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The Newsweek

Vol. 126 No. 13 65th Year

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Fast Track

Must Reading from
BROADCASTING & CABLE
March 25, 1996

TOP OF THE WEEK



Members of Congress, including Tom Bliley, last week expressed support for a free second channel for broadcasters. / 11

Big year for Big Four Even with the cooling off of the broadcast economy in the second half of 1995, network revenue and profits topped their banner performance of the year before by 8%. In terms of growth, NBC turned in the best performance. / 6

NAB seeks kids TV solution NAB President Eddie Fritts has met with FCC commissioners to compare solutions to the children's television controversy. / 10

NBC pitches prime candidates Even with fewer holes to fill than the other major networks, NBC has a full fall development slate of 14 comedies and 12 dramas. There are no big-name vehicles—the network hopes to follow the route built by *Friends* and *ER*. / 15

Out of five, one? The time may be right to replace the FCC's five commissioners with a single "telecommunications czar," the Senate Commerce Committee heard last week. / 19

BROADCASTING

Talk show body count: Seven down Although Mark Walberg is biting the dust, the seventh new talk show to do so, it will be remembered as a launchpad for other

New World shows. It was the first to get a long-term commitment from Fox for slots in daytime and late night. / 34

ABC, Fox head for fall Fox and ABC have comedy-heavy development slates for fall. As expected, many of ABC's projects are from parent company Disney. / 39

Station swapping beats paying taxes Swapping stations instead of buying them outright is gaining favor among radio groups. Making a swap turns a deal into a tax-free exchange. / 52

COVER STORY: BASEBALL '96

The Foxification of baseball Fox is turning baseball into a whole new ball game, with a "new attitude" toward production style and promotion. The network is trying to make the sport "accessible, hip, cool and relevant to kids." But even with its aggressive business plan, profits could be elusive. **Cover photo by Jerry Wachter/Baltimore Orioles** / 24

Ad sales back in swing

Baseball ad sales are making a comeback after last year's disastrous season. / 28

KTUV(TV) San Francisco, which carries Barry Bonds and the Giants, may post record ad-sales figures this year. / 28



Martha Jane Stanton/San Francisco Giants

CABLE

US West, TW get day in court Richard McCormick and Gerald Levin squared off in federal court last week. US West says Time Warner violated their partnership agreement by buying TBS. / 58

PPV's identity crisis The PPV industry this week will meet to consider how to cooperate better with cable operators, polish its image and improve its marketing. / 62

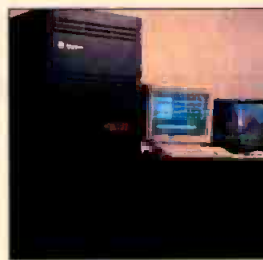
Telemedia Week

Bell Atlantic blows its VOD horn With buy rates of 330%, Bell Atlantic says its video-on-demand test in 1,000 homes thrashes cable's PPV average buy rate of 26%. / 69



Sandy Pittman will take the Internet along when she climbs Mt. Everest next month. / 72

TECHNOLOGY



CNN Headline News will be using the Avid MediaServer and NewsCutter to digitize, record and edit. / 74

Headline News goes digital CNN Headline News is the first news operation to buy a complete Avid disk-based system to replace tape-based edit bays and cart machines. / 74

'Dub and ship' days fading Beta-testing will begin this week on IndeNet's Digital SpotServers, which will be used to record digital spots distributed via satellite. / 76

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IF

UJR

**LOOKING FOR
THE HOTTEST
DRAMA IN
SYNDICATION...**

Big year for the Big Four

Combined revenue for 1995 totals \$15 billion; profit hits \$2.7 billion

By Steve McClellan

Even with the cooling off of the broadcast economy in the second half of 1995, network revenue and profit ended up topping 1994's banner performance.

The combined broadcast TV, cable and radio-related earnings of ABC, CBS, Fox and NBC topped 1994 results by 8%, to \$2.7 billion, on a 5% revenue gain, to \$15.4 billion.

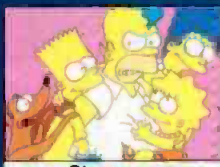
In terms of growth, NBC turned in the best performance, although Capital Cities/ABC generated the highest revenue and profit of the Big Four, as it did in 1994.

For Fox, the news was good for its owned stations division, which expanded to 11 outlets last year, and for Twentieth Television, the production and syndication unit. The network (FBC) was down slightly in the face of a second-half ratings dip.

