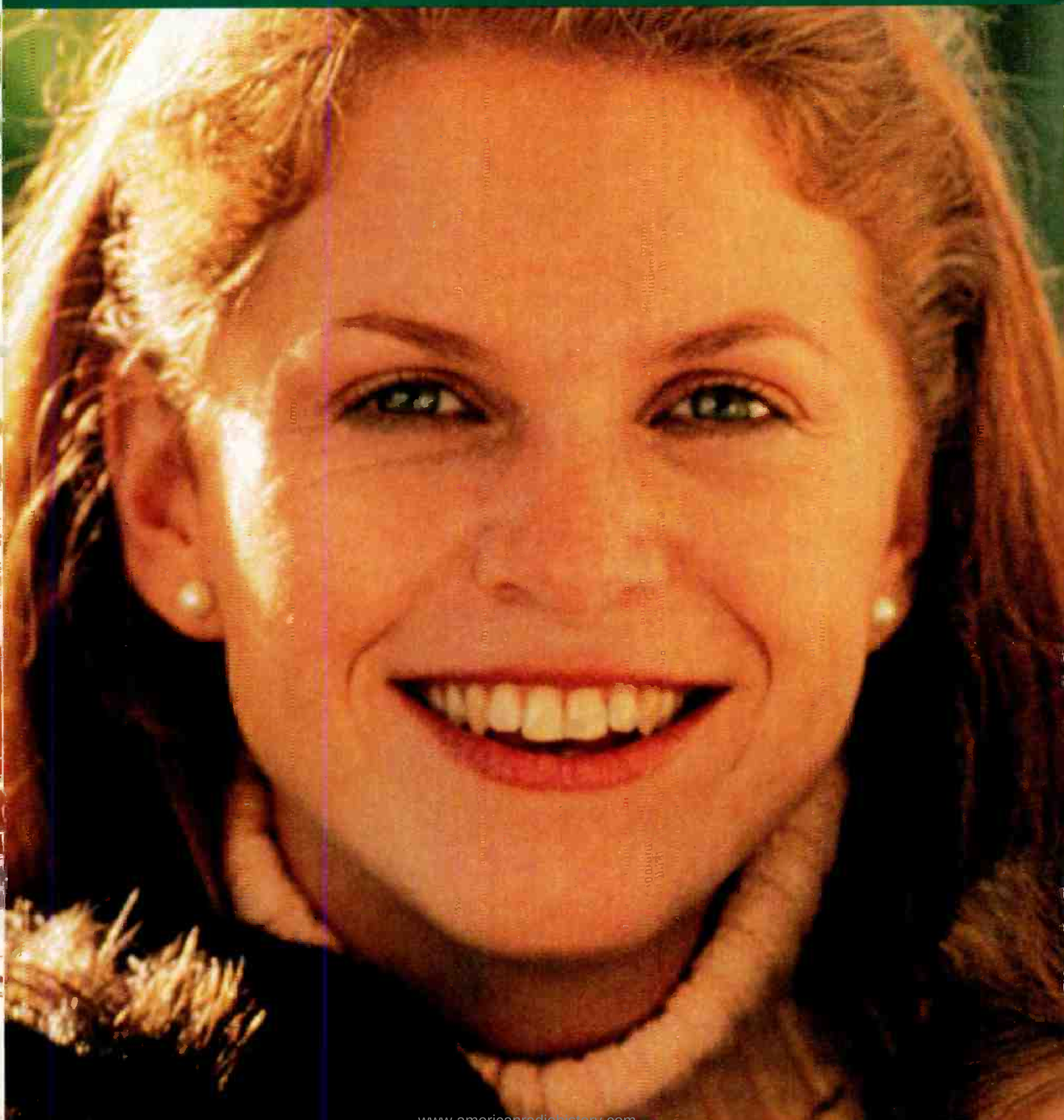
"It's what might have been expected," says Bruce Sokler, a lawyer representing Turner Broadcasting.

Sokler and others say all eyes will be on Justice Stephen Breyer when the case comes before the Supreme Court. Justice Breyer has not previously heard the case, and four other justices found the law unconstitutional when it came before them in 1994.

Others following the case counter that arguments in the new hearing may not resemble the arguments justices heard in 1994 and that Breyer may not emerge as a "swing vote."

Arguments in the case will occur after the Oct. 1 broadcast deadline for choosing whether to invoke the must-carry rules or negotiate with cable companies for retransmission consent fees. But cable lawyers still voice hopes that the court will hear the case early next term, which begins in October. Sokler points to the question of must-carry's impact on advanced television technologies, which could allow a broadcaster to provide several programs within 6 mhz of spectrum.

"This is not a problem that's going to go away," Sokler says. **—CM**



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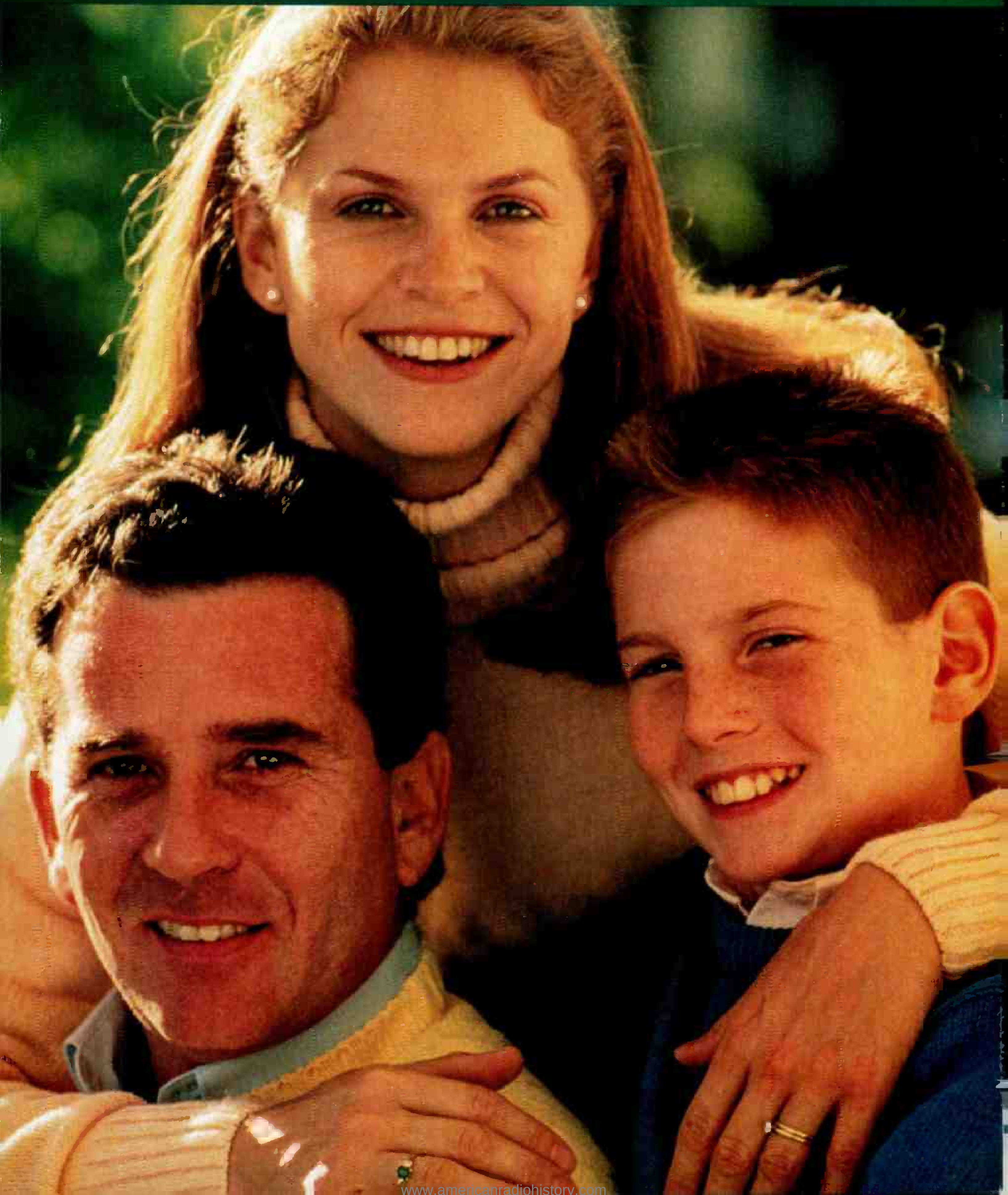

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* "Viewer Attitudes and Impressions Toward America's Health Network," Frank N. Magid Associates, Inc., July 1995

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# Sweeney to head Disney Channel

*Reunites with ex-boss Laybourne*

**By Rich Brown**

FX Networks Chairman/CEO Anne Sweeney is leaving Fox's fledgling cable operation to help build the Disney/ABC cable network portfolio.

The move reunites Sweeney with her former Nickelodeon boss, Geraldine Laybourne, who is now president of Disney/ABC Cable Networks.

Sweeney will become president of The Disney Channel and executive vice president of Disney/ABC Cable Networks, which includes interests in A&E Television Networks, Lifetime, The History Channel and a planned all-news channel from ABC News. Laybourne says Sweeney's executive vice president post will focus largely on the marketing and distribution of new services in the portfolio.

Sweeney is filling a top post at The Disney Channel that has been empty since John Cooke vacated the slot last year. Laybourne says The Disney Channel under Sweeney will "not necessarily" seek to convert its remaining pay-TV subscribers to expanded basic subscribers. The Disney Channel was launched as a pay-TV service, and about 5.5 million of its 15.3 million subscribers still pay for it.

*Anne Sweeney*

Sweeney leaves fX during a transitional period for the cable network. Originally designed as an entertainment network comprising quirky talk shows and off-net series, the fX format eventually will be transformed to include sports event programing from the newly formed Fox/Liberty Media partnership.

Helped along by retransmission consent deals between Fox and cable system operators, fX's distribution has grown to 25.8 million cable homes since its June 1994 launch. Sweeney launched not only fX but also fxM: Movies from Fox, which is now in more than 2.5 million cable homes. No word yet on who will replace her at fX Networks. ■

# Table time approaches for retrans

*Cable and broadcast industries prepare for negotiations as 1992 agreements come due*

**By Michael Katz**

Broadcasters and cable operators are preparing to come to the table again over must carry/retransmission consent, with some predicting a less contentious meeting than the last time around.

In the 1992 cable act, Congress gave broadcasters the right every three years to either demand carriage on local cable systems or negotiate with cable systems for compensation for carriage of their signals. Broadcasters welcomed the ruling, thinking it would bring them additional cash. They were wrong.

Cable operators held their ground and in most instances refused to pay cash for retransmission, instead bartering extra channel space for the broadcasters' signal.

The channels proved a boon for some broadcasters, marking the birth of such national cable channels as Fox's fX, ABC's ESPN2, NBC's America's Talking and more than 20 new local cable channels nationwide. CBS, however, held out for cash and got neither the money nor a cable channel.

**Channels Created from 1993 Retransmission-Consent Negotiations**

| GROUPS | CHANNEL | FORMAT | SUBSCRIBERS |
|---|---|---|---|
| ABC/Hearst | ESPN2 | Sports | 25.3 million |
| NBC/Group W | America's Talking | Talk | 20 million |
| Fox | fX | Entertainment | 20 million |
| Tribune/Providence Journal | Food Channel | Food | 18 million |
| Scripps Howard | Home & Garden | Home care | 10 million |

ABC is resting comfortably on the success of ESPN2 and has avoided renegotiations until 1999 because of its original six-year agreements. "It's a nice position to be in," says Michael P. Mallardi, president, ABC broadcast group. "ESPN2 is in the black and is ahead of our original expectations."

Scripps Howard came away from the table in 1993 with Home and Garden Television, which already has 10 million subscribers and is expected to be profitable by 1998. "We just completed our first full year, and everything worked out fantastically," says Rich Boehne, vice president, investor relations, for Scripps Howard. "Three million more subscribers will be rolled out during the next few months, and we now have carriage on DIRECTV and the Life Channel in Canada."

CBS has not yet revealed its plans for October, but says it won't leave the table empty-handed. "It's safe to say we're not going to give away retransmission without value," says Steve Hildebrandt, Washington counsel for CBS. "We'll do something good this time."

For Heritage Media Corp. and its six TV stations, the retrans-consent issue is not a big deal. In 1993 Heritage opted for must carry for its stations and likely will do the same this year. "Our main concern is that we broadcast our stations," says Clyde Formby, Heritage's corporate program director. "We're just not greedy."

AFLAC Broadcast Division in Columbus, Ga., is discussing its prenegotiations game plan, and hopes to use what it learned from the 1993 negotiations.

For example, AFLAC plans on working with all of the MSOs at the same time instead of conducting numerous individual negotiations, which president Leroy Paul calls "an administrative nightmare." But AFLAC hopes to keep everything else pretty much the same. Most of its contracts were for retransmission in exchange for cable operators purchasing ad time on the stations.

"My guess is we will stick with it," says Paul. "There were no terrible confrontations, although early on we tried a few approaches that didn't work out. But we weren't hurt." The important lesson Paul learned was that the cable operators "need us as badly as we need them, and they know it. The consumer is reasonably confused by the whole issue and doesn't want to be bothered."

In an attempt to keep the negotiations aboveboard, the Department of Justice already has sent out a warning to broadcasters. The DOJ alleged that each of three stations in Corpus Christi, Tex., had agreed not to give retransmission consent to the cable operators before the other. The DOJ forced the stations to sign a consent decree not to conspire.

LIN Broadcasting already has been feuding with Cablevision. LIN claims that Cablevision is carrying without permission its NBC affiliates WOOD-TV Grand Rapids, Mich., and WAVY-TV Norfolk, Va. "Right now we're fighting through the [FCC's] cable bureau, but once you're in this it can take a long time," says Gary Chapman president, LIN Broadcasting.

But the overall sense in the early stages of the negotiations is that they aren't expected to be as fiery as they were three years ago.

"We're hopeful that it will go smoothly, although there is still a lot of confusion," says Cable Telecommunications Association President Steve Effros. "The DOJ helped out, and we think that is a very important message for the broadcaster to proceed working with the cable operators instead of against them. If they try to force it, it won't work any better this time." Of course there might not be a this time, depending on the Supreme Court. The high court just last week agreed to hear the cable industry's challenge of the constitutionality of must-carry (see box, page 42). If the rule were struck down, all bets presumably would be off. ■

# Main event: Vince vs. Ted

*WWF parodies Turner as part of ongoing battle*

**By Rich Brown**

The battle for supremacy in the professional wrestling world is getting ugly between veteran promoter Vince McMahon and upstart promoter Ted Turner.

Things have become particularly heated between the two since September, when Turner decided to go head-to-head with the World Wrestling Federation on USA, placing World Championship Wrestling on TNT in the same Monday night slot.

Since the battle began, USA's *WWF Monday Night Raw* has lost its status as a frequent visitor among the top-15-rated basic cable shows of the week. Adding insult to injury, TNT's WCW show last month crept onto the top-15 list after less than four months on the air.


*The WWF parody of competitor Ted Turner.*

TNT's *WCW Monday Nitro Live* has beaten or tied USA's *WWF Monday Night Raw* in head-to-head competition in 12 of 21 weeks, according to A.C. Nielsen data supplied by WCW. TNT's Monday night wrestling show on Feb. 12 scored its highest rating to date, a 3.7, when USA preempted its WWF wrestling show for coverage of the Westminster Kennel Club Dog Show (USA averaged a 3.9 rating with the popular canine contest).

The WCW has come a long way since Turner bought the existing wrestling operation from South Carolina–based Crockett Productions in 1988. Turner lured away such top WWF stars as Hulk Hogan and "Macho Man" Randy Savage and began staging pay-per-view events designed to capture some of the success of the WWF on PPV.

With the exception of major spectacles like WWF's annual *Wrestlemania*, many of the PPV events staged by WWF and WCW now enjoy similar buy rates, says PPV analyst Barry Gould. Turner officials today describe the WCW as "a solid profit center."

McMahon's WWF, which once dominated the professional wrestling business, is taking off the gloves. Earlier this month, WWF parent company Titan Sports filed a formal complaint with the Federal Trade Commission voicing its concern over the proposed Time Warner/ Turner merger. The complaint alleges that Turner Broadcasting System has been "engaged in a systematic plan...to destroy the WWF in order that TBS might achieve a monopoly over the professional wrestling business." According to the filing, the professional wrestling business has annual revenue of more than $150 million per year.

The WWF is also fighting back on-air with a Turner caricature called Billionaire Ted. On last Monday's *WWF Monday Night Raw*, an actor portraying the unflattering character was grilled about his various business dealings on a talk show spoof called *BNN's Larry Fling Live* (parodying CNN's *Larry King Live*). The WWF says it has received threats of legal action by TBS seeking to prevent the WWF from airing future Billionaire Ted segments.

Turner officials say the FTC filing is "without merit," and they have little to say about the Billionaire Ted character.

"Desperate people do desperate things," says a WCW spokesman. ■

# IFC on the move

*Film channel expands distribution and programing slate in face of new competition*

**By Jim McConville**

With newcomer independent film network the Sundance Channel launching later this week, incumbent Independent Film Channel (IFC) is looking to heighten its profile with additional distribution and new programing.

IFC officials disclosed last week that the network has signed an affiliation agreement with MSO Time Warner Cable, plans to add 200 new films to its programing library and will roll out seven original series this year.

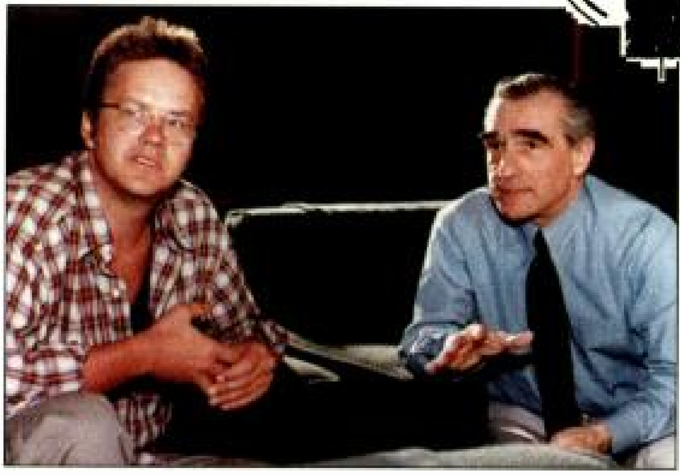
IFC's expansion comes as the Sundance Channel, a partnership of Showtime Networks and actor/filmmaker Robert Redford, launches its 24-hour independent film channel on Feb. 29 to a projected 4 million subscribers.

In contrast to Sundance's plans to employ a first-play distribution strategy using fresh movie titles, IFC will stand by its basic cable window strategy, which draws on films from its existing library.

"Our feeling has always been that this isn't about windows," says Kathleen Dore, general manager of IFC, a 50-50 partnership between MSO Cablevision Systems and NBC Cable. "By placing yourself in a first-play window you are limiting yourself in the diversity of programing that you can play. We have always positioned IFC as a place where all forms of independent films have a chance to show."

Joseph Cantwell, senior vice president, sales and affiliate relations, IFC, says its Time Warner agreement calls for the MSO to launch IFC on a yet-to-be-named major-market cable system in the second quarter. IFC is already distributed on Time Warner systems in Portland, Me., and Minneapolis.

In the past two months, IFC has been added to some 12 cable systems across the country, including Comcast Cable, Sarasota, Fla.; Cablevision systems in Cleveland and southern Connecticut; Multimedia in Chicago and Valparaiso, Ind.; Intermedia in Millersville, Md., and Eastern Connecticut Cable, Waterford, Conn.



*'The Typewriter, The Rifle and The Movie Camera' is Independent Film Channel's first full-length documentary.*

The deals will bring IFC another 400,000 subscribers, giving the network more than 4 million cable households by May 1. Cantwell expects that the network will be carried by two-thirds of the top 20 MSOs by the end of the second quarter.

IFC is also distributed via direct broadcast satellite service DIRECTV, which passes approximately 1.2 million addressable households.

Cantwell says that IFC will be one of the channels used by cable operators to open new product tiers on established cable systems. "This year we'll be on multichannel new product tiers made up of a mix of broad-based services and movie-based products."

To build up programing, IFC has signed agreements with 12 independent distributors that will add 200 films to its 750-film library. Distributors include Columbia TriStar (91 films); New Line/Fine (32); Samuel Goldwyn Co. (27), and Live Entertainment (12).

IFC will be adding several hours of original programing, including the network's first original hour series, *Raw Footage*. The series, hosted by actor Alec Baldwin and set to air this fall, examines works of independent filmmakers unable to get general distribution of films on such controversial subjects as abortion, the environment and gun control.

IFC will also air six other original series and *The Typewriter, The Rifle, and The Movie Camera*, the network's first full-length documentary, about the life of independent filmmaker Samuel Fuller.

Another IFC special, scheduled for this summer, is a seven-part, half-hour series featuring award-winning animation from around the world.

Returning original programing includes IFC's fifth annual *Independent Spirits Awards*, a special honoring independent filmmakers. Hosted by film critic Roger Ebert, the show will air March 25 opposite ABC's Academy Awards telecast.

IFC this spring will again devote coverage to portions of the Cannes Film Festival, with live telecasts of the opening and closing ceremonies followed by a taped broadcast on the festival. ■

## Errata

*The Good Life* airs weekly on Home & Garden Television, the national cable network now available in 10 million homes. B&C's Feb. 19 special report on original cable programing incorrectly listed the series as a Lifetime show and HGTV's distribution as 6.5 million homes. ■ In the same story, E! Entertainment Television now reaches 37.5 million homes, not 33 million as reported. ■ Also in the report, fX distribution is 25.8 million, not 20 million. ■ A story on page 58 of the Feb. 19 issue incorrectly stated that New Jersey is Nynex territory. Bell Atlantic operates local telephone service in New Jersey.

## Brand new

USA Networks and Discovery Communications last week unveiled divisions designed to extend their respective brands through new media and other consumer products. The new USA Enterprises division will be headed by Ellen Kaye, formerly vice president, advertising and promotion, USA Networks. Discovery Enterprises Worldwide will be headed by former National Geographic Society senior vice president Michela English.

## TCI buys Columbine

Top multiple system cable operator Tele-Communications Inc. is strengthening its presence in Colorado with the acquisition of Columbine Cablevision, an operator serving 31,000 customers in the northern part of the state. Columbine reported revenue of $7.8 million in 1994, according to the latest available figures.

## Movie Channel's nonstop experience

Showtime Network Inc.'s The Movie Channel will introduce a "nonstop movie" programing strategy starting March 1 that will showcase a high-profile film each night at 9, with air minimal break time (less than one minute) between movies featured during the day and at least one daily movie "marathon" of three or more back-to-back titles.

## Family Channel signs deal with Jack Hanna

The Family Channel plans to have popular naturalist Jack Hanna appear regularly on the network, beginning with a recurring guest role on its live daily interactive talk show *Home & Family*, scheduled to debut April 1. The Family Channel also has acquired 65 episodes of *Jack Hanna's Animal Adventures*, a first-run syndication series (distributed by co-owned MTM Distribution) that will air on the channel in the fall.

## Nostalgia's 'Big Beat Broadcast'

The Nostalgia Channel plans to air two specials next month as part of its *Big Beat Broadcast* showcase of American music. Programs include *American Cabaret: Julia Nixon* and *Songwriters*,

*Jack Hanna and friends*

## Request PPD

Request Television is partnering with Buena Vista Pay-TV and New Line Cinema to schedule theatricals "Dangerous Minds" and "Seven" on a pay-per-day basis during April and May, respectively. Called Request TV's All Day Movie, the plan allows cable subscribers to pay a onetime price for up to a day's worth of viewing of each film. To support the promotion, Request will use pay-per-day-specific spots in both cross-channel and barker versions.

## Showtime's Latino laugh-a-thon

Viacom Productions will produce 13 half-hour episodes of the Latino Laugh Festival for Showtime. The series, drawn from tapings of the June 6-9 Latino Laugh Festival in San Antonio, Tex., will be produced in association with Valdez Productions and Easting Down Productions.

## ESPN's first pitch

ESPN will begin its 1996 Major League Baseball season coverage March 31 with its season-opener telecast of the Seattle Mariners vs. Chicago White Sox at 9 p.m. To begin its seventh season of MLB coverage, ESPN will present 26 straight "Sunday Night Baseball" contests this year.

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Feb. 12-18, 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 | Rating U.S. |
|---|---|---|---|---|---|---|
| 1. *Movie: 'Night of the Twisters'* | FAM | Sun | 7:00p | 3,630 | 5.6 | 3.8 |
| 2. *Rugrats* | NICK | Sun | 10:00a | 2,778 | 4.2 | 2.9 |
| 3. *Westminster Kennel Club Show* | USA | Tue | 8:00p | 2,671 | 4.0 | 2.8 |
| 4. *Westminster Kennel Club Show* | USA | Mon | 8:00p | 2,656 | 3.9 | 2.8 |
| 5. *Movie: 'Back to the Future, Part II'* | USA | Sat | 4:20p | 2,587 | 3.8 | 2.7 |
| 6. *Rugrats* | NICK | Thu | 6:30p | 2,528 | 3.8 | 2.6 |
| 7. *Movie: 'Closer and Closer'* | LIFE | Sun | 8:00p | 2,488 | 3.9 | 2.6 |
| 8. *Movie: 'Back to the Future, Part III'* | USA | Sat | 6:30p | 2,469 | 3.7 | 2.6 |
| 9. *World Championship Wrestling* | TNT | Mon | 8:58p | 2,437 | 3.7 | 2.5 |
| 10. *Rugrats* | NICK | Fri | 6:30p | 2,323 | 3.5 | 2.4 |
| 11. *Movie: 'Rattled'* | USA | Wed | 9:00p | 2,322 | 3.5 | 2.4 |
| 12. *My Brother and Me* | NICK | Sun | 7:00p | 2,248 | 3.4 | 2.3 |
| 13. *Doug* | NICK | Thu | 7:00p | 2,245 | 3.4 | 2.3 |
| 14. *Rugrats* | NICK | Mon | 6:30p | 2,176 | 3.3 | 2.3 |
| 15. *Rugrats* | NICK | Sat | 8:30a | 2,145 | 3.3 | 2.2 |
| Following are the top five pay cable programs for the week of Feb. 12-18, ranked by households tuning in. Source: Nielsen Media Research. | | | | | | |
| 1. *Movie: 'One Man's Justice'* | HBO | Fri | 9:45p | 2,534 | 10.4 | 2.6 |
| 2. *Movie: 'America's Dream'* | HBO | Sat | 10:15p | 2,408 | 9.9 | 2.5 |
| 3. *Movie: 'The Brady Bunch Movie'* | HBO | Sun | 10:00p | 2,034 | 8.3 | 2.1 |
| 4. *Movie: 'Little Giants'* | HBO | Sat | 11:15a | 1,928 | 7.9 | 2.0 |
| 5. *Movie: '48 HRS'* | HBO | Sat | 11:45p | 1,761 | 7.2 | 1.8 |

## WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE

**The European Parliament** has voted to toughen the 51% European programing quota rule, but there are few free-to-air general entertainment channels that currently violate that rule. According to the European Audiovisual Observatory's Statistical Yearbook 1996, only Germany's Pro Sieben (72.78%) and Italy's Italia 1 (53.44%) import more than 51% of their fiction from the U.S. The top importer of U.S. fiction in Belgium is French-speaking RTL-TVI, with 40.74%, followed by Spain's Antena 3 (39.88%), France's M6 (29.58%), the Netherlands' RTL-4 (29.55%) and the UK's Channel 4 (24.93%). Of the 88 European broadcasters surveyed, the U.S. accounted for 69% of fiction imports in 1994.

**Warner Bros.** will launch a Portuguese version of its cable and satellite entertainment service, WBTV-The Warner Channel, April 1 on Brazilsat. SMC Marketing will handle distribution in Brazil. The 24-hour basic cable service bowed in Latin America and the Caribbean Basin in September 1995, offering viewers animated and live-action series and movies. The service, which transmits via PanAmSat 1, is available to 800,000 subscribers.

**Time Warner** and Swedish conglomerate **Kinnevik** are in a legal dispute over the shareholder structure of Scandinavian pay-TV channel TV1000. Kinnevik had an 82% stake in the channel until it increased its investment recently to around 90%, say finance sources. The shareholder wrangle, now in the hands of the Swedish courts, is said to be about an agreement stating that Kinnevik would not raise its holdings above 82%. Since Time Warner acquired Canal+'s 6.25% in 1994, the U.S. media giant has gradually diluted its share from a high of 37.5%. TV1000 has been running at a loss for some time.

**National Geographic Television** has signed a two-year, 38-hour output deal with Italy's public broadcaster RAI. Under the arrangement, RAI and NGT also will co-produce at least four documentaries during the next two years. National Geographic's wildlife programs, which have

*National Geographic programs like the above have boosted RAI's audience.*

aired in RAI 1's two-hour science magazine strand, have been credited with raising RAI's overall average audience share from 17.3% to 20.9%, according to the documentary producer.

Luxembourg-based **CLT** has confirmed that it will bid for Hungary's first private national TV license, although it has yet to secure a local partner, a prerequisite for the license. Other companies lining up to apply already have local partners. The winner will have access to 3.6 million TV homes and a TV ad market worth some $150 million.

U.S. programer/distributor **Solomon International Enterprises** has been appointed by the U.S. Bankruptcy Court as exclusive sales agent for bankrupt Latin American distributor Visicom Corp. Visicom represented 35 producers (500 titles), including Canal+, Cinar, DIC Enterprises, King World, The Movie Group, Sunbow, Thames Television and Westinghouse Broadcasting.

Northern Belgium will become the first European market to receive digital television broadcasts via cable later this year, according to pay-TV operator **NetHold**. NetHold subsidiary MultiChoice, Belgian utility company Electrabel and Flemish regional cable TV operators are backing the project.backing the project.

**PanAmSat**'s PAS-3 satellite began commercial operations last week. ESPN, Grupo Televisa, Discovery Channel, Turner International and Viacom International already have taken transponder space on the satellite; 18 other services will begin transmissions shortly. Direct-to-home television services in Latin America will be offered via the satellite later this year.

**Deutsche Telekom** reportedly plans to help finance a German development center for video on demand, pay per view and computer animation with Steven Spielberg's DreamWorks studio and may even take a stake in Spielberg's company.

Japanese trading house **Sumitomo Corp.** and a unit of Tele-Communications Inc. are setting up Jupiter Programming, a joint-venture company, to provide programs to Japanese cable TV operators. The partners initially will invest 200 million yen ($1.9 million), increasing to more than 6 billion yen in one and a half years.

**QVC** in the UK doubled its revenue to £37.2 million ($24.8 million) in 1995, thanks to a surge in pre-Christmas sales. Revenue during that quarter was up 73% over the same period in 1994. QVC is available to 4.5 million homes in the UK.

Long-term output deals with the U.S. studios haven't deterred **Germany's private broadcasters** from in-house and commissioned production of TV movies and series. This year, more than 200 TV movies and 100 series will be produced by Germany's 150 independent producers at an estimated cost of DM2.4 billion ($1.6 billion). Germany's RTL is producing nine new psycho-crime TV movies this year, each costing DM1.25 million, despite paying Warner Bros. $240 million last September for the rights to air 50 movies plus 500 hours of programing. RTL 2, meanwhile, has nine new TV movies in the pipeline for 1996. SAT 1, backed by The Kirch Group, is producing 12 TV movies based on Germany's post- and prewar film classics. Budgets for each remake are projected at DM2.5 million.

**—By Debra Johnson**

# Telemedia Week®

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

*Telco Video*

# BA plans first network launches

*Telco to test wireless MMDS and switched digital network in '97*

By Richard Tedesco

Bell Atlantic is building toward two major deployments of commercial video service next year: wireless MMDS service in Norfolk, Va., and delivery on a switched digital network in the Philadelphia metropolitan area.

Norfolk is one of three markets (along with Boston and Southern California) that will see Bell Atlantic's Stargazer service via MMDS at its inception. But the Philadelphia-area launch, planned for late 1997, will offer an unlimited number of digital channels and the true video on demand widely seen as the linchpin to success for telco TV.

Bell Atlantic is drawing monthly buy rates 12 times or higher than the 2.7% cable industry pay-per-view average in its current Fairfax County, Va., test, according to Stu Johnson, chairman of Bell Atlantic Video Services. In the final phase of that trial, Bell Atlantic will test monthly subscription rates and may also test time-shifted delivery of programing. The 1,000 households now receiving Stargazer are paying for programing on an a la carte basis.

*Stargazer expands its universe*

Bell Atlantic's next phase of operations shifts to a wireless MMDS service it will introduce during first quarter 1997 in Norfolk, Va. The service will feature near-VOD and traditional cable service over 110-120 channels. It won't be state-of-the-art, but it offers a means of entry for Bell Atlantic and a way to test the telco's operations in serving a system that will reach approximately 175,000 households.

In the Philadelphia area, Bell Atlantic plans to deploy a switched digital network this year to upgrade phone service and will turn it on for video in the first half of '97, according to Johnson, who calls it the "next version" of the fiber-to-the-curb system the telco deployed in Dover Township, N.J. Johnson says the demographics are right as a first market for Bell Atlantic's version of a full-service network.

As it develops this network, Bell Atlantic initially will seek to build its business with MMDS launches in six other markets in its primary service region. But Johnson says that MMDS is only one component in a strategy that will stress a wireline approach: "The important part of our strategy is the rapid deployment of our switched digital network."

Direct broadcast satellite is another potential delivery technology, according to Johnson, who says that Bell Atlantic hasn't mapped a strategy there yet. *TMW*

## Bell Atlantic's ITV scorecard

Bell Atlantic's grand vision of the interactive TV future has undergone several revisions in moving from the conceptual stage to reality.

Philadelphia, in fact, figured prominently in the RBOC's early ITV game plans. In June 1994 Bell Atlantic announced plans to start building a full-service video dialtone network in six East Coast markets: Baltimore; Washington; Hampton Roads, Va.; northern New Jersey; Pittsburgh and the City of Brotherly Love. It wanted to turn on the network in 1995, but the plans didn't quite pan out.

Less than a year later, Bell Atlantic decided that it really didn't want to build a VDT network after all. It asked the FCC to delay consideration of construction applications it had filed so that it could rewrite the specs. Fiber-to-the-curb, the technology it plans to use in Philadelphia now, became its battle cry.

Last spring, Bell Atlantic and Nynex teamed up on plans to get into the wireless cable business, announcing a $100 million investment in CAI Wireless Systems Inc. That presumably will begin to bear fruit when Bell Atlantic opens for business in Norfolk, while Nynex enters Boston.

Having run the gamut, it's easy to imagine Bell Atlantic's being interested in DBS too. After all, the RBOC almost jumped into the cable business in the mega-deal that never was with Tele-Communications Inc., the $30 billion takeover by Bell Atlantic that would have catapulted it into media prominence and sent TCI's John Malone fishing. But the betrothal announced in October 1993 was declared a mismatch the following February.—**RT**

PRIME SPORTS REALITY CHECK

A FANTASY BASEBALL DRAFT PREVIEW

### Batter up

Fantasy sports aficionados will warm up for the 1996 Major League Baseball season with Prime Sports Interactive's *Reality Check: A Fantasy Baseball Draft Preview*, to be sent to about 1,800 sports clubs and restaurants on March 18.

The Internet

# BellSouth lets its fingers walk on the Web

*Telco puts Atlanta Yellow Pages online*

By Richard Tedesco

BellSouth took a portentous step into cyberspace last week, introducing an online enhanced-metro-Atlanta Yellow Pages.

The upcoming Olympics made the timing seem right, according to Lee Rhoades, director of BellSouth IntelliVentures, who says that similar Web sites may follow in other metro areas throughout the RBOC's nine-state southeast region.

Although Rhoades declined to set a time frame, he indicated that BellSouth is eager to gauge the financial potential for online Yellow Pages. And if the response is there, the Atlanta book will stay online. "Obviously, everybody wants to learn to make a buck from these Internet services, and we've got a lot to learn," Rhoades says.

In addition to the customary information in listings, the online Atlanta Yellow Pages provide "geo-coding" of most businesses so that they can be located in relation to local landmarks. The site for the Yellow Pages (http://yellowpages.bellsouth.com) links to other sites maintained by area museums and hotels.

Other features probably will be added, says Rhoades, who adds that advertisers won't be charged for the additional online exposure during the Atlanta trial phase. TMW

The Internet

# Microsoft reorganizes, targets Internet business

*Company sets up Internet, consumer and desktop divisions*

By Richard Tedesco

Microsoft Corp. last week reorganized its corporate structure with its focus fixed on the Internet and other business opportunities it perceives in the home PC market.

The four divisions of its platforms group are being consolidated into three units, each headed by a senior vice president: an Internet division under Brad Silverberg, a consumer division under Craig Mundie and a desktop and business systems division under Jim Allchin. The Internet unit will develop Internet applications/content and server products to provide an open platform to them. The consumer unit will work on software for non-PC machines and integrated software systems for network operators.

The key group in the reorganization appears to be the Internet unit, based on the emphasis the software giant is putting on that aspect of its business. Microsoft Chairman Bill Gates earlier rejected the idea of an Internet division, but times obviously have changed. Development of its Explorer Internet browser now falls under that division; Microsoft is planning to release a third major revision of Explorer in the near future.


Paul Maritz


Pete Higgins

"The whole intent in this organization is to get us focused on the key business opportunities that we see, which is to continue to take our Windows business forward on the one hand and be a dominant player on the Internet on the other hand," says Paul Maritz, group vice president of the platforms group. "We believe there's a big opportunity to improve things in terms of allowing average people to use the Internet."

Microsoft will work on developing a common interface for computing and Internet functions, according to Maritz, who says Microsoft is not excited about developing low-cost Internet-access devices right now: "We don't think it's likely that network appliances are going to replace the PC anytime soon." But, he adds, "there are interesting opportunities there."

On another consumer front, Microsoft still sees producing CD-ROM titles as a significant business, says Pete Higgins, group vice president of Microsoft's applications and content group, which also recently was realigned. Higgins sees a flexible business model for online and Internet products: "a combination of subscription, advertising and transaction, depending on the product."