CBS clearly had a disappointing year, with profit down 43% overall, on a 10% revenue shortfall. The television network suffered the most, with profit down 63% in the wake of plummeting fourth-quarter ratings after a strategy to attract younger viewers failed.

The CBS owned-stations division also was down significantly, with a 13% revenue decline and a 21% profit drop. Sources said the division's profit picture would have been worse, but for a station venture with Group W that was in effect for most of the year and added about \$10 million to the CBS unit's bottom line. (The CBS results shown in the chart do not include revenue or profit for the Group W radio and television stations, which were merged with CBS properties last Nov. 24.)

Capital Cities/ABC showed a 9% revenue gain for its broadcasting operations, to more than \$5.7 billion, while operating profits grew 8%, to more than \$1.3 billion. The company's radio operations had another solid year, posting double-digit profit gains and sin-

Fiscal '95: The Four-Network Picture (Dollar figures in millions)					
	Revenue	% chg from '94	Profit	% chg from '94	
Capital Cities/ABC					
 Murder One	Radio networks	\$165.0 +7%	\$54.2 +13%		
	Radio stations	230.0 +6%	77.0 +13%		
	TV network	3,280.0 +8%	374.0 +10%		
	Owned TVs	896.5 +5%	450.0 -3%		
	Cable/intl.	1,156.0 +20%	360.0 +30%		
	Total	\$5,727.5 +9%	\$1,315.2 +8%		
CBS					
 Almost Perfect	Radio networks	\$70 +11%	— na		
	Radio stations	239 +6%	55 +3%		
	TV network	2,522 -12%	24 -63%		
	Owned TVs	500 -13%	185 -21%		
	Total	\$3,331 -10%	\$264 -43%		
NBC					
 Friends	TV network	\$2,990 +15%	\$330 +267%		
	Owned TVs	670 +10%	360 +22%		
	Cable/intl.	260 +87%	0 —		
	Total	\$3,920 +17%	\$690 +66%		
Fox					
 Simpsons	TV network	\$930 -3%	\$75 -5%		
	Owned TVs	650 +31%	340 +41%		
	Twentieth	350 +16%	65 +44%		
	Cable/intl.	520 —	-30 na		
	Total	\$2,450 +8%	\$450 -3%		

Notes: Estimates are BROADCASTING & CABLE's. Sources include network executives and securities analysts. Revenue is net of agency commission; profit figures are pretax operating profit. Not shown in NBC profit figures is approximately \$60 million in goodwill expenses for 1994. ABC broadcast profit is before charges of approximately \$85 million for goodwill expenses and merger-related costs. Fox figures are based on parent News Corp.'s fiscal year ended June 1995.

gle-digit revenue gains.

The one area in which ABC showed some softness in its operating results was at the owned TV stations, which posted a 3% profit decline. Still, that profit totaled a very healthy \$450 million, more than that of any other network O&O group.

NBC showed the highest growth in both revenue (17%) and profit (66%). On the TV network side it closed the profit gap with ABC by about \$100 million, and came within \$90 million on the owned-stations side.