Microsoft also sees great potential in digital video discs as an alternative to online content delivery, according to Higgins, who says Microsoft will enter that business: "We think there's a tremendous opportunity to deliver much richer titles to the home computer user." TMW

**Ready to roll**

The National Association for Stock Car Auto Racing (NASCAR) recently launched a Web site (www.nascar.com) co-produced by ESPN and Bellevue, Wash.-based Starwave Corp. The site includes stock car news, bios and stats on racing teams, track diagrams, schedules, Q&A and chat sessions, technical data on car specs and a merchandise section.

The Internet

# CompuServe to be knocked off Block

By Richard Tedesco

H&R Block has announced plans to take its CompuServe unit public to settle intercompany debt and provide capitalization to the online service.

Observers suggest the move may indicate Block's frustration at not being able to sell the online service during the past year.

Block says the move is designed to maximize shareholder value in both Block and CompuServe. Block will sell 20% of CompuServe in April, with an anticipated return that will satisfy predicted CompuServe debt of $100 million-$125 million and leave CompuServe with $300 million, according to a Block spokesman. CompuServe has a debt of $75 million to Block.

"The separation of CompuServe will unlock the value we have created through both of these strong franchises and will better position each entity to aggressively pursue the significant growth opportunities in their respective markets," says Richard Brown, Block president.

CompuServe claims 4.3 million subscribers, but is a distant second to America Online. And Block is facing increasing costs to keep the service viable as more competitors are crowding into the field.

That effectively decreases the value of an existing service. "The time to sell an online service at peak value has passed," says Emily Green, senior analyst for Forrester Research in Cambridge, Mass.

After the CompuServe initial public offering, Block will seek a favorable ruling from the IRS to insure a tax-free spin-off of the rest of the company by Block.

CompuServe officials had no comment on the planned stock offering and subsequent spin-off. TMW

The Internet

# Sega plots course for subscriber growth

By Richard Tedesco

The Sega Channel expects to increase its subscriber base by one-third by year's end and reports healthy user response to its online videogame service.

Based on its projections, Sega expects to hit 20 million subs by the end of 1996, up from 15 million, according to Mark Hess, vice president of affiliate sales, who says that would translate to a break-even point in cash flow. That projection is based on Sega's planned launches in Cleveland with Cablevision Systems Corp., Detroit with Continental Cablevision, and Cox Cable in San Diego. Cablevision carries Sega on Long Island, and Continental recently introduced it in St. Paul.

The channel seems to work best in small towns and suburban markets where there are short menus of entertainment options, according to Hess, who says that middle-to-low-income demographics produce the best buy rates.

Sega's prime target remains boys 10-13, but Hess claims that the channel is family entertainment, drawing both parents and their daughters into the action. "Interestingly enough, any household we're in, we've raised the number of female participants 10% above the national average" of 10%, Hess says.

Express Games, a pay-per-play option featuring two or three games released online concurrent with retail releases, has proved to be successful. It draws a 20% buy rate at $2.95 for 48-hour access to a particular title, Hess reports.

Sega switches 70% of its titles each month, recycling most in a rotation, and will add educational titles, based on responses to *Carmen Sandiego* and *Math Blaster*. TMW

### Encarta on the Record debuts

Reaching out online in a new way, Microsoft Encarta introduced a live online interview series last week.

Kicking off on Feb. 21 with the provocative title "Are Politics as Usual Killing Our Democracy?" the first hour-long prime time installment featured Linda Ellerbee interviewing Senator Bill Bradley (D-N.J.), former senator Paul Tsongas and MTV's Tabitha Soren.

Last Wednesday, online users were able to access an Encarta on the Record site as part of Microsoft's Web site (www.microsoft.com/encarta) to participate in a poll on the evening's topics and post questions for the participants. Relevant background articles in Encarta Encyclopedia were noted on the site.

A 30-minute warm-up further enabled online "listeners" and a live audience at New York City's @Cafe to ask questions and participate in the poll. A full transcript of the show was posted in real time on the Encarta site while it was running, along with the poll results.

Three more monthly sessions are planned as pilots, according to Ann Fenner, managing editor of Encarta Encyclopedia, who says future topics remain undetermined. "We want to make sure that the topic we choose is as timely as possible."

Depending on response to the series, Encarta may launch a season of eight or nine monthly interview forums in the fall.—**RT**

### PointCast desktop debut set for April

The PointCast Network now can be seen in its final beta stage before a launch slated for April 1. A joint venture of PointCast Inc., Netscape Communications and EDS (Electronic Data Systems), the online news outlet (www.pointcast.com) will draw content from the *Los Angeles Times*, the *Boston Globe*, Reuters, S&P Comstock's stock ticker, SportsTicker, AccuWeather, *Variety* and CMP.

No word on what the initial development budget has been. But seminal corporate sponsors, including Fidelity Investments, Quarterdeck Corp., 20th Century Fox, Saturn Corp., Prodigy and EDS, are in for $40,000 apiece. That entitles them to exclusive sponsorships in their respective product categories through June, according to Jaleh Bisharat, PointCast marketing vice president.

PointCast is organized into six "channels" of information: news, companies, industries, weather, sports and lifestyle. An on-screen scroll provides the user with headlines from the various categories; clicking on the headline brings up the story text.

The ad-supported service will be free to Internet users.

# Technology

February 26, 1996

# Conus gets compressed in Washington

*CLI gear will deliver MPEG-2 news feeds over SBS-6*

**By Glen Dickson**

*Conover is leading the Conus change to digital compression.*

Conus Communications soon will be pumping more news feeds out of the nation's capital with the aid of digital compression, becoming the first domestic news organization to employ MPEG-2 for mass feed distribution.

The satellite news cooperative is installing Compression Labs Inc. Magnitude MPEG-2 encoders in its Washington Direct teleport as part of a $1 million expansion of the facility. The $400,000 investment in the encoders and other compression gear will allow Washington Direct to uplink up to six digital channels to each of its three Ku-band transponders on the Hughes SBS-6 satellite. Washington Direct now splits its transponders on SBS-6, transmitting two analog feeds to each.

On the receiving end, Conus member stations will buy MPEG-2 decoding receivers to take in the digital feeds, says Ray Conover, Conus director of engineering. The receiver hasn't been decided upon yet, but it probably will be the CLI PIRD-2 or a similar unit.

Conover says the MPEG-2 system has tested successfully in Washington and at Conus's Minneapolis headquarters and that the transition to compressed transmission from Washington Direct should happen quickly "for a small number of users."

Conus Washington Bureau Chief Tim Rudell says that compressed operation should begin in four to six weeks, using three Magnitude encoders—one for each SBS-6 transponder. The initial plan is to send a split of one analog feed and one digital feed, containing three channels, from the 4.5-meter dish dedicated to SBS-6. By splitting the transponder—a standard practice for Conus—the transponder would then support four channels, one analog and three digital.

But the throughput rate of 30 megabits per second per half transponder could easily support up to six channels, says John Terhar, Conus Washington chief engineer, noting that Conus will employ statistical multiplexing to juggle the encoding rate between high- and slow-motion footage.

"It's a very robust signal," says Terhar. "This is going to be more signals packed into the same transponder space with better quality."

The other 4.5-meter agile dish at Washington Direct, which looks from Intelsat K to the Anik birds, will maintain fully analog operation for now. Conus will have the ability to switch back to fully analog uplink to SBS-6 if necessary.

But Rudell thinks that the digital transmission of Washington news feeds will catch on quickly with Conus members. "There are a number of things that can complicate the life of a local TV station, but sometimes the biggest one is simply getting satellite access at the time the user wants it," he says. "At crunch news times, we may have 20 stations that all want a feed between 18:00 and 18:05, and another 20 who want a feed between 18:05 and 18:10. But there aren't that many paths or spacecraft to get it out."

Rudell says that by adding more compression equipment, it's feasible that Washington Direct could pump

## Sage delivers EAS systems

After becoming the first company to receive FCC certification for its Emergency Alert System decoder last month, Sage Alerting Systems now has sold its ENDEC encoder/decoder products to broadcasters and cable operators. WVXU(FM) Cincinnati was the first installation—the noncommercial station purchased the ENDEC unit from distributor Harris Broadcast within 12 hours of Sage's certification on Jan. 25.

*Dr. John King, director of WVXU(FM) Cincinnati, and Gerald LeBow, president of Sage Alerting Systems, flank the first installed Sage ENDEC system.*

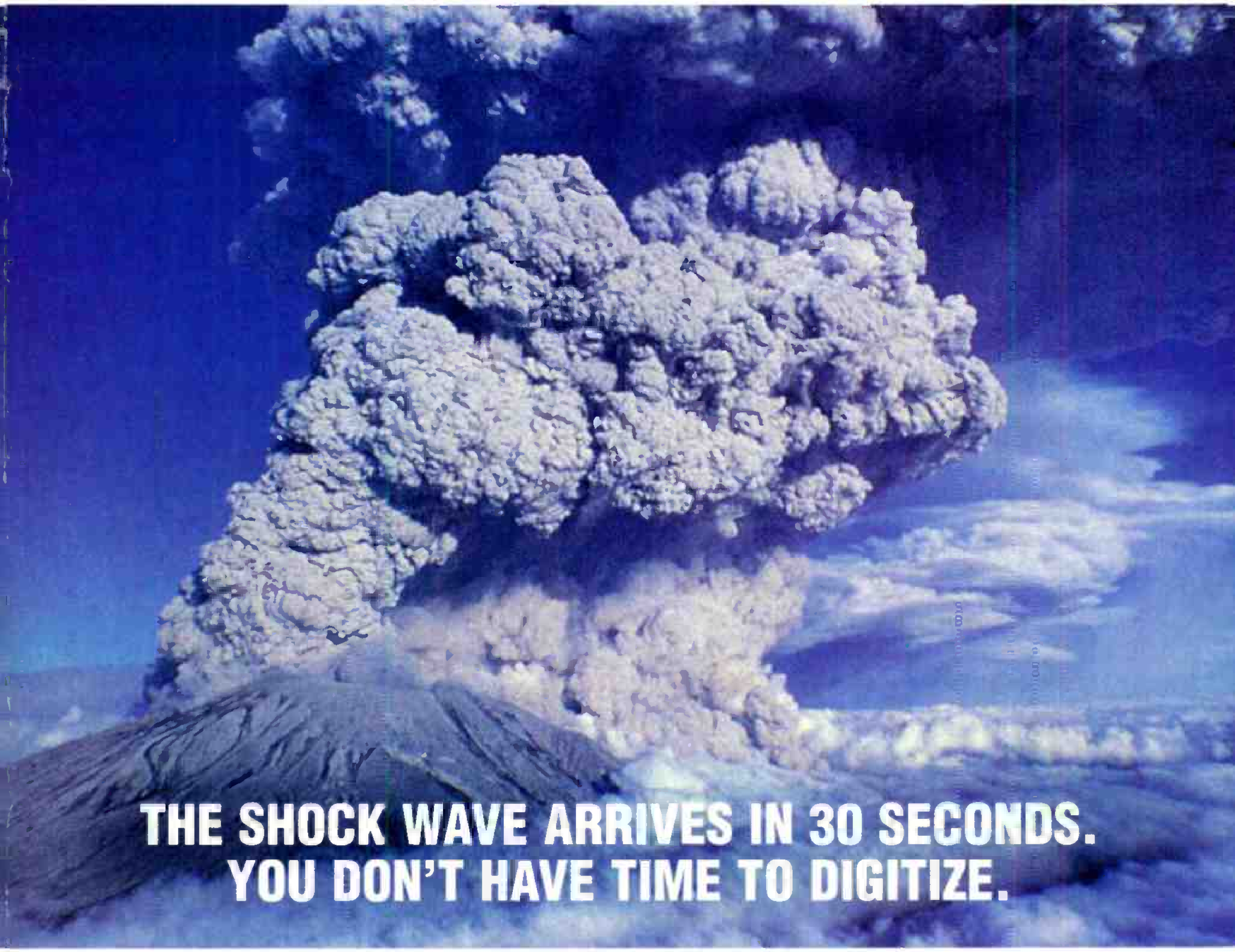
TCI of Southern Arizona then became Sage's first cable purchaser, ordering two ENDEC systems along with the Mega Hertz Sub-alert system.

According to Sage President Gerald LeBow, cable distributor Mega Hertz has solved the challenge of transmitting the EAS signal on multiple channels by developing Sub-alert, which interrupts RF signals with an IF (intermediate frequency) signal from the headend modulator.

"The only thing that's common to all cable signals is IF," says LeBow. The Sage/Mega Hertz solution, which also uses a Video Data Systems model 840 character generator, can be programed to transmit short text crawls that will interrupt regular programing with emergency data and then direct viewers to a dedicated channel with more detailed information.

The ENDEC encoder/decoder lists for $2,400; the VDS character generator costs $1,500. Cable operators also will need to purchase an IF amplifier and modulator for roughly $2,300 combined, says LeBow. "Then for each succeeding channel, all you need is a relay switch to allow you to replace the RF with IF signal," he says. **—GD**

LIGHTWORKS

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out 16 simultaneous live shots.

Don't look for Conus to start using compression on a wide scale for SNG use. "Using it in trucks will take a longer time because of the lack of standards," says Conover. "All these pieces of MPEG-2 gear out there, while at the MPEG level they speak the same language, at the transport level they don't."

Conover also says that investing $100,000 in an SNG truck to support digital transmission isn't cost-effective for a domestic user. "When you're sending a five-to-ten-minute news live shot, there just isn't a big return on the investment."

But the Washington facility offered Conus parent Hubbard Broadcasting the perfect chance to leverage the experience it gained in launching the DBS service USSB. "A fixed station is the ideal use not only for compression but for multiplexing, which is very bandwidth-efficient," says Conover. "Having the right set of circumstances made this a very attractive way to handle the demand for many simultaneous channels." ■

# Avid tightens ship after leaky 4th quarter

*Disk-based camera should ship by NAB convention*

**By Glen Dickson**

Avid Technology has released final results for its fiscal year ended Dec. 31, 1995, revealing a 77% drop in net income for the fourth quarter despite a 46% increase in revenue. The company is now working to improve its financial performance by streamlining its R&D efforts and cutting 100 jobs.

Avid's net income for the '95 fourth quarter was $1.5 million, compared with $6.5 million the year before. Earnings for the period were 7 cents per share on revenue of $109.9 million, compared with 36 cents per share on revenue of $75.4 million in fourth quarter 1994.

Overall, earnings for fiscal '95 were down 22%, which Avid attributes to the first-quarter charge it took in connection with its acquisitions of Digidesign, Elastic Reality and Parallax Software.

New president Daniel Keshian, who succeeded Curt Rawley last month (BROADCASTING & CABLE, Jan. 15), says the company also will take a charge of $8 million-$12 million in the first quarter of this year to absorb the development cutbacks and layoffs. The company is predicting an operating loss for the quarter and lower revenue than in fourth quarter '95.

Ned Hazen, Avid vice president of finance, won't elaborate on which development efforts have been curtailed, saying only that the proposed products hadn't been announced. He does admit that the company has been "putting products out into the market before they were ready to go," and that Avid would be cutting down on the frequency of releases and version shipments.

"We'll be taking version 1.0 releases out of the calendar," says Hazen, who adds that two or three versions a year are too much: "When we debut a product at this year's NAB, we want it to have enough legs to get to the next NAB."

Hazen says that one of Avid's new priorities is to develop the next generation of the Avid News newsroom computer system, whose funding has suffered from the "enormously expensive" investment in the Avid/Ikegami disk-based camera. He says that Avid will look at "creative financing" to help fund such costly projects.

The company also will work to "bring down the cost per channel" for its Airplay server-based playback products, says Hazen, and should deliver its high-end Maestro editing product, now renamed Fusion, by the NAB convention in April.

The much-awaited disk-based camera also should ship by NAB, says Ikegami spokesman Bob Estony. Avid and Ikegami have 114 domestic orders for the product and another 100 prospective orders internationally from the IBC and Montreux shows. Ikegami assembles the cameras and integrates the Avid recording circuitry in Tokyo.

Although Ikegami has focused on developing the one-piece versions of the camera, the DNS-11 ($60,000) and

## Accom virtual sets make inroads abroad


*Accom's ELSET system in action*

Accom Inc. has completed an exclusive agreement with the BBC to install its ELSET virtual set system in the BBC's London Television Centre for extensive testing.

The ELSET system, which runs complex software on a Silicon Graphics Onyx workstation, allows real objects and actors captured on video to be merged with computer-generated 3-D environments. It will be used for demonstration and trial productions by the BBC.

"We chose the ELSET system because it complements our 2-D system and allows us to offer a full range of solutions to productions," says John Wollner, the BBC's head of studio facilities.

Fuji Television in Tokyo broadcasts live weather reports five days per week using ELSET. Accom delivered Fuji-TV's ELSET system and installed it at Nihon Silicon Graphics K.K. last fall, shortly after terminating a joint venture with the German company VAP and buying ELSET Electronic Set GmbH outright (BROADCASTING & CABLE, Nov. 20, 1995).

"It has performed flawlessly since its installation," says Hiroshi Sakamoto, Fuji-TV computer graphics producer. **—GD**

DNS-101 ($40,000). Estony says the dockable Camcutter unit ($19,000) also will be at NAB.

Neither Hazen nor Estony would discuss the buyer's list for the disk-based camera, or the exact terms of Ikegami's exclusive deal with Avid, in which the Japanese hardware manufacturer is the only camera maker licensed to build the camera for an undisclosed period of years.

How lucrative that deal will be to Ikegami may depend on broadcasters' acceptance of the $1,500 acquisition disks, which store up to 20 minutes of video. "Both companies have made a major investment...but the consumer will have the final say," says Estony. ■

## SportsChannel spots use DVC PRO

Crossroads Television used a Panasonic DVC PRO digital camcorder to get close to the action in new NBA and NHL spots it produced for SportsChannel N.Y. West End Editorial then handled the editing for the SportsChannel campaign, one of the first to use the new Panasonic digital tape format. "The edit process was key to achieving the look and feel of actually playing in the game," says Crossroads producer Rob Battles. —GD

# Cutting Edge

**By Glen Dickson**

**Chyron, TFT Inc. and Broadcast Software Solutions** are co-marketing the CODI EAS System to broadcasters and cable operators who need to replace their existing Emergency Broadcast System technology with


the new digital Emergency Alert System mandated by the FCC. The system, which includes the Chyron CODI character generator, TFT EAS encoder/decoder and control software from Broadcast Software Solutions, sells for just under $9,000. All broadcasters must change to the EAS system by Jan. 1, 1997; cable systems must switch by July 1, 1997.

**Scientific-Atlanta** has won a contract from Grupo Medcom of Mexico to construct and implement an $18 million network operations center for Telered, Grupo Medcom's DTH satellite network. The DTH service will use S-A's PowerVu MPEG-2 compression system to uplink programing feeds from two S-A 9-meter earth stations in Mexico City. S-A also will provide conditional access and network management software and hardware, a pay-per-view delivery system and additional antennas to handle programing downlinks. Tecnologia, Sistemas Y Aplicaciones S.A. de C.V. of Mexico will assist in the installation and service of the network.