Cable and international expansion was a significant growth and invest-

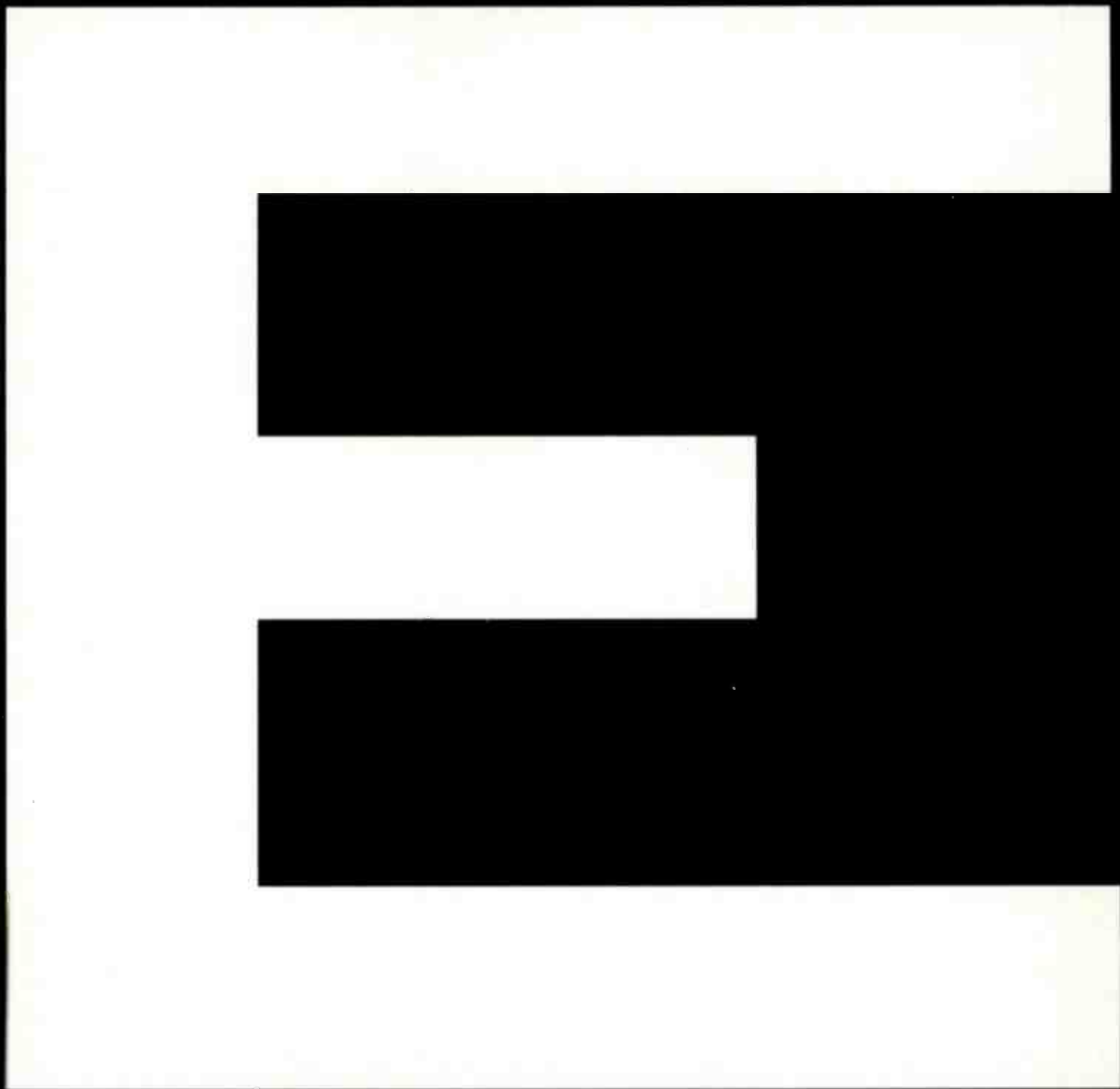
ment area last year for ABC, NBC and Fox. NBC profit would have been significantly greater, but it reinvested close to \$100 million in its international businesses, sources said.

ABC's cable and international businesses accounted for about 20% of the company's overall revenue in 1995, while profit soared 30%, to \$360 million. Fox continues to invest heavily in its Star TV operation in Asia. Revenue and profit at Sky TV in the UK continue to grow, although News Corp.'s stake in that company dropped to 40% last year after Sky's public offering.

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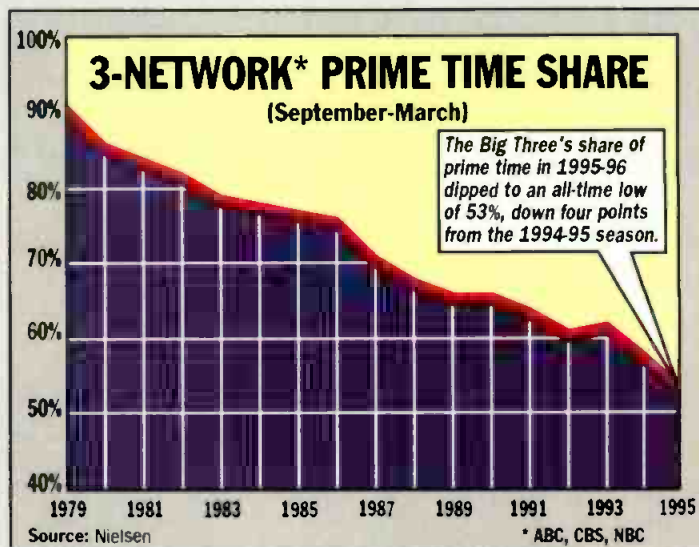
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The drop continues

The Big Three TV networks' share of the prime time viewing audience has dropped to an all-time regular-season low of 53%, according to season-to-date figures (through March 17) tallied by A.C. Nielsen Co. The collective share of ABC, CBS and NBC is tracking four percentage points behind the 1994-95 season, which ended last year on April 23 (the networks last month announced plans to extend this year's prime time ratings contest through the end of May).