**Tee-Comm Electronics,** Ontario, Canada, has won an initial $500,000 contract to supply its MPEG-2/DVB digital set-top receivers to the People's Republic of China as part of an existing arrangement between Hyundai Electronics and China's Academy of Broadcasting Science. The Star Trak 1000 receivers will deliver video and audio programing to consumers in China from the AsiaSat 2 satellite.

**The Nashville Network** has installed a new **Soundcraft** SM-24 live sound console for its oldest broadcast venue, the Gaslight Theater. The 60-input board is being used for the *Prime Time Country* program, providing house and monitor mixes for every performer. TNN dedicates 16 of the SM-24's monitor mixes to the guest performers, says TNN audio maintenance engineer Greg Lankford. The console's auxiliary outputs are dedicated to the stage monitors, while the main outputs are used for the audio house feed.

**Premiere Radio Networks** has contracted with **Digital Courier International** to distribute all 10 of its comedy networks via DCI's two-way audio and text digital network. Premiere's top radio station affiliates will join the network immediately to receive CD-quality comedy features and scripts. The DCI service uses ISDN lines to link dedicated PCs equipped with audio codecs and has been employed primarily to deliver commercials to DCI's 1,400 radio station subscribers.

PBS affiliate KUED **Salt Lake City** has purchased three **Panasonic** D-3 composite digital AJ-D351 studio VTRs for installation in its CMX editing suite, replacing the station's old analog one-inch Type C machines. The new VTRs primarily will be used for mastering and post-production editing, and may also be used to record same-day network turnarounds on a limited basis.

# Classifieds

*See last page of classifieds for rates and other information*

## RADIO

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### HELP WANTED SALES

**Sales Manager** wanted for small market AM/FM combo in VA. On-the-street sales leadership a must. Excellent pay and benefits. If you're a street-fighter, but want a great lifestyle, send resume and salary history to Box 00718 EOE.

**Combo in Big Ten town seeking** aggressive closer to join pro sales team. Rod Burnham, GM WMAJ/WBHV, 1107 West College Avenue, State College, PA 16801. Fax: 814-234-1659. EOE M/F Employer.

### HELP WANTED TECHNICAL

**Illinois Broadcasters Association** seeking con-tract broadcast engineers qualified to serve as in-spectors for our state inspection program. Those who qualify will perform routine FCC type inspec-tions. 1125 South 5th Street, Springfield, IL 62703. Fax: 217-753-8443.

**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 commu-nications technologies. Applicants should be fa-miliar with the preparation of broadcast engineer-ing exhibits in support of FCC applications and fil-ings. BSEE or equivalent preferred. Send resume to Box 00708 EOE.

**Chief Engineer** needed by growing award winning 7 station S.C. group (1AM, 6FM) Florence/Myrtl Beach, S.C. Great place to live and work. FCC General, SBE, competent, solid background, team player, self-starter. Great opportunity, good salary and benefits. Send resume to Harold Miller, COO/VP, Atlantic Broadcasting Company, Inc., PO Box 103000, Florence, SC 29501-3000. EOE.

### HELP WANTED NEWS

**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

**Radio Program Producer/Co-Host** - Immediate opening for a creative self-starter, experienced in production, on-air broadcasting, supervision and budget management to oversee production of family-oriented radio programs, including Parent Talk, Parent Talk Tip, and Today's Family Life, featuring popular authors/speakers Randy Carlson and Dr. Kevin Leman. Salary commensurate with experience. Excellent benefits. Resume, photo, and audio demo tape to: Todd Linaman, Ph.D., Today's Family Life, P.O. Box 37000, Tucson, AZ 85741. 1-520-742-6976. (Today's Family Life is a division of Family Life Communications, a non-denominational Christian ministry.)

### HELP WANTED PROGRAMMING

**Program Director** interested in working in small market full service operation. Congenial working conditions, must have 4 years experience. Send resume and tape to WTTF Inc., 185 South Washington Street, Tiffin, Ohio 44883. EOE.

### HELP WANTED ALL POSITIONS

**Help Wanted: All Positions.** The members of the New Hampshire Association of Broadcasters are committed to the FCC's goals of non-discrimination and affirmative action. If you would like to be considered for employment in the New Hampshire broadcast industry, please send your resume to: Mr. B. Allen Sprague, President, New Hampshire Association of Broadcasters, 10 Chestnut Drive, Bedford, NH 03110. No Phone Calls. The Members of the New Hampshire Association of Broadcasters are Equal Opportunity Employers.

### SITUATIONS WANTED TECHNICAL

**Seeking entry level technician position.** (847)966-4835 (please leave a message), or (847)966-0255 (voice and fax).

### SITUATIONS WANTED ANNOUNCER

**Southeastern radio stations:** Benefit from my 30 plus years of announcing, production and engineering experience! Last 7 years with the VOA. Call Alex 513-777-8423.

**Promising air personality with book winning** potential, driving ambition and strong work ethic seeks a full-time position. Flexible/willing to do AM, PM or overnights. I have 5 years experience at a mid-size market AM/FM combo. I possess excellent production, promotional and interpersonal skills and I do not mind relocating. To receive resume and air check please contact Tracey at 202-588-9726.

## TELEVISION

### HELP WANTED MANAGEMENT

# President and CEO

**PRAIRIE PUBLIC BROADCASTING, INC.**

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

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

**Vice-President and Chief Operating Officer.** WXXI AM - FM - TV and Reachout Radio, Rochester, New York. Be part of the dynamic new senior management team at WXXI in Rochester, one of the nation's most respected public broadcasting outlets. Assist the CEO in leading and building a model for public telecommunications for the 21st Century. This key position is responsible for station administration, including finance and human resources, broadcast operations, and new technologies. Ideal candidate will be dedicated to the mission of public broadcasting, committed to team building, a good communicator, and comfortable with representing the station at all levels, including on-air fund raising. If you believe public broadcasting needs to be repositioned to meet challenges ahead, this is your opportunity to excel! Minimum five years senior management experience. Broadcast background a plus, public broadcasting experience a strong plus. Bachelors or advanced degree required. Competitive salary with excellent benefits. Forward resume, letter of interest and salary requirements to WXXI Human Resources Department, P.O. Box 21, Rochester, NY 14601. WXXI is an Equal Opportunity Employer.

**Top 50 market looking for** a Traffic Manager with attitude! Tremendous opportunity for right person to design and implement the traffic department of your dreams! Work closely with operations, sales, programming, and promotions. Have input at all levels. If you are a veteran looking for a new challenge or the best up and coming traffic jockey looking for the right opportunity, apply now! This position won't be open long. Minimum 5 years traffic experience with a thorough understanding of all traffic applications a must. LMA experience a plus. Send resume and cover letter by March 4th to Box 00715 EOE. M/F.

**National/Regional Sales Manager** in Nebraska's Capitol City market. Ground floor opportunity at soon to be VHS-ABC affiliate. Candidates must have successful sales management track record with a thorough knowledge and understanding of managing a national and regional sales effort. Please fax letter and resume along with salary requirements to (402) 436-2236 or mail to: Citadel Communications, L.L.C., Attn: Steven W. Dant, General Manager, 3240 South 10th Street, Lincoln, NE 68502. M/F. 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.

**The ABC affiliate in Greensboro,** North Carolina is looking for a top notch Local Sales Manager. If you have excellent people skills, know the numbers inside and out, can motivate and manage a staff of eight, have Scarborough and TV Scan skills and are ready to lead us to the #1 share in the market, send resume and cover letter to Personnel/LSM, WXLV-TV, 3500 Myer Lee Drive, Winston-Salem, NC 27101. Women and minorities encouraged to apply. Please refer to source of advertisement in your correspondence. EOE. M/F. WXLV-TV is a Sullivan Broadcasting Company.

## *HELP WANTED SALES*

**WDEF-TV seeks a Local Account Executive.** Responsibilities include: selling and servicing existing local direct, local agency and regional accounts. Successful candidate will possess two-three years selling experience, have strong communication, organizational and time management skills. Must be a self-starter. Media experience preferred. Send resumes to: Mark DiBuono, Local Sales Manager, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE.

**Traffic Manager.** Sunny coastal Florida TV station is seeking a Traffic Manager with a minimum of two years experience. Individual must have knowledge of the JDS system, log editing, inventory management, order input and continuity. Qualified persons please send resumes in confidence to Box 00720 EOE.

**Television Transmitter Sales** - Acrodyne Industries has an immediate opening for a Salesman for the Western United States. Transmitter sales experience desirable but not essential. Extensive knowledge of television systems necessary. Call Mitch Montgomery at 800-523-2596 x-115 or send resume to 516 Township Line Road, Blue Bell, PA 19422.

**Sales Executive:** Atlanta based sports production company seeks aggressive sales person who can generate dollars for rapidly growing department. Responsibilities include selling of local, regionally syndicated and nationally syndicated sports programming. Tremendous growth opportunity! Great company! The ideal candidate will be able to make significant contributions immediately and understand the "relationship" not the "ratings" sell. Please send resume and salary requirements ASAP! Reply to Box 00716 EOE.

**National Sales Manager.** KDSM-TV FOX 17, a River City Broadcasting station, located in Des Moines, is seeking a National Sales Manager. A proven national sales record is a plus. Strong persuasive and negotiation skills, leadership qualities and a desire to succeed are required! KDSM, Des Moines' Sports Superstation, is the broadcast home of Iowa Basketball, NFL, MLB, NHL, Boy's High School Basketball, Big 10 Football/Basketball. Additionally, KDSM owns syndication rights to premiere programming such as Home Improvement, Simpsons, Mad About You and Frasier. This is a tremendous opportunity for a highly motivated individual to join a progressive company. Women and minorities are encouraged to apply (EOE). Send cover letter and resume by March 15th to: KDSM-TV, Sales Department, 4023 Fleur Drive, Des Moines, IA 50321.

**Local Sales Manager:** WROC-TV, Rochester, NY CBS affiliate is seeking an LSM to successfully lead our sales team. Candidate should have a strong work ethic, proven ability in sales management, new business development, sales promotions and agency/client relations. Strong leadership skills a must. Send resume and cover letter to Human Resources Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.

**NWN Studios/Jackson Teleport.** Experienced TV Production Sales/Satellite Services Salesperson needed immediately by NWN Studios/Jackson Teleport. Call 601-352-6673 for more information.

**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.

**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.

**Local Sales Manager.** WDSU-TV, a Pulitzer Broadcasting Company station and NBC affiliate in New Orleans, is seeking an LSM for our new state-of-the-art broadcast facility. Candidates must have a minimum of 5-8 years in broadcast sales. Previous management experience with a proven track record in new business development is preferred. Proficient use of BMP, Scarborough and Enterprise a plus. Positive work ethic, interpersonal, and organizational skills are critical in this position. Send resume to: Frank Ratermann, G.S.M., WDSU-TV, 520 Royal Street, New Orleans, LA 70130. No phone calls, please. EOE.

**KIII-TV3, dominant ABC affiliate** in beautiful Corpus Christi, Texas on the Gulf Coast, is looking for a General Sales Manager. Applicant must have a minimum of three years experience in sales management in television broadcasting and a minimum of ten years total sales experience, five of which must be in television and/or radio. Applicant must have a very strong and successful sales background. Send resume to Billy Brotherton, Sr., KIII-TV3, 4750 South Padre Island Drive, Corpus Christi, TX 78411. EOE.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box ________,

245 West 17th St.,

New York, New York 10011

**General Sales Manager-SW CBS affiliate** needs creative, highly motivated organized leader to head our Sales Department. Successful applicant must have 3-5 years proven sales experience, preferably in a management capacity. Send resume and references to Box 00717. We are an Equal Opportunity Employer.

**Are you ready for the sunny** south? NBC-6, Charlotte (WCNC-TV), has an opening for an Account Executive to maximize existing accounts and create new revenues for the station. Position requires a minimum of three years of experience in television sales or television rep firm sales. Must have thorough understanding of Nielsen ratings. Candidate must work well with agencies and direct accounts. Strong negotiation skills a necessity. We need a self motivated individual able to perform with little supervision, as well as working as a team member. Excellent oral and written skills required. Candidates should also be computer literate including experience with psychographic and sales software. If interested, please forward resume and cover letter to: Zina Jemison, Human Resources, NBC-6, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H. No phone calls please.

**Account Executive.** WKEF-TV, NBC for Dayton, Ohio, is seeking an experienced broadcast sales professional. Experience with research tools, strong business development skills, and three years of success in the industry are the minimum requirements. Opportunities for advancement. Send resume and cover letter to General Sales Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. EEO/M/F.

**Account Executive** - WWBT NBC 12 in Richmond, VA is seeking an experienced sales person with proven ability to develop new business and handle agency list. If you excel at both, we'd like to talk with you. We have the best sales tools in the biz and we're #1. Send resume to LSM, WWBT, P.O. Box 12, Richmond, VA 23218. No phone calls please. EOE.

## HELP WANTED MARKETING

**Creative Services Director.** Live in the beautiful intermountain West and enjoy a great lifestyle. KTVX-TV/ABC, (a United Television, Inc. station), the #1 affiliate in Salt Lake City, is looking for a dynamic individual to develop and execute overall marketing strategy. If you are a person who has a keen understanding of strategic planning and brand development and understand how to create tactical plays for an affiliated television station, this is a tremendous opportunity for you. We are looking for someone to coordinate not only on-air promotion, advertising, graphics, publicity and media planning but also long term product development. Send non-returnable tape and resume to Peter Mathes, General Manager, KTVX-TV, 1760 Fremont Drive, SLC, UT 84104. No phone calls please. EOE.



## HELP WANTED TECHNICAL

**SEE THE WORLD AS A NETWORK DESIGN ENGINEER**

**INTERLINK NETWORK CORP.**, the leader in network operations management is seeking a design engineer for various projects domestically and abroad. Interested candidate must have a working knowledge of "state of the art" broadcast equipment for design and installation around the world. Travel required. BSEE a plus, but not mandatory.

If you are deadline driven, interested in "pushing the envelope," and a team player, this job is for you.

Fax your resume immediately to:

**Interlink**
**Attention: Ms. Jane Magida**
**914-244-3463**

All correspondence will be kept confidential.

**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.

**TV Engineer Needed Now.** Small market. Move up to Chief quickly. UHF R.C.A. transmitter. General technical knowledge required. Contact Rick Biddle, WOWL TV, Florence, AL 205-767-1515.

**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.

**Operations Supervisor:** Hands-on operations supervisor in Engineering Department of Washington market UHF television station. Train, schedule and oversee Master Control Operators. Must be available to fill in for emergency shifts and to provide back-up in Master Control as required. Previous supervisory experience, FCC license and knowledge of FCC regulations necessary. Degree preferred. Send resume to Personnel Director, WBDC, 2121 Wisconsin Avenue, N.W. Suite 350, Washington, D.C. 20007 or fax to 202-965-0050. EOE.

**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.

**Master Control Operator:** Experienced GVG-1600, Betacart, FCC R&R, basic editing skills, available nights/weekends, rotating schedule. PC skills a plus. Resume to Personnel Director, WB50/WBDC, 2121 Wisconsin Avenue N.W., Suite 350, Washington, D.C. 20007 or Fax: 202-965-0050. EOE.

**Director of Engineering** - WTVS Detroit PBS affiliate seeks individual responsible for the technical and operational center which offers service, technical leadership, and support in areas of broadcasting, production, post-production and distribution services. Staff of 35. Minimum 7 years experience managing technical operations at a TV production or telecommunications operation and a degree in Electrical Engineering or equivalent in communications. Send resume to: Ron Demo, WTVS Channel 56, 7441 Second Boulevard, Detroit, MI 48202. Fax: (313) 876-8198. WTVS 24 Hr. Jobline (313) 876-8175. EOE/AA.

**Computer Network and TV Studio Engineer:** Top NBC affiliate seeking full time experienced maintenance engineer with main emphasis on computers, network administration, LAN, WAN, VLAN. FCC license, CNE, SBE TV certified and minimum 3 years experience required. Must be a self starter and team player. Send resume to HR Director, WPTV, P.O. Box 510, Palm Beach, FL 33480. No phone calls! An Equal Opportunity Employer.

**Chief Engineer.** Looking for a CE with hands on experience, qualified in all areas of television broadcast engineering, maintenance of transmitter and studio equipment. Qualified candidate must possess excellent leadership, organizational and technical skills. Send resume to Box 00710 EOE.

**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 Infiniti 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.

**All-Stars Communication (Charlotte, NC)** seeks experienced professional operator for new, technically superior Ku-band uplink truck. It's "your" truck. Profit sharing. Call Ken Koontz, General Manager, 704-510-0552, 10 am - 11:30 am, Tuesday and Thursday only or write any time: All-Stars Communications, 8701 Mallard Creek Road, Charlotte, NC 28262.

## HELP WANTED NEWS

**CNN CORRESPONDENT/PRODUCER**

Cable News Network seeks an experienced environmental correspondent for weekly environmental news magazine program Earth Matters. This position includes opportunities for general reporting assignments for the prime-time magazine program Network Earth on another Turner network, TBS. Applicants should have more than five years of on-camera reporting and television producing experience, strong on-camera presentation skill, significant environmental reporting background, understanding of modern magazine television style and basic computer literacy, including familiarity with typical newsroom systems and word processors. Send letter outlining your specific qualifications for this position and your intended career development path, plus resume and videotape to:

EARTH MATTERS

Ms. Lisa Magliulo
CNN Environment Unit
P.O. Box 105366
Atlanta, GA 30348

EOE

**Weathercaster** - small market station nestled in heart of Tornado Alley looking for a number 3 person. Kavouras Triton I-7, Doppler radar, Stormtracker, and more. Reporting and ham radio experience a plus. Resume and non-returnable tape to: News Director, KSWO-TV, Box 708, Lawton, Oklahoma 73502.

**WTVD 11 Management Training Program.** Successful applicant will possess a four year college degree in any discipline and a minimum of three years work experience. The program includes training as a News Writer, Reporter, Assignment Editor, Associate Producer and Producer. Send resume and letter detailing your interest in the job and your qualifications to: Brett E. Chambers, WTVD 11, P.O. Box 2009, Durham, NC 27702. EOE. Absolutely no phone calls.

**WRAL-TV is looking for a creative,** aggressive individual to direct and supervise the News Department's special reporting units. This person will take direct control of our documentary, investigative, consumer, crime-prevention and feature reporting units. The Special Projects E-P will also direct coverage of major events such as electronics and the Olympics. We seek someone who will lead by example, pushing talented producers, reporters and photographers to new heights and accomplishments. This individual must be a self-starter with the experience and confidence to challenge the status quo and command excellence. Strong interpersonal management skills are essential, but we seek someone who is also comfortable with honest, critical engagement. College degree plus a minimum of five years television news producing and/or managing experience required. Experience in special projects is highly desirable. If you want to work in a family-owned company where the emphasis is on excellence and innovation, send tape and resume to Human Resources, Capital Broadcasting Company, 711 Hillsborough Street, Raleigh, NC 27603.

**Top 20 network affiliate** looking for a top notch Photographer/Editor to work on local news and entertainment specials. We need someone with a good eye for video--both shooting and editing. Must be a team player with a good attitude and ready to work hard. No beginners, please. Send shooting/editing tape and resume to Box 00719 EOE.

**The New York Times station** in Memphis is looking for Producers. All dayparts, all broadcasts. If you are an experienced journalist who can bring pacing and style to our award-winning news team, I want to hear from you. If sitting at a computer all day, stacking stories handed you, is your idea of producing - save your postage. If you are an aggressive journalist, detail oriented, and passionate about producing a memorable broadcast - send your resume and non-returnable tape to Bob Jacobs, News Director, WREG-TV, 803 Channel 3 Drive, Memphis, TN 38103. No phone calls please. EOE.

**Television - News Director** - KHQA-TV, CBS affiliate in Quincy, IL is looking for a leader. 2 studios, live truck and three (3) states to serve. The candidate we seek is a good manager of people and a teacher. Five (5) years television news experience, BA and management experience of people and budgets a must. Resume and tape to John Hurley, GM, KHQA-TV, 510 Maine, Quincy, IL 62306. Benedek Broadcasting Corporation is an Equal Opportunity Employer.

**Sports Producer:** KING 5 TV, the Pacific Northwest's leading news station, is currently seeking a Sports Producer who will oversee content of all sportscasts as well as write, produce, and edit daily sportscasts. If you have minimum four years related experience in the top 20 market, excellent writing and organizational skills, aggressive, knowledgeable in all sports, and want to work in a fast paced, competitive environment, send two copies of your resume and a non-returnable 3/4" or Beta tape to: KING 5 TV, Attn: Human Resources, Ref. #96R7, 333 Dexter Avenue North, Seattle, WA 98109. EOE-M/F/D/V.

**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.

**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.** Looking for a great communicator with terrific skills. You need to walk, talk and deliver a story so everyone understands. This dominant, aggressive top 150 station in the Northeast has all the tools to make you a star. No beginners. Please send tape and resume to: Curtis Miles, News Director, WBNG-TV12, PO Box 12, Johnson City, NY 13790-0012. A service of Gateway Communications, Inc. An Equal Opportunity Employer.

**Reporter needed for aggressive** independent with 6 daily newscasts. Live skills essential. Send non-returnable tape (no Beta) to Brad Rinehart, WFMZ-TV, 300 East Rock Road, Allentown, PA 18103. No calls please.

**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.

**Producer.** Producer for All News Channel, a 24 hour national news channel. We reach more than 30 million homes on DBS, broadcast and cable and have the strength of Conus to cover news anywhere. 3 to 5 years local news producing experience. Must be a team leader, a solid writer and creative. Resume, writing samples and non returnable tape to: Amy Stedman, All News Channel, Job #36-96, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer.

**Newswriter:** Pacific Northwest's leading news station is seeking a part-time Newswriter to write news stories for several newscasts; field produce; and assist producers in managing scripts, videotapes, and supers for newscasts. If you are creative with strong writing skills and want to work in a fast paced, competitive environment, please send your resume to: KING 5 TV, HR Department-Ref. 96R10, 333 Dexter Avenue North, Seattle, WA 98109. No phone calls, please. EOE-M/F/D/V.

**News Producer:** Competition in the Denver market requires the best producers on every newscast. KMGH-TV is looking for that producer with at least three years experience to take hold of our morning newscast. Judgement must be solid and proven. Writing must be clear and quick. Leadership and team building a top priority. Also looking for writer/producer for same shift. Send tape and resume to Scott Cross, KMGH-TV, 123 Speer Boulevard, Denver, CO 80203. EOE/AA.

**News Producer.** WBNG-TV is taking applications for the position of News Producer. Applicants must have at least two years experience producing high impact, high story count newscasts. Ideal candidate will also possess strong organizational skills and the ability to lead others. Send resume to: Curtis Miles, News Director, WBNG-TV12, PO Box 12, Johnson City, NY 13790-0012. A service of Gateway Communications, Inc. An Equal Opportunity Employer.

**News Producer.** WATE-TV6 has an immediate opening for a News Producer. Requirements include one year experience as a newscast producer working with multiple live and satellite reports. A degree in broadcasting or related field is preferred. Excellent news writing abilities and videotape editing skills, strong communication skills and knowledge of production techniques a must. We need a creative leader who can sell the top story. Send resumes and tapes to: WATE-TV6, Personnel, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**News Director.** Major TV group needs hot, forward looking News Director. Major market opportunity. Department needs leadership, fresh ideas. Must have news director or assistant news director experience. Good staff with high goals wants leader. You will help improve production, show producing, writing and series creation. Send resume with references, 1 page on news philosophy and top 10 improvements you've made to your station's news product. Reply to Box 00713 EOE.

**Executive Producer:** Top 50 market seeking news manager with creativity and vision. We want the fastest, most aggressive and viewer-friendly newscasts around. Good opportunity for sharp large-market producer to earn management stripes. Resume/tape (VHS preferred) to Rob Cizek, News Director, WTVR-TV, Executive Producer Search, 3301 West Broad Street, Richmond, VA 23230. An Equal Opportunity Employer.

**Bilingual News Reporter, Long Island City,** NY. Analyze news and write commentary on political and foreign matters for TV broadcast. Gather information through research, interviews, and attendance at functions. Formulate story idea. Select, edit and organize material for TV presentation. Present commentary on TV on foreign events. Monitor news events in Pakistan, India, Bangladesh and US. Req: Bachelor in Political Science/Liberal Arts/Broadcasting or Communication, 2 years experience, 40 hrs/wk, $37,500/yr. Send letter/resume in dupl. JP747, Room 501, One Main Street, Brooklyn, NY 11201.

**Award winning SW Florida** station seeks full time Weekend Sports Anchor and Weekend Weather Anchor. Send resume and non-returnable tape to Box 00712 EOE.

**2 Openings:** Need an experienced, creative Photographer and an innovative 11 p.m. Producer with fresh, exciting ideas, to work in state capital of New York. Resumes and tapes to: Don Decker, News Director, WTEN-TV, 341 Northern Boulevard, Albany, NY 12204. EOE.

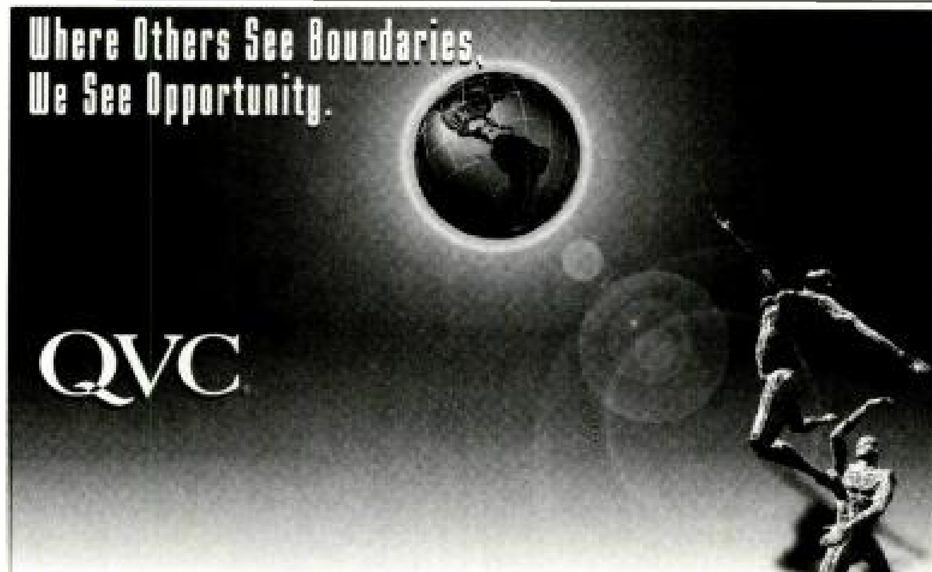
**#2 Meteorologist position at #1 rated** Midwest market. All the weather. All the tools. Blizzards, tornadoes, doppler. TV and radio work. Tape and resume to: Meteorologist John Wheeler, WDAY-TV, 301 South Eighth Street, Fargo, ND 58103. EOE.

## HELP WANTED PROMOTION

**On-Air Promotion Manager:** Are you on the promo cutting edge? WESH-TV, a Pulitzer Broadcasting Station and NBC affiliate serving Central Florida, is seeking a top notch On-Air Promotion Manager to oversee on-air promotion and create promos that sell. Must have strong leadership abilities and a proven track record in station promotion. Send non-returnable tape and resume to Director of Marketing, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! 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.

## HELP WANTED PRODUCTION




QVC, Inc., the nation's preeminent electronic retailer, is relocating its Q2 network to West Chester, PA. The following opportunities are currently available:

- **Producers**
- **Editors**
- **Production Assistants**
- **Writers**
- **Directors/Technical Directors**
- **Master Control Operators**
- **Audio/Tape/Graphics Operators**

Prior live broadcast experience and/or experience in news a definite plus. We offer a compensation plan befitting a company of our stature by including a very competitive salary, comprehensive benefits, a state of the art work environment and the opportunity for personal and professional growth. To apply, please mail resume, indicating area of interest, to: **QVC, Inc., Human Resources — JB/BC/B, 1365 Enterprise Drive., West Chester, PA 19380-0844. Fax: (610) 701-1368.** Equal Opportunity Employer.

WTAE·TV 4 PITTSBURGH

**CREATIVE SERVICES WRITER/PRODUCER**

Hearst Broadcasting's ABC affiliate in Pittsburgh is looking for a highly motivated writer/producer with at least 3-5 years experience to fill an opening in its Creative Services Department. Responsibilities demand aggressive on-air writing and producing of daily news topicals for the market's number one newscasts. Additional on-air promotion and marketing projects will include image advertising, station programming, and special events. Successful candidate must have strong writing ability, and have organizational and leadership skills, along with proven creativity. A demonstrated use of effective graphic and production techniques is a must. Hands-on experience with non-linear editing a plus. College degree preferred. For consideration, send resume (including source of referral) and tape (no phone calls) to:

CODE WP-0214
400 ARDMORE BOULEVARD
PITTSBURGH PA 15221-3090

*Hearst Broadcasting*
EEO/M-F

**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.

**Special Projects Producer.** Top 10 affiliate is seeking an energetic individual with talent and creativity. This individual will write/produce/direct video and film promotions for Sales Marketing Projects and high profile community promotions. Individual will also be responsible for maintaining and creating promotions and special projects on the Internet Web page, organizing radio co-op, writing radio spots and press releases. Must have 3-5 years promotion producing experience in a medium - large television market. Experience with film, state-of-the-art post production and graphics required. If you are ready for a change, send your resume to: KXAS TV, PO Box 1780, Ft. Worth, TX 76101, Attn: Crystal Androvett.

**Commercial Writer/Producer.** KTVX, the Salt Lake City ABC affiliate is seeking a creative, hard working Copy Writer/Producer. Post-production experience necessary. Must have strong people skills and work well under pressure. Send reel, resume and salary requirements to Dennis Shiner, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. No phone calls please. EOE.

**Promotion Post-Production Editor.** KTRK-TV, an ABC O&O and Houston's number one station, is looking for an experienced editor who can handle deadline pressures, is a team player with great attitude and brings a creative spark to work everyday. We want someone who can take direction as well as take a project and run with it. Prior experience with computer editing, DVE, and electronic graphics required. Non-linear editing and EFP experience a plus. Please send tape/resume to Tom Ash, Promotion Director, KTRK-TV, 3310 Bissonnet, Houston, Texas 77005.

**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 teases 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.

**Producer/Writer.** Top 10 market ABC affiliate WJLA-TV Channel 7 and regional 24-hour cable NEWSCHANNEL 8 seek Producer/Writer to conceptualize, write and produce promo/advertising for on-air products including news/programming promos, local program specials, network programs, commercials, sales tapes and PSAs. College degree and minimum 2 years experience in TV production with emphasis on news promotion and knowledge of marketing strategies, media placement and audience reach. Please send resume, non-returnable sample reel and salary history to: 78 Inc., HR, 7600 D Boston Boulevard, Springfield, VA 22153. EOE. M/F. 78 Inc. representing WJLA Channel 7 and NEWSCHANNEL 8 Promotion, Programming, Sales and Marketing.

**Producer** -- Seasoned Video Producer with solid news experience, love of history, imaginative production credentials. Help create a new journalism museum, now building in Washington, D.C. area. Require image acquisition and copyright clearance skills. You'll be combination Assignment Editor/Researcher/Multi-Media Producer. Resume, references and non-returnable tape to Kathryn A. Scott, Freedom Forum Newseum, 1101 Wilson Boulevard, Arlington, VA 22209. No calls. EOE.

**Graphic Artist/Designer.** KTRK-TV, an ABC O&O and Houston's number one station, is looking for a talented and experienced Designer to join our promotions team. We want someone who can coordinate and oversee our on-air look, plus whip out great news/promo graphics and print projects. Quantel Paintbox and Mac experience required, 3-D/animation experience a big plus, team player a must. Please send tape/resume to Tom Ash, Promotions Director, KTRK-TV, 3310 Bissonnet, Houston, Texas 77005.

## HELP WANTED HOST

# QVC hits NYC in search of Program Hosts

***The lights.***
***The spontaneity.***
***The feeling of knowing you're being watched by millions.***

On Wednesday, March 6th, QVC will bring its national talent search for our next Program Host to New York City. The Big Apple is our first stop of 1996 and launches the second round of our search - a quest for excellence that has taken us across the country searching for the Host who embodies the energy and enthusiasm that is QVC.

## *PROGRAM HOSTS*

For the right individual, this is an opportunity of a lifetime. QVC offers national exposure. An audience of more than 55 million households. And the backing of one of the most successful broadcast companies in America. As we continue to expand the market, we are aggressively searching for professionals who can make every broadcast a little different, a little entertaining, and a little more fun. Ideal candidates will be articulate men and women with dynamic, charismatic personalities and have the ability to present a vast array of products. If you have experience in front of the camera, a broadcast background or sales experience, insatiable curiosity, and the ability to think on your feet, our venue is tailor-made. The willingness to relocate to West Chester, PA, a suburb of Philadelphia, is also required for this unique opportunity.

OPEN AUDITIONS
Unitel Studio 53
433 West 53rd St.
New York, NY
8:30am - 4:00pm
For information, call
(800) 422-7805 Select Option 2
*All applicants must be registered no later than 3:30pm. Please bring a headshot and resume.

QVC®

## HELP WANTED RESEARCH

**The fastest growing television rep firm** has an opening for a Research Manager. Candidate must have experience in TV ratings, PC/writing skills, affiliate knowledge and management. A minimum of 1 year experience preferred. Fax (212) 632-9707.

## HELP WANTED PROGRAMMING

**Program Director.** FOX 49 KPDX, Portland, Oregon Top-25 metered market. Strong negotiation, research, computer and contracts skills required. Extensive knowledge of movies necessary. Independent or FOX experience preferred. Strength in news and local programming experience a plus. Obtain the required employment application by calling (503) 239-4949. Submit application, resume and salary history no later than March 8, 1996 to: Cary Jones, VP and General Manager, KPDX-TV, 910 NE Martin Luther King Jr. Boulevard, Portland, OR 97232. EOE.

## SITUATIONS WANTED MANAGEMENT

**If you are:** An investment fund looking to acquire TV properties; a telephone, cable or radio concern interested in television acquisitions; an existing TV group seeking bottom-line improvements or willing to consider a buy-out through management contract/purchase option; a distressed banking or investment group in need of strong TV management; then we are an experienced Television Management Company interested in working with you to earn an equity position. Excellent track record in acquisition and operation of affiliate and independent TV stations including successful start-ups, turn-arounds and resolution of bankruptcy situations. Contact AmTel Management at 318-861-1288 for more information.

## SITUATIONS WANTED NEWS

**Instant Impact Sports Anchor** successful in Top 10 market looking for Top 3 gig, maximum creativity, humor and versatility, sports, features, talk host. Serious $$$, you'll get what you pay for. Phone (703)905-3364.

## SALES TRAINING

LEARN TO SELL TV TIME
Call for FREE Info Packet
ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063
*Over 25 years in the TV industry*

## PROGRAMMING SERVICES

NWN
STUDIOS
**National Weather Network**
"Kid's Weather Club" and custom local TV Weathercasts via satellite daily at most economical cash/barter rates. A virtual moneymaker for independent stations nationwide. Call Edward St. Pe' for market clearance and pricing info.
601-352-6673

### RESUME TAPES

**Career Videos** prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 847-272-2917.

### VIDEO SERVICES

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

## CABLE

### HELP WANTED MANAGEMENT

**Cable cultural channel** launching early 1997 seeks two senior executives:

**Vice-President Programming** able to transform compelling embryonic program concepts into dynamic tv and to supervise programming, production and studio staffs. Must be entrepreneurial and willing to take risks, work within tight and unforgiving budgets, revere American culture and have a high energy-level. Must have significant production experience and track record as effective and inspiring manager. Submit resume and salary requirements.

**Vice-President Affiliate Relations** able to create campaign for gaining carriage and to manage staff. Must have experience dealing and negotiating with systems and MSOs. Submit resume and salary requirements.

**Reply to Box 00711 EOE.**

### HELP WANTED PROGRAMMING

**Program Acquisitions.** Encore Media Corporation, a Colorado based premium pay-tv network, requires a highly motivated Program Acquisitions Director. Successful candidate will oversee all aspects of acquisitions including program submission, selection, planning budgeting and negotiation. Extensive knowledge of films and minimum five years program acquisition experience a must. For consideration, please forward your resume with salary history to: Program Acquisitions, P.O. Box 4917, Englewood, CO 80155. Drug test required for successful candidate. EOE/MF.

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

### HELP WANTED RESEARCH

TURNER ENTERTAINMENT GROUP

Turner Entertainment Networks is seeking to fill the position of Audience Research Project Manager for TNT and Cartoon Network Latin America. Based in Atlanta, this person will be responsible for providing management with audience and market information used for decision making purposes.

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
*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.

### HELP WANTED ADMINISTRATION

**Graduate Assistantships available in RTVF department** for M.A. - Communication students. Assignments include two public radio stations; television production; assisting announcing, production, filmmaking labs etc. Tuition waiver plus up to $4400/year. Contact Dr. William Rambin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209. (318) 342-1390. EOE/AA.

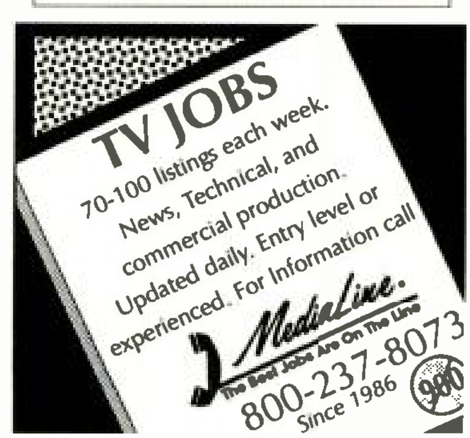
### HELP WANTED INSTRUCTION

**Humboldt State University** -- The Journalism Department seeks applicants for a full-time, tenure-track position to teach undergraduate classes in broadcast news writing, public affairs video production, television news workshop, broadcast news documentaries and radio news practicum. Additional classes may include law of mass communication, beginning or public affairs reporting, basic radio production or other mass communication classes. Required: Master's degree in Journalism or appropriate field plus six years full-time professional broadcast news experience or Ph.D. with at least limited media experience. Academic year salary: $33,108 to $41,676 for Assistant Professor and $41,676 to $57,840 for Associate Professor. The accredited program (155 undergraduate majors) is located in northwestern California near pristine ocean beaches and redwood forests. Application deadline: March 29, 1996. Humboldt State University is an EO/AA employer. Women and minorities are encouraged to apply. Send letter of application, vita, transcripts, evidence of successful teaching and the names, addresses and telephone numbers of three references to: Prof. Mark Larson, Chair, Journalism Department, Humboldt State University, Arcata, CA 95521. Phone (707) 826-4775 or Fax (707) 826-4770.

### EMPLOYMENT SERVICES

**JOBPHONE®**
***Inside Job Openings, Nationwide***
OUR 6TH YEAR
**PRESS**
1. Radio Jobs, updated daily
2. Television Jobs, updated daily
3. Hear "Talking Resumés"
4. To record "Talking Resumés" and employers to record job openings
5. Entry level positions

**1-900-726-JOBS** (5627)
$1.00 per min. JOBPHONE, NEWPORT BEACH, CA



## PROFESSIONAL JOBS
**WITH ENTERTAINMENT COMPANIES**

*BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE*

Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information:

**(800) 335-4335**
**In CA, (818) 901-6330.**
**Entertainment Employment Journal™**

**Entry level TV News and Sports** Reporters Employment Service. Now in our 12th year. Excellent references. Call MCS 619-788-1082.

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

**National Sports Jobs Weekly,** PO Box 5725 Glendale AZ 85312, http://www.sportsjobs.com (602)933-4345, 4 issues for $39, 13 for $89.

### EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhert, ESP.

### WANTED TO BUY EQUIPMENT

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

### FOR SALE EQUIPMENT

**CLEARLY PRUDENT.**

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:
**(800)238-4300** **CARPEL VIDEO**

**Lowest prices on videotape!** Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

**Fax your classified ad to *Broadcasting & Cable* (212) 206-8327**

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

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

### FOR SALE STATIONS

COMBO in Growth Market near Charlotte, NC;
FM Class A and two AM's great cash flow ........................ $2.5

**HADDEN & ASSOC.**
PH 407-365-7832 FAX 407-366-8801

**Suburban AM, major Florida market;** small combo, central Florida; LPTV, Florida Gulf Coast; Others Florida and Georgia. Beckerman Associates, 813-971-2061.

**Northwest, great market, low end AM,** 50 kw D 5 kw N, exclusive listing, terms. Donald K. Clark, Inc., Broker 813-968-8226.

**Mid Atlantic area AM radio station** for sale. Sale includes real estate property. Please only serious inquiries need apply. Send letter to Box 00714.

**Beautiful Gulf Coast of Texas,** C-1, 100,000 watt FM priced right. $495,000.00. Get it while it lasts. John W. Saunders, Media Broker, (713)444-4477.

**Beaumont, Texas.** Major investor in new, unbuilt Class C2 FM. Construction permit licensed for Beaumont-Port Arthur, Texas. Interested in sale, LMA or partnership. Financing available. 317-469-4545.

**AM station located in Eastern Pennsylvania** serving one of the most lucrative markets in our country. Owner requires down payment, will finance balance. Interested parties please furnish resume of past history and experience. Reply to Box 00702.

**AM Radio Nightmare?** LMA turnaround specialist guarantee profit within 3 months. Equity or ownership terms negotiable. Multiple AMs welcome. Fax 609-734-0732.

### BROADCASTING TOWER

**Tower Space Available,** Oklahoma City market. Construction begins April 1996. Call Brad Ferguson at KCSC. (405) 460-5272. Fax (405) 330-3844. E-Mail: KCSCFM@aol.com.

**280' Self-Supporting Pirod Tower for Sale.** $25,000. Located in Uvalde, Texas (60 miles west of San Antonio). Argus Capital (214) 373-3215.

### BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

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

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

# If you're looking to GET NOTICED at NCTA, get into our Beach Bag!

## A HOT DEAL ON A COOL PROMOTION...

**Be a part of Broadcasting & Cable's promotional Beach Bag.** The high-quality, canvas bag will be delivered to the Top 50 MSO Presidents and the Top 50 Cable System General Managers one week before the NCTA Show in Los Angeles from April 28 - May 1st. This is your opportunity to provide a premium item and/or have your logo silk-screened on the bag.

Advertisers who purchase space in the weekly issue and both NCTA Daily issues are entitled to participate in this fun, high-profile promotion. Plus, you'll also receive:

- ***In-room distribution of all three issues at convention hotels***
- ***Bonus distribution on the convention floor***
- ***50% off advertising in the Pre- or Post- show issues***

| Issue | Date | Space Close | Material Close |
|---|---|---|---|
| Pre-NCTA | 4/22/96 | 4/12/96 | 4/15/96 |
| NCTA | 4/29/96 | 4/19/96 | 4/22/96 |
| Daily | 4/30/96 | 4/19/96 | 4/22/96 |
| Daily | 5/1/96 | 4/19/96 | 4/22/96 |
| Post-NCTA | 5/6/96 | 4/26/96 | 4/29/96 |

**So if you want to make a splash at NCTA, call to participate today!** For more information on special pricing, please call your sales representative or Millie Chiavelli at (212) 337-6943.

Broadcasting & Cable
The Newsweekly of Television and Radio

# For the Record

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

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; 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.

## NEW STATIONS

### *Returned*

**Scott City, Mo.** (BPH-951127MC)—Scott City Media Inc. for FM at 93.9 mhz, ant. 100 m. *Feb. 14*

### *Filed/Accepted for filing*

**Anniston, Ala.** (BPED-960119MB)—Word Works Inc. (Aaron Parton Acker, president/33 1/3% owner, 404 Sequoya Dr., Anniston, AL 36206) for noncommercial educational FM at 90.7 mhz, ERP 1 kw, ant. 100 m., 1568 Collins Rd., Ohatchee, Ala. *Jan. 19*

**Healdsburg, Calif.** (BPH-960111MI)—Judy Yep Hughes (P.O. Box 968, Healdsburg, CA 95448) for FM at 96.7 mhz, ERP 2.25 kw, ant. 161 m., Black Mtn., 14 km NNE of Healdsburg. *Jan. 11*

**Healdsburg, Calif.** (BPH-960111MS)—Lay Catholic Broadcasting Network (P.O. Box 11152, San Rafael, CA 94912) for FM at 96.7 mhz, ERP 1.56 kw, ant. 194 m., Reservoir Hill Communications site, 14.39 km. N of downtown Healdsburg. *Jan. 11*

**Santa Maria, Calif.** (BPED-960116MJ)—People of Action (Norwood J. Patterson, president/16 2/3% owner, 1416 Hollister Ln., Los Osos, CA 93402) for FM at 90.7 mhz, ERP 4 kw, ant. 265 m., Harris Grade transmitter site. *Jan. 16*

**Sun Valley, Idaho** (BPCT-960131KG)—Falls Broadcasting Co. (James E. Rogers, president, 1500 Foremaster Ln., Las Vegas, NV 89101) for TV on ch. 5, ERP 10 kw, ant. 261 m., Triumph Mine site, 7 km SE of Sun Valley. Sunbelt Broadcasting Co., owner of Falls, owns KPVI(TV) Pocatello and KKVI(TV) Twin Falls, Idaho; KJVI(TV) Jackson, Wyo.; KRNV-TV-FM Reno and KVBC(TV) Las Vegas; KYMA-TV Yuma, Ariz./El Centro Calif., and has CPs for TVs on ch. 10, Elko, and ch. 7, Winnemuca, Nev. *Jan. 31*

**Carthage, Ill.** (BPH-960116MD)—Nancy L. Foster (c/o WJEQ Radio, 31 East Side Sq., Macomb, IL 61455) for FM at 93.9 mhz, ERP 6 kw, ant. 100 m., 1410 N. County Rd. 1200, Hamilton, Ill. Foster has applied for FM in Colchester, Ill. *Jan. 16*

**Carthage, Ill.** (BPH-960116MH)—Dana R. Withers (P.O. Box 818, Benton, IL 62812) for FM at 93.9 mhz, ERP 6 kw, ant. 100 m., 3.9 km N of Elvaston, Ill.

**Taylorville, Ill.** (BPH-960116ME)—Owen Lamar Studstill Sr. (908 Burlington St., Mendota, IL 61342) for FM at 97.3 mhz, ERP 6 kw, ant. 100 m., .8 km SW of CR 650 and CR 1 intersection, Christian Co., Ill. Studstill owns 33 1/3% of WXKO(FM) Pana, Ill., and 23.16% of WXRS-AM-FM Swainsboro, Ga. *Jan. 16*

**Taylorville, Ill.** (BPH-960116MF)—Miller Communications Inc. (Randal J. Miller, president/70% owner, 111 West Main Cross, Taylorville, IL 62568-0169) for FM at 97.3 mhz, ERP 6 kw, ant. 74 m., 5.5 mi. SE of Clarksdale, Ill. Miller Communications owns WTIM(AM) Taylorville. Randal Miller owns WKEI(AM)/WJRE(FM) Kewanee and 30% of WCNL(FM) Carlinville, Ill. *Jan. 16*

**Jasper, Ind.** (BPED-960116ML)—Good Samaritan Educational Radio (Keith Reising, director, 1680 Hwy 62NE, Corydon, IN 47112) for noncommercial educational FM at 91.7 mhz, ERP 3 kw, ant. 85 m., 1 km S of Dubois, Ind. Reising owns WJLR-FM Austin and 65% of WRZQ-FM/WTRE-AM Greenburg, and is building FM in Veedersburg, all Ind. *Jan. 16*

**Minden, La.** (BPCT-960118KK)—Northwest Television Inc. (William L. Yde III, president/25% owner, 11840 N. Dragon Springs Dr., Tucson, AZ 85737) for TV on ch. 21, ERP 1,450 kw, ant. 124 m. NW TV is selling KBGE(TV) Bellevue, Wash., and has applied for TVs in Lincoln, Neb.; Muskogee, Okla.; Galesburg, Ill.; Holbrook, Ariz., and Newton, Iowa. *Jan. 18*

**St. Joseph, Minn.** (BPH-960112MF)—St. Joseph Radio Partnership (Robert Moore, 25% partner, 6829 Oaklawn Ave., Edina, MN 55435) for FM at 99.9 mhz, ERP 6 kw, ant. 100 m., Julep Rd., N of SR 23, 4 km SE of St. Joseph. *Jan. 12*

**St. Joseph, Minn.** (BPH-960112MG)—BCR Corp. Inc. (John W. Biddinger, president/17.04% owner, 9102 N. Meridian St., Indianapolis, IN 46260) for FM at 99.9 mhz, ERP 4.56 mhz, ant. 112 m., 3299 Granite View Rd., Saint Cloud Township, Minn. BCR owns KBBX-AM/KESY-FM Omaha and KWSN-AM/KRRO-FM Sioux Falls, S.D. Biddinger owns 36% of KEAN-AM-FM Abilene, KYKX-FM Longview, KKYS-FM Bryan, all Tex.; KKSS-FM Santa Fe, N.M.; WOWW-FM Pensacola, Fla., and KMJJ-FM Shreveport, La. *Jan. 12*

**St. Joseph, Minn.** (BPH-960116MG)—Leighton Enterprises Inc. (Alver Leighton, president/86.54% owner, P.O. Box 1458, St. Cloud, MN 56302) for FM at 99.9 mhz, ERP 6 kw, ant. 100 m., Hwy 152, St. Cloud. *Jan. 16*

**St. Joseph, Minn.** (BPH-960116MM)—Saint John's University (John H. Agee, regent, P.O. Box 2000, Collegeville, MN 56301) for FM at 99.9 mhz, ERP .6 kw, ant. 144 m., Nequette Hill, Collegeville, .7 mi. NE of St. Joseph. *Jan. 16*

**McComb, Miss.** (BPED-960126MF)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 90.5 mhz, ERP 3.75 kw, ant. 101 m., 2.1 km NNE of intersection of Wiggins Dr. and Summit Rd., McComb. Family owns FMs in Tupelo, Cleveland and Forrest, all Miss., Wichita and Topeka, Kan., and AM in Forrest, Miss., and has applied for FMs in Selma, Ala.; Kankakee, Ill.; Ardmore, Okla., and Independence, Kan. *Jan. 26*

**Deer Lodge, Mont.** (BPH-960117MB)—Robert Cummings Toole (19 Makowski Ln., Whitehall, MT 59759) for FM at 96.5 mhz, ERP 12.5 kw, ant. 300 m., on mtn. peak, off Sheep Gulch Rd., 2 km S of Anaconda, Mont. *Jan. 17*

**Hawthorne, Nev.** (BPED-960118MN)—American Educational Broadcasting (Carl J. Auel, trustee/33 1/3% owner, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for FM at 89.5 mhz, ERP .320 kw, ant. 954 m., Corey Peak, 13 km SW of Hawthorne, Nev. Auel has interests in applications for FMs in Key Largo and Naples, Fla.; King City, Hollister and Paradise, Calif.; Champlain and Rouses Point, N.Y., and in the building of FM in Florida City, Fla. *Jan. 18*

**Liberty, N.Y.** (BPED-960117MC)—Sound of Life Inc. (Dennis Newcomer, president, P.O. Box 777, Lake Katrine, NY 12449) for non-

## 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 commercial educational FM at 88.1 mhz, ERP .060 mhz, ant. 171 m., 3 km NW of intersection of rtes 17 and 52, near Liberty. SOL owns FMs in Kingston, Monroe, Port Jervis and Pattersonville and has CP for FM in Hudson, all N.Y.; has applied for FMs in Hawley, Pa.; Rensselaerville, Grand Gorge, Saratoga Springs and Glens Falls, all N.Y. *Jan. 17*

**Ardmore, Okla.** (BPED-960118MJ)—Cameron University (G.T. Blankenship, chairman, 2800 W. Gore Blvd., Lawton, OK 73505) for noncommercial educational FM at 88.7 mhz, ERP 22 kw, ant. 64.5 m., existing K21OBD translator site, E of National Guard Armory and .6 mi. E of I-35, N side of SR 142, Ardmore.

**Greenville, Tex.** (BPED-960118MB)—Sister Sherry Lynn Foundation Inc. (Sherry Lynn Austin, president, 1101 N. 81 Hwy, Marlow, OK 73055) for FM at 90.5 mhz, ERP 83 kw, ant. 84 m., 2 km NE of the intersection of hwys 24 and 118. The foundation has applied for FMs at Sulphur and Norman, Okla., and Greenville, Tex., and is buying KMOX(FM) Springtown and KYQX(FM) Weatherford, Tex. *Jan. 18*

**Olney, Tex.** (BPH-960201MB)—Dave Garey (c/o Thomas Maldonado, 2110 Brundage Dr., No. 4107, Houston, TX 77090) for FM at 97.5 mhz, ERP 50 kw, ant. 88 m., .5 mi. E of Olney. *Feb. 1*

**Sanger, Tex.** (BPED-960118MI)—International Studios Inc. (Joe E. Willis, president, 1902 Merrimac Trail, Garland, TX 75043) for FM at 89.7 mhz, ERP 14 kw, ant. 518 m., 4.4 km W of Collinsville, Tex. *Jan. 18*

**Madison, Wis.** (BPED-960116MR)—Board of Regents of the University of Wisconsin System (Lee Sherman Dreyfus, regent, 1220 Linden Dr., Madison, WI 53706) for FM at 91.7 mhz, ERP 5.6 kw, ant. 103.2 m., .3 km SE of intersection of Observatory Rd. and County Trunk A, Montrose Township, Wis. UWS owns FMs in Eau Claire, Green Bay, La Crosse, Stout, Milwaukee, Oshkosh, Platteville, River Falls, Stevens Point, Superior and Whitewater, and WHA-TV-AM Madison, and is building FM in Green Bay, all Wis. *Jan. 16*

## FACILITIES CHANGES

### Returned

**Herrin, Ill.** (BPH-950929IF)—3-D Communications Corp. for WVZA(FM) 92.7 mhz: change channel to B. *Feb. 8*

### Granted

**Mountainpass, Calif.** (BPH-950920IH)—KHWY (California) LP for KHYZ(FM) 99.5 mhz: change ERP to 8.4 kw and ant. to 551 m.

**Oakhurst, Calif.** (BPH-950718IA)—California Sierra Corp. for KAAT(FM) 103.1 mhz: change class from A to B1. *Feb. 14*

**Grand Junction, Colo.** (BPED-950515-MG)—Mesa State College for KMSA(FM) 91.3 mhz: increase ERP to 3 kw. *Feb. 8*

**Jensen Beach, Fla.** (BMPH-951010IC)—HLG Inc. for WHLG(FM) 102.3 mhz: change ch. from A to C3. *Feb. 8*

**Mount Morris, Ill.** (BMPED-951113IF)—American Family Association for WSEY(FM) 95.7 mhz: change ERP to 3.15 kw, ant. to 109 m., TL to Midtown Rd., .7 mi. E of Mt. Morris Rd., 1.8 mi. NE of Mount Morris. *Feb. 8*

**Flint, Mich.** (BPCT-950629KJ)—Flint TV Inc. for WSMH(TV) ch. 66: change ERP to 5,000 kw visual, ant. to 287 m., TL to 7114 Gary Rd. near Chesaning, Mich. *Feb. 8*

**Kansas City, Mo.** (BPCT-950807KN)—Kansas City TV 62 LP for KSMO-TV ch. 62: change ERP to 5,000 kw visual. *Feb. 8*

**Missoula, Mont.** (BMPET-950629KF)—University of Montana for educational KUFM-TV ch. 11: change ERP to 3 kw visual, ant. to 631 m., TL to Mt. Dean Stone, 9 km S of Missoula. *Feb. 8*

**Lincoln, Neb.** (BPCT-930726KI)—Citadel Communications LLC for KLKN(TV) ch. 8: change community of license from Albion, Neb., to Lincoln, TL to 3.1 km SE of Utica, Neb., and ant. to 440 m. *Jan. 23*

**Trenton, N.J.** (BPED-910816MC)—New Jersey Public Broadcast Authority for WNJT-FM 88.1 mhz: change ERP to .11 kw, ant. to 210 m. *Feb. 7*

**Bryan, Tex.** (BMPCT-930316KF)—Silent Minority Group Inc. for KYLE(TV) ch. 28: change ERP to 25 kw visual, ant. to 153 m., TL to 2.3 mi. NW of Bryan, Tex., on Danby Rd. *Feb. 6*

**Casper, Wyo.** (BPH-950828IE)—Mongo Broadcast Group Inc. for KASS(FM) 106.9 mhz: change ERP to 100 kw and ant. to 538 m. *Dec. 8*

### Accepted for filing

**Huntsville, Ala.** (BPCT-960111LL)—Huntsville TV Acquisition Corp. for WZDX(TV) ch. 54: change ERP to 5,000 kw visual, ant. to 580 m., TL to 11001 N. Shawdee Dr., Green Mtn., Huntsville. *Feb. 13*

**Troy, Ala.** (BMPCT-960131KE)—Stage Door Development Inc. for WRJM-TV ch. 67: change TL to CR 37, 1 mi. S of Old Union Church, ERP 2822.4 kw, ant. 324.9 m. *Jan. 31*

**Houston, Alaska** (BMPH-960122ID)—Ubik Corp. for FM at 92.1 mhz: change class to C2. *Feb. 13*

**Camden, Ark.** (BPH-960122IG)—Gary D. Terrell for KCXY(FM) 95.3 mhz: change ERP, ant., class. *Feb. 13*

**Mountain Home, Ark.** (BMPH-960116II)—KTLO Limited Partnership for KTLO-FM at 97.9 mhz: change ERP, ant., TL. *Jan. 16*

**Clovis, Calif.** (BPCT-960123KG)—Gary M. Cocola for KGMC(TV) ch. 43: change ERP to 4,265 kw, ant. *Jan. 23*

**Gilroy, Calif.** (BPH-960117ID)—Baycom San Jose LP for KUFX(FM) 94.5 mhz: change ERP, ant., TL, structure height. *Feb. 13*

**Quincy, Calif.** (BMPH-960118IC)—John K. La Rue for KSPY(FM) 100.3 mhz: change TL. *Feb. 13*

**Denver** (BPCT-960118KJ)—UHF Ch. 59 Corp. for KUBD(TV) ch. 59: change ant. to 346 m., TL to Mt. Morrison, 2 km E of Idledale, Colo. *Feb. 13*

**Montrose, Colo.** (BPH-960124IA)—Woodland Communications Corp. for KKXK(FM) 94.1 mhz: change ERP, ant., ant. supporting structure. *Feb. 13*

**Melbourne, Fla.** (BPCT-960118KG)—Channel 56 of Orlando Inc. for WIRB(TV) ch. 56: change ERP to 5000 kw, ant. to 472 m., TL to 5 mi. S of Hollopaw, 2 mi. W of Hwy 441, Osceola, Fla. *Jan. 18*

**Monticello, Fla.** (BPH-960119IC)—Webster Broadcasting Inc. for WJPH(FM) 101.9 mhz: change ERP, ant., TL, ant. supporting structure, delete directional ant. *Feb. 13*

**Tampa, Fla.** (BPH-960111LK)—Gannett Florida Broadcasting Inc. for WUSA-FM 100.7 mhz: change ant. *Jan. 11*

## Open Mike

# Looking for a few good ideas

EDITOR: I was very interested in your Feb. 21 editorial proposing self-certification for radio station transfers. That idea is just the kind of creative suggestion the commission is looking for in the notice of inquiry three weeks ago [BROADCASTING & CABLE, Feb. 5]. That notice hopefully will stimulate industry and the public to give us specific ideas on how the commission can improve its processes by, for example, eliminating those no longer necessary and privatizing those that can be done by industry. Self-certification provides an intriguing possibility, although I would note that it is possible only if the standards used to self-certify are clear, concrete and specific.

Not everyone will agree with every suggestion, but it's important to get as many as possible on the table for discussion. To this end, management and staff from across the commission will be meeting with industry and consumer groups as well as members of the communications bar. It also will be important that the discussion is as open as we hope it will be creative and vigorous. In this regard, you are to be commended for covering the proceeding and even participating by making your creative suggestion. I look forward to your continued full coverage of the debate that, in the end, has the potential of saving the industry and the commission enormous amounts of time and money.—*Robert Pepper, chief, FCC Office of Plans and Policy, Washington*

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# Datebook

## THIS WEEK

**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 1-3**—55th annual ***Intercollegiate Broadcasting System*** international convention of educational broadcasters. Roosevelt Hotel, New York City. Contact: Fritz Kass, (914) 565-0003.

## MARCH

**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).*** Grenelefe 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 City. Contact: Kris Weiand, (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 2**—***Radio and Television News Directors Foundation*** annual banquet and First Amendment celebration. Renaissance Mayflower Hotel, Washington. Contact: Frances Datillo, (202) 467-5215.

**April 3**—SkyFORUM V, conference sponsored by the ***Satellite Broadcasting and Communications Association.*** Marriott Marquis, New York City. 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 11**—***Caucus for Producers, Writers & Directors*** general membership meeting. Jimmy's Restaurant, Beverly Hills. Contact: David Levy, (818) 843-7572.

**April 12-14**—"Economic Issues in the 1996 Elections," conference for journalists presented by the ***Foundation for American Communications.*** The Greenbrier, White Sulphur Springs, W.Va. Contact: Christina Gardner, (213) 851-7372.

**April 12-15**—***Broadcast Education Association*** 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

**April 13**—"Investigating the Possibilities," spring training conference presented by the ***Radio-Television News Directors Association.*** St. Louis/Frontenac Hilton, St. Louis. Contact: (202) 467-5200.

**April 15-16**—***Television Bureau of Advertising*** sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

**April 15-17**—***Kentucky Cable Telecommunications Association*** spring convention. Marriott Resort, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

**April 15-18**—***National Association of Broadcasters*** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 16**—"Cheap Tricks," conference presented by the ***Cable Television Administration and Marketing Society*** and ***PROMAX.*** Marriott Marquis, Atlanta. Contact: Bonnie Boyle, (703) 549-4200.

**April 20**—***Federal Communications Bar Association*** 60th anniversary dinner/dance. The National Building Museum, Washington. Contact: Paula Friedman, (202) 736-8640.

**April 22-28**—"Imaging the Future II: Storytelling for the New Millennium" technical and hands-on training workshops and international conference, presented by ***Kauai Institute for Communications Media.*** Kauai Marriott Resort and Beach Club, Kauai, Hawaii. Contact: (800) 999-4234.

**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.

## JULY

**July 10-12**—WCA '96, ***Wireless Cable Association*** annual convention. Denver Convention Center, Denver. Contact: Sherry Crittenden, (202) 452-7823.

## 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)

# Williams puts his mouth where the money is

Radio talk show host Bruce Williams would rather talk about home mortgages than the murder trial of O.J. Simpson.

While other hosts made the national phenomenon known as O.J. the most talked-about talk radio topic last year, Williams stuck to issues important to families—mainly money. Williams contends that his background as a small-business man and former New Jersey city councilman prepared him well for a radio career, even though he did not enter the profession until he was 43.

In radio, Williams says, "you have to learn how to say the same thing 365 different ways and you have to be on top of what's going on in the world. But I don't consider myself to be an expert on anything except my own opinion. And that's what my program is about: my opinion."

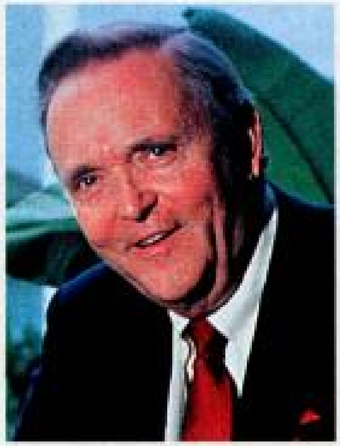
Williams disagrees with the label of financial adviser, preferring to describe his show as "a show about life." He adds: "Money is a big part of our lives. It is the cement that glues our lives together."

For more than 20 years he has delivered his opinions and practical advice on personal finances to a weeknight radio audience now estimated at 8 million. Since 1981 he has hosted *The Bruce Williams Show*, syndicated by Westwood One Entertainment to nearly 400 stations. Few other hosts have enjoyed such a long radio life.

Williams attributes his staying power to a knack for delivering advice backed with a wealth of firsthand business knowledge.

In addition to hosting his three-hour weeknight show, Williams owns the Jellyrolls chain of piano bar nightclubs in Atlanta, Pittsburgh, Tampa and Austin and several flower shops. He is considering opening food stores that cater to special diets as well as buying a hamburger franchise. Williams also owns two AM stations in Texas. In his spare time he flies private planes, an interest that grew out of his service in the Air Force during the Korean War.

As a young man, Williams started a family—quickly. He and his former wife had five children under the age of six when he launched his career in business. As a result, Williams says, he has experienced "debt collectors on the telephone, starting a business with no money and having five kids to support": situations similar to those that concern his callers. "I don't think a guy 30 years old could do what I'm doing very well, simply because he hasn't been there."



*"I don't consider myself to be an expert on anything except my own opinion."*

## Bruce Hooker Williams

**Host, *The Bruce Williams Show*, Westwood One Entertainment, Los Angeles; b. Feb. 18, 1932, Newark, N.J.; BA, education, Kean College, Newark, 1961; show host, WCTC(AM) New Brunswick, N.J., 1975-79; show host, WMCA(AM) New York, 1978-81; syndicated show host, NBC Radio Networks Talknet, New York, November 1981 to present (show syndicated through Westwood One Entertainment and NBC Talknet since 1986); author of "Bruce Williams' Source Book," 1984; "America Asks Bruce," 1988; "In Business for Yourself," 1991, and "House Smart," 1995; owner of KEYS(AM) Corpus Christi and KYZS(AM) Tyler, both Texas, since 1988; owner of Jellyrolls piano bar nightclubs in Pittsburgh, Atlanta, Tampa and Austin, Tex.; divorced; children: Matthew, Mark, Michael, Robbins and Kelly.**

After serving as an elected official in his home state of New Jersey until he lost a bid for the state legislature, Williams turned his energy toward talk radio. After a year of "attacking" the general manager of WCTC(AM) New Brunswick, N.J., to get on the air, Williams finally got a one-hour shift, one night per week, during which he introduced his blend of talk radio. He later secured the 11 p.m.-2 a.m. shift three nights a week, giving him time to perfect the craft of call-in radio and interviewing guests.

By 1978 Williams had launched a massive blitz on the executives at WMCA(AM) New York, whom he called "3,000 times and sent over 500 letters" to in an attempt to convince them to take his show. The station finally offered Williams a Sunday afternoon slot, one that traditionally drew few listeners, so he asked everyone he knew to call in during his first show to impress station management.

Williams's tactics worked and WMCA hired him full time. While at WMCA, he started pitching NBC Radio Networks executives on his proposal to launch a network to nationally syndicate shows by new talk radio hosts; he called the network "Talknet."

NBC several months later launched a network similar to that proposed by Williams, and a year after making his proposal, Williams was hired by NBC to join its "Talknet" along with other start-ups, including Sally Jessy Raphael.

After two successful decades in radio, Williams says the biggest factor in the success of syndicated network radio occurred around 1985, when programs began to be distributed by satellite. Instead of paying up to $20 million annually to receive national radio feeds over dedicated phone lines, stations could downlink the material for about $500,000 annually, Williams says.

This broke open the market for small and large syndicators to begin pushing their product, and the medium boomed. "You couldn't have had an [EFM Media Management Chairman] Edward McLaughlin and Rush Limbaugh 15 years ago because initially you wouldn't have had the money to do it," Williams says. "Now you can rent a transponder for $200 an hour" to broadcast a national show, he says.

Today, talk radio "is alive and well and will continue to grow," Williams says. That growth will bring increased competition, "but the good stuff will survive.' —DP

# Fates & Fortunes

## BROADCAST TV

**David Neuman,** president, programing, Channel One Network, joins Walt Disney Television, Burbank, Calif., as president.

**Ralph Malvik,** executive director/general manager, Montgomery Community Television, joins WETA-TV Washington as executive director, cable relations.

**Ren Scott,** reporter, WCBS-TV New York, joins KYW-TV Philadelphia in same capacity.

Appointments at WVTV(TV) and WCGV(TV) Milwaukee: **Karen Ross Gardner,** promotion director, WSAW-TV Wausau, Wis., joins as promotion manager; **Scott Wert,** local and national sales manager, WFLD(TV) Chicago, joins as general/local sales manager, WCGV; **John Glenzer,** LSM, WVTV, named regional sales director, WVTV and WCGV.

**Denise Dunbar,** anchor/producer/reporter, KJAC-TV Port Arthur, Tex., joins WOTV(TV) Battle Creek, Mich., as co-anchor.

**Sandy Fowler-Jones,** marketing director, WTVR-TV Richmond, Va., named program director.

**Kolster Perez,** account executive, WVEA-TV Tampa, Fla., named LSM.

**Ken Williams,** senior maintenance engineer, KPLR-TV St. Louis, named manager, engineering.

**Jim Strader,** director, creative services, WSYX(TV) Columbus, Ohio, joins WCAX-TV Burlington, Vt., as director, promotion/public affairs.

Appointments at WLEX-TV Lexington, Ky.: **Gary Johnson,** sports reporter/weekend sports anchor, named sports director; **Ryan Lemond,** weekend sports anchor, WFIE-TV Evansville, Ind., joins as weekday sports anchor.

**Joanie O'Laughlin,** station manager/GSM, XETV(TV) San Diego, named GM.

## PROGRAMING

**Walter Ward,** director, public relations, Showtime Networks Inc., Los Angeles, joins Turner Network Television, Atlanta, in same capacity.

**Matthew Tombers,** VP, international special projects, Discovery Channel, joins Westcom Creative Group, Eugene, Ore., as executive VP, Chambers Communications Corp.

Appointments at Multimedia Entertainment Inc., New York: **Gary Olsen,** controller, named VP, finance; **Diane Gazzara,** assistant controller, named controller.

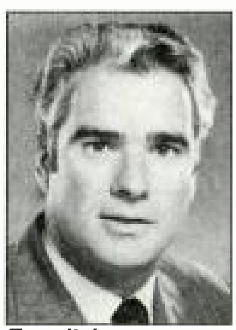
*Burke*

**Steve Burke,** president, Euro Disney S.A., Paris, joins Capital Cities/ABC Inc., New York, as executive VP.

**Emile Levisetti,** managing director, The Howard Fine Studio and Theater, joins Columbia Pictures Television, Culver City, Calif., as director, comedy development.

**Patricia Lavoie,** producer/director, Cinar, Montreal, named VP, live-action development and production.

**Karen Goins-Byrnes,** owner/president, Events & Outings Inc., joins World Sports Enterprises, Harrisburg, N.C., as head, corporate sales.



*Forsdick*

**Larry Forsdick,** VP, programing, Paramount Domestic Television, Hollywood, named senior VP.

**John Attebery,** VP/sales manager, South/Southwest division, Carsey-Werner Distribution, Atlanta, named senior VP/sales manager.

**Daniel Gelfand,** advertising manager, The Samuel Goldwyn Co., Los Angeles, joins New World/Genesis Distribution there as executive director, advertising and promotion.

## RADIO

**Patrick Reedy,** VP/GM, WTDR(FM) Statesville, and WLYT-FM Charlotte, both North Carolina, joins KISN-AM-FM and KUMT(FM) Salt Lake City in same capacity.

**David Juris,** GSM, KOSI(FM) Denver and KEZW(AM) Aurora, both Colorado, named VP/GM of those stations plus KVOD(FM) Denver.

**Deborah Lang,** regional manager/director, sales, Torbet Radio Group, joins Westwood One Radio Networks, New York, as sales manager, Southwest and Southeast regions.

Appointments at KKBT(FM) Los Angeles: **Harold Austin,** director, operations, named program director; **Maurice Devoe,** music director, named assistant program director; **Mariama Snider** named music director; **Allison Cantwell,** sports marketing director, WZGC(FM) Atlanta, joins as LSM.

**Pete Jones,** program director, KHTN(FM) Los Banos/Modesto, Calif., named operations director, KHTN and KUBB(FM).

**Kathy Lawrence,** GM, KEDJ(FM)/KGME(AM)/KHOT(FM) Phoenix, joins WBGG-FM Fort Lauderdale, Fla., as sales manager.

**Lisa Segall,** Southeast manager, radio advertiser/agency services, The Arbitron Co., Atlanta, named Southeast manager, radio station services, there.

**Philip Catlett,** GM, Patterson Broadcasting Inc.'s Grand Rapids stations, Grand Rapids, Mich., adds regional manager, Midwest region, to his responsibilities.

**Yvonne Harmon,** president, *Radio Ink* magazine, joins the Radio Advertising Bureau, Dallas, as VP, training.

**Mark Lapidus,** director, marketing, Liberty Broadcasting, Washington, named VP.

## CABLE

**J. Larre Barrett,** communications consultant, Decker Communications Inc., joins Classic Sports Network, New York, as senior VP, advertising sales.

**Kerin Brasch,** director, sales/agency, Northwest Cable Advertising, Seattle, joins TCI Advertising Sales there as regional sales director.

**Mark Watts,** premium product manager, Mid-Atlantic, Comcast Cable, Baltimore, named basic product manager.

Appointments at News 12 Westchester, Yonkers, N.Y.: **Dave Wolf,** reporter/writer/anchor, WFAS-FM White Plains, N.Y., joins as assignment editor; **Enrique Correa,** editor, KTRK-TV Houston, joins as reporter; **John Goff,** producer, named reporter; **Lisa LaRocca,** on-camera reporter, transfers from News 12 Long Island.


VanStory

Appointments at The Weather Channel, Atlanta: **Beth VanStory,** director, marketing, Bell Atlantic Video Services, Reston, Va., joins as VP, weather services, Enterprises division; **Ann Ingram Hart,** senior regional manager, Southeast region, named regional director, affiliate sales; **Alyson Turner,** affiliate representative, South Central, named Southeast regional manager, affiliate sales.

Appointments at Time Warner Cable (resulting from the purchase of Cablevision Industries): **Donald Rafferty,** VP, operations, Cablevision, Northeast region, named president, Liberty, N.Y., division; **Barry Wilson,** senior VP, Cablevision Industries, named president, Columbia, S.C., division.


Miller

**Vicky Miller,** senior VP, finance and planning, Turner Entertainment Group, Atlanta, named executive VP.

**Michael Benson,** director, advertising, promotion, graphics and marketing, KCBS-TV Los Angeles, joins VH1, New York, as VP, promotion and program planning.

**William Durand,** VP, operations and legal counsel, The New England Cable Television Assn., Braintree, Mass., named executive VP/chief counsel.

TCI Communications Inc., Englewood, Colo., announces the appointments of nine regional directors, advertising sales: **Maureen O'Hanlon,** Oakland, N.J.; **Glenn Schineller,** Chicago; **Rick Steele,** Lexington, Ky.; **Steve Litwer,** Overland Park, Kan.; **Kerin Brasch,** Seattle; **Todd Stewart,** Greenville, S.C.; **Fred Yeries,** San Francisco; **Biff Niven,** Dallas, and **Kerry Lehtinen,** Salt Lake City.

**Kevin Nolan,** senior VP, operations, Taihua International Enterprise Inc., Taiwan (Time Warner Cable's international division), named VP, marketing and customer operations, Time Warner Cable's Full Service Network, Orlando, Fla.

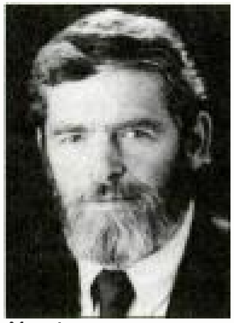
**Wayne Gowen,** managing director, telecommunications, Comcast Europe, London, joins Tele-Communications International Inc., there as senior VP, telecommunications.

## MULTIMEDIA

**Richard Hochhauser,** president/CEO, Harte-Hanks Direct Marketing, San Antonio, Tex., adds executive VP, Harte-Hanks Communications Inc., to his responsibilities.

Appointments at WETA-FM-TV Washington: **Noel Gunther,** general counsel, named VP, program production; **N. William Jarvis,** partner, Baker & Hostetler, joins as VP/general counsel.

## SATELLITE/WIRELESS


Hawley

Appointments at Group W Satellite Communications, Stamford, Conn.: **Tom Hawley,** VP, international distribution and special markets, named managing director, responsible for overseeing the distribution of CMT: Country Music Television throughout Europe and Asia; **Patrick McNew,** VP/regional manager, Petry Inc., joins as sales manager, Detroit.

**Alan Stewart,** senior VP, international sales and managing director, Digital Radio SBU, Transcrypt International, Lincoln, Neb., joins Phoenix Wireless Group Inc., Orlando, Fla., as VP, business development, Asia Pacific markets.

Appointments at Arianespace Inc., Washington: **Francis Avanzi,** president/CEO, CFM International, joins as COO/executive VP; **Patrice Albrecht,** head, customer service, sales and marketing, named VP, communications and international relations.

## TECHNOLOGY

Appointments at Lasertron, Burlington, Mass.: **D. Westervelt Davis,** VP/COO, named president; **Laki Nomicos,** director, manufacturing operations, Oak Industries (parent), joins as director, analog products group.

**Robert M. Long,** SeaChange Technology Inc., Concord, Mass., named manager of field service activities.

Appointments at Advanced Radio Technologies, Bellevue, Wash.: **James Miller,** VP/GM, U.S. Intelco Wireless, joins as VP, sales and marketing; **Paul Brandenburg,** independent consultant, communications technology, Denver, joins as VP, engineering and field services; **Larry Beagley,** sales engineer, AccessLine, joins as director, program management–major accounts.

## TELEMEDIA

Appointments at KidStar, Seattle: **Diane Childs,** associate media manager, Mattel Toys, El Segundo, Calif.; **Edward Davids,** VP/management supervisor, Trahan, Burden & Charles, advertising agency in Baltimore, and **David Ebers,** independent consultant, San Francisco, join as integrated media specialists; **Diana Harker,** advertising promotion manager, Paradigm Communications Group, Seattle, and **Myra Ozaeta,** researcher, new show projects and community education services, Children's Television Workshop, New York, join as client services coordinators.

## DEATHS

**Mary Beth Larrabee,** 74, former television producer, died Feb. 19 of a heart attack at her home in Bethesda, Md. She also had Alzheimer's disease. In 1943 Larrabee worked in the control room at WOL(AM) Washington before joining WMAL-TV there in 1948. She produced and directed a nightly news show and the *Ruth Crane Show*, a women's program broadcast five times a week. For seven years Larrabee voluntarily chaired the production committee and also served as on-air host for *The 25th Hour*, a show that highlighted leisure activities of prominent people. She also served on the board of directors of noncommercial WETA-TV Washington. Larrabee is survived by her husband, Donald; two children, Donna and Robert, and three grandchildren.

**Rhoda Daum Kenner,** 66, radio interviewer/host, died Jan. 30 of heart failure in New York. Kenner was host of *The Rhoda Daum Show* on Saturday mornings on WREF(AM) Ridgefield and WQQQ(FM) Sharon, both Connecticut. She also was a frequent guest host on *New York Beat* with Curtis Sliwa on WNYC(AM) New York. Kenner began her talk radio career in 1978 at WLAD(AM) Danbury, Conn. She is survived by her husband, Gene, three children and a brother.

**—Compiled by Denise Smith**
**e-mail: d.smith@b&c.cahners.com**

**Through last Thursday night, NBC was comfortably ahead in households and among adults 18-49 in the February sweeps.** NBC is averaging a 12.8 rating/20 share in Nielsen household numbers, well ahead of ABC and CBS, which are tied for second with a 10.1/16, and Fox with an 8.0/13. Among the key demographic group, NBC leads with an 8.1, followed by ABC, which has pulled ahead of Fox with a 6.0 to Fox's 5.9 and CBS's 4.8. In the season-to-date race, NBC also leads with a 12.1/20, followed by ABC's 11.1/18, CBS's 9.6/16 and Fox's 7.5/12.

Next fall, when **CBS** starts airing college football games on Saturday at 3:30-7 p.m., it **will return 18 hours of Sunday afternoon programing** in the fourth quarter (two hours over nine weeks) to its affiliates. Stations will get 19 30-second spots in each Saturday college football telecast, compared with the nine units ABC gives its affiliates.

**The WB made two significant series commitments** last week when it announced a two-year, 44-episode pickup of the Wednesday 8 p.m. comedy *Sister, Sister* and an early full-season renewal for prime time soap *Savannah*.

**CBS will debut the action drama *Nash Bridges*,** starring Don Johnson, in the Friday 10-11 p.m. slot beginning March 29. The show is produced by Johnson's Buffalo Wallet Productions in association with Rysher Entertainment. *Picket Fences*, which had its last broadcast on Feb. 16, will be preempted on March 8 with a special and on March 15 and 22 with the network's coverage of the NCAA Basketball Tournament. *Fences* will return to the network's lineup later in the season.

**It's a brand-new ball game in the daytime ratings race.** ABC, the longtime leader in the daypart with women 18-49, the key selling demo, has lost the lead to CBS by a small margin. Season to date (through Feb. 18), CBS is averaging a 3.3 Nielsen rating in the demo, just ahead of ABC's 3.2. Last year, the O.J. Simpson trial caused all three networks to fall in daytime, but ABC has failed to rebound. It is taking steps to address the ratings drop, including the recent conversion of soap *Loving* to *City*, and the introduction of a new talk show to replace *Mike & Maty* starting June 10.

## Good fourth quarter, year for Viacom

Riding on the strength of its MTV Networks and Blockbuster divisions, Viacom Inc. posted a fourth quarter 1995 profit of $4.5 million, compared with a $50.2 million loss for the same period in 1994. The company's stock jumped $1.50, to $41.125, on Feb. 21, the day it posted its generally strong fourth quarter and year-end 1995 results.

Viacom's cash flow (earnings before taxes and depreciation) rose 29%. Although its cash flow actually increased from $1.01 billion to $2.3 billion, the latter figure includes earnings from 1994 acquisitions—Paramount and Blockbuster—that were not included in the 1994 numbers and thus were excluded from the 1994-95 comparison. Revenue rose 10%, from $2.77 billion to $3.06 billion.

For its fiscal year ended Dec. 31, 1995, Viacom reported a 116% increase in cash flow, from $1.07 billion to $2.31 billion. The media giant also saw 1995 net income rise 149%, from $89.6 million to $222.5 million, and revenue jump 17%, from $10 billion to $11.7 billion.

In a conference with analysts last week, Viacom executives said that they expect to complete the sale of its cable systems to TCI in the next two or three months, with tax issues still the focus of negotiations. Talks with potential buyers of Spelling continue, with a deal expected in the next two to three months. **—JM**

**The U.S. Equal Employment Opportunity Commission is looking into allegedly discriminatory hiring practices in the entertainment industry.** EEOC Chairman Gilbert Casellas held an "informal fact-finding" meeting in Los Angeles last week with officials from the Screen Actors Guild, Directors Guild of America, National Hispanic Media Coalition, NAACP and other entertainment industry groups representing women, minorities and the disabled. Although no formal charges or hearings are pending, an EEOC spokesperson said the chairman sought anecdotal evidence to flesh out statistics that indicate discrimination is widespread in Hollywood.

**Signaling its first investment outside radio, Infinity Broadcasting Corp. has announced plans to purchase the outstanding stock of outdoor advertising conglomerate TDI Worldwide Inc.** for $300 million. TDI provides billboard, bus panel and city transit advertising in 26 major U.S. cities.

**Joe Peyronnin,** president of Fox News for almost a year, **is moving on** in the wake of the appointment last month of Roger Ailes as chairman of Fox's planned 24-hour news service with oversight of all Fox News operations.

Following up on a plan it outlined to BROADCASTING & CABLE (Feb. 19), **The Center for Media Education last week asked the Federal Trade Commission to ban what it calls "kidola":** advertising commitments that toy companies make to TV stations in exchange for their carrying shows featuring the companies' toys. "This is despicable," says Jeff Chester, CME's co–executive director. "The toy industry is setting the agenda for what our children see."

**Sears, Roebuck & Co. plans to sell its 50% of Prodigy.** Sears Chairman Arthur Martinez told an analysts meeting last week that his company had completed a reevaluation of its Prodigy investment.

**NCTA is reevaluating its relationship with Mediascope,** the nonprofit group overseeing the National Television Violence Study (BROADCASTING & CABLE, Feb. 12). Sources confirm that cable executives are angry with some of the study's results, including that 59% of all basic cable programing includes violence. Mediascope President Marcy Kelly denies that her company has been fired and says that the contract talks were routine.

# Closed Circuit

WASHINGTON

## Grabbing for V-chip credit

Broadcasters are caught in a tug of war between the White House and Republicans over who gets to officially announce the industry's voluntary plan to implement a rating system. Republican feathers have apparently been ruffled by broadcasters' willingness to allow the Clinton administration to celebrate its V-chip victory during this week's White House media mogul summit. "From the first meeting, we planned to do this in an evenhanded way so as not to disadvantage the Republicans," said one network source, adding "We know who brought us to the dance over the last 15 months." House Speaker Newt Gingrich (R-Ga.) has already invited Time Warner CEO Gerald Levin to a meeting on the ratings proposal. Another source said the official announcement will be made at a neutral location in order to avoid alienating either the White House or Congress. The neutral location will also be chosen to emphasize the "voluntary" decision by broadcasters to adopt a content code, said a source.

## Meanwhile

ABC, CBS and NBC network representatives working on V-chip ratings system are edging toward adoption of an MPAA-style code. The Fox network announced it would follow MPAA's lead a week ago. Whether an agreement will be announced before the meeting with President Clinton Feb. 29 hasn't been determined. The reason the industry likes the MPAA approach is its familiarity; any new plan might be "scary" to advertisers.

## FTC wants pre-screening

The Federal Trade Commission is leaning on broadcasters and cable programers to pre-screen spots and infomecials to weed out deceptive ones. In a series of meetings with industry executives and representatives, FTC officials are urging TV executives to commit to pre-screening as part of a wider crackdown on "false and misleading" advertising in all media—broadcast and cable TV, radio and print. At a meeting with two FTC officials last Thursday in New York, CAB President Joe Ostrow renewed promise to craft pre-screening procedures but not advertising standards. That should be left to each network, he said. NAB has also been contacted and plans to meet with FTC officials in mid-March to hear them out. Lee Peeler, associate director, advertising practices, Bureau of Consumer Protection, is heading the effort. "The agency is interested in self regulation," he says. "That makes the government job easier."

## Mystery at 1919 M

FCC Commissioner Rachelle Chong's office last week was busy assuring everyone of her well-being after a mysterious crash in her suite of offices set off a wave of erroneous reports. Chong aide Suzanne Toller reportedly was in her office when something broke a hole in her office window. While no one was hurt, the incident set of a series of shooting rumors, including some reports that Chong herself had been shot at. Security guards later found no bullets or any other objects in the office and had no explanation for the broken window.

NEW YORK

## Aurelio may retire

Richard Aurelio, the veteran Time Warner executive in charge of the company's flagship New York City cable operations, is said to be preparing to announce his retirement. The 67-year-old executive would not confirm or deny the speculation and told BROADCASTING & CABLE he is not ready to announce his plans beyond the end of this year.

LAS VEGAS

## Getting SMART

Broadcasters will get a glimpse of the alternative TV ratings system in the works at Statistical Research Inc. during the NAB convention in Las Vegas in April. Officials of the Westfield, N.J.-based research firm will give an overview of the $30 million experiment, funded by ABC, CBS and NBC, in an April 15 workshop sponsored by the Television Bureau of Advertising. SRI has been testing a prototype of SMART—Systems for Measuring and Reporting Television—in hundreds of Philadelphia homes since last summer. By the time the NAB convention arrives, SRI hopes to be ready to show off its first reports on viewing patterns.

WESTLAKE VILLAGE

## Broadcaster *and* interviewer

Ross Becker isn't just O.J. Simpson's interviewer on the former-football-star-turned-murder-defendant's videotape. Last August, Becker, as president of Basix Communications of Westlake Village, Calif., bought a religious-formatted radio station in Vine Grove, Ky. Becker paid $300,000 for WRZI(FM) (BROADCASTING & CABLE, Aug. 14, 1995). As for his technique during *O.J. Simpson: The Interview*, which was sent out last week, the *Washington Post* says the former L.A. TV anchor "does reasonably well, though he has apparently not yet been introduced to the concept of the follow-up question."

Drawn for BROADCASTING & CABLE by Jack Schmidt

*"He doesn't get any sympathy from me—he insisted on doing the weather outdoors and live."*

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting** introduced in 1945. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable®* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week®* is a registered trademark of Reed Elsevier Inc. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co. Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues USA, $117; Canada, $149 (includes GST); Foreign Air, $320; Foreign Surface, $169. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are $7.95 US., $10 foreign. Please address all subscription mail to: Broadcasting & Cable, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

# Saying it isn't so

Last week, this page reported that broadcasters were developing a V-chip–enforced ratings system in the hope that it would win them the digital spectrum. We said that notion was wrongheaded, and that while broadcasters would indeed get the spectrum, it would not be for giving in on ratings. This week comes confirmation from a high administration source that no deal has ever been discussed with industry representatives, nor will there be any quid pro quo. The administration says it's standing by its digital policy (of an early return of the analog spectrum) and wants only to discuss how best—not whether—to do the right thing on programing.

# Breathing room

Write these names down (putting an asterisk by Markey): senators Trent Lott (R-Miss.) and John Breaux (D-La.) and representatives Edward J. Markey (D-Mass.), Billy Tauzin (R-La.) and Mike Oxley (D-La.). Last week, those congressmen voiced their opposition to a proposal that would force broadcasters to bid for their digital spectrum. Thanks to such cooler heads—and an active broadcast lobby—it looks as though broadcasters will have their chance to be heard on the digital spectrum issue.

For a while, it appeared that Senator John McCain (R-Ariz.) was gaining some purchase with his plan to barnacle digital spectrum auctions to a resolution raising the federal debt limit. As of last week, bipartisan leadership in Congress had nixed the McCain initiative, as well as plans to auction some UHF channels.

The danger has not passed entirely, but observers think the debt-limit ploy is unlikely to be repeated. "We have to be very concerned about using the specter of the auctions every time we need money," said Oxley last week.

Now, about that asterisk. Markey's opposition to the spectrum auction came with a caveat. "In order to qualify for free spectrum," he said, "[broadcasters] ought to pass a public interest test," of which a children's TV component should be part. If we read the representative correctly, he is saying that broadcasters should get the spectrum free of charge, but not free of responsibility. Frankly, we agree, although we may differ with the distinguished representative from Massachusetts on how/whether that responsibility should be quantified. If any broadcaster is underserving his community in that regard, he should raise the bar—not because of pressure from Washington, but because it's the right thing to do.

# All thumbs

"The government's thumb has been put on the scale." That was the observation of Supreme Court Justice Sandra Day O'Connor last week. And while she was correct in another context—that of the V-chip/ratings threat—we feel she was off the mark in her assessment of the leased/public access provisions of the 1992 Cable Act.

The high court last week heard the challenge to the cable industry's relatively newly won editorial control over the leased- and public-access channels it must make available. That control means that an operator can, if he or she chooses, scramble or decide not to carry programs filled with rabid racist hate speech or closeups of gyrating genitalia. Some in the cable industry may have preferred to remain insulated from that responsibility. It is, after all, easier to shrug your shoulders than defend your decisions, but it is just that editorial freedom which separates the programer from the common carrier.

It is not the government's thumb on the scale; cable operators, not a franchising authority, are making the content call. It is rather the cable industry's hand on the tiller of its own ship.

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Broadcasting & Cable
*The Newsweekly of Television and Radio*
*Founded 1931*

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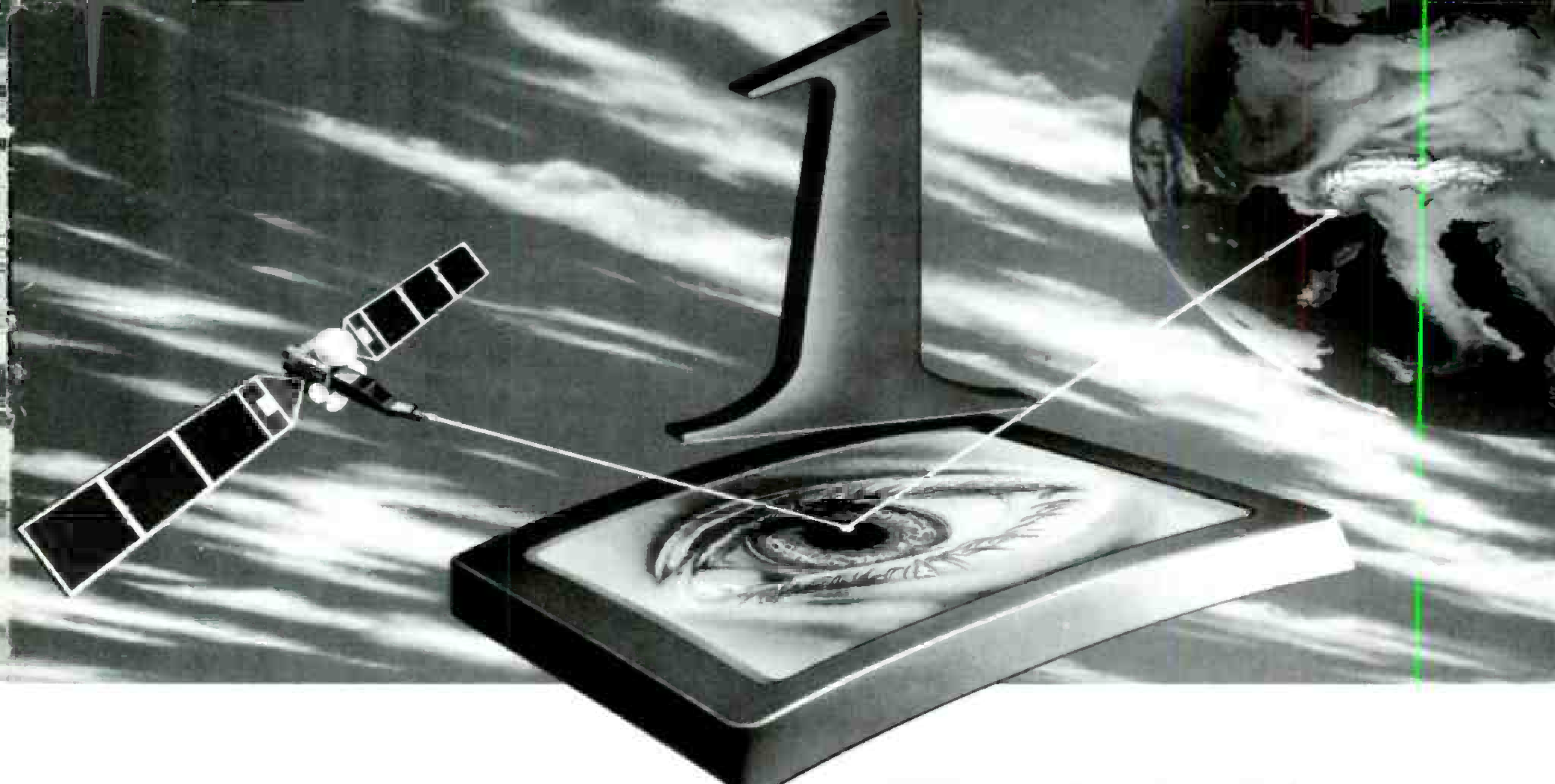

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