Season-to-date audience shares among broadcast competitors include: Fox (12); UPN (5), and WB (4). Basic cable networks so far this season are four percentage points ahead of last year's 25% share, according to Nielsen data supplied by USA Networks. —RB



NAB goes to FCC for kids-TV solution

The goal: How to count performance without using a number

By Chris McConnell

Broadcasters are stepping up their efforts to convince the FCC that it can measure children's TV without using a number.

If they succeed, the logjam on kids TV that has occupied broadcasters and the FCC for the past year could break up sooner rather than later. The parties appeared to be circling each other last week, looking for advantage.

NAB President Eddie Fritts met with FCC commissioners and their staffs to talk about solving the children's television controversy.

"[The] NAB will be pursuing a dialogue with all the commissioners looking toward a resolution of the issue," an NAB source said of the meetings, which included discussions with commissioners Susan Ness and Andrew Barrett as well as with staff members in FCC Chairman Reed Hundt's office. The association hopes to continue its dialogue with commissioners and their staffs this week.

An FCC source said that the NAB representatives are inviting proposals from the commissioners and plan to conduct a side-by-side analysis of each. An NAB source said the association hoped to compare the proposals to see if there is room for future discussion.

But Ness declined to provide any such proposal, instead referring the

NAB to past public statements in which she has endorsed the idea of establishing a processing guideline. An FCC official added that the commission issues its proposals to the public, not to individual groups.

The proposal that Ness and Hundt are backing as a resolution to the children's TV controversy would place a number on the amount of programming needed to satisfy the Children's Television Act. Broadcasters coming up short could still comply with the act through other efforts.

Broadcasters see little difference between that idea and a minimum requirement: "That's a distinction without a difference," says one industry source.

Supporting the opposition to any quantitative standard are commissioners Barrett, James Quello and Rachele Chong. But Barrett—a third vote on the issue—says he is leaving the FCC at month's end, and his departure comes as a new series of TV license renewal applications is set to hit the FCC in June.

Chong has proposed resolving the issue before then with a plan that would narrow the definition of children's educational programming and require stations to offer a narrative statement to the FCC about how they have complied with the act through programming and other efforts. Hundt and Ness have resisted the plan's lack

of a number.

"If it isn't meaningful, it isn't going to fly," says one official.

Others at the FCC last week hoped to make some headway with a "promise vs. performance" proposal. Under that plan, broadcasters would make commitments to the FCC at license renewal time, then show how they met their commitments at the next renewal. "I think there's some hope there," one FCC source says.

Hundt suggested a similar plan last year during a July speech in which he proposed that broadcasters in each community develop a "Contract for Kids and Community." But others at the commission say the idea would not resolve all the issues. "We're supposed to evaluate their performance, not their promise," says one official.

Broadcasters, meanwhile, also are opposed to another proposal that Gray Communications Systems Broadcast Group President Ralph Gabbard offered to commissioners earlier this month.

Industry sources say Gabbard, who met with Hundt and other commissioners on March 15 along with a contingent of broadcasters, suggested a plan in which broadcasters not satisfying an FCC standard on children's television would receive a two-year, rather than an eight-year, license renewal. Other broadcasters say the idea was Gabbard's own, not that of the NAB or other broadcasters. ■

Telcomsubcom members blast NAB spots

At House hearing, Fields warns that there are options to auctions

By Christopher Stern

Members of the House Telecommunications Subcommittee last week lashed out at broadcasters over an ad campaign claiming that Congress is contemplating a tax on over-the-air television, but that anger did not appear to have hurt the growing support in Congress to give every TV station a second channel for digital broadcasting.

House Telcomsubcom Chairman Jack Fields (R-Tex.) said he took "great umbrage" at the National Association of Broadcasters' commercials. The spots do not mention that broadcasters want a second channel to make the transition to digital television (see box, page 14).

During a hearing on spectrum auctions last Thursday, Fields suggested that the ad campaign could backfire. He reminded broadcasters that there are alternative proposals to auctions, including reducing from 6 mhz to 2 the spectrum allocation broadcasters want for digital TV. Another proposal, said Fields, is to require broadcasters to subsidize public broadcasting.

Despite the criticism, the NAB does not intend to pull the commercials. "We stand behind the ads," says NAB President Eddie Fritts.

Fields also said that no member of his subcommittee supports the upfront auction of the second channel, which appears to be the focus of the ads.

But Fields is apparently the only member of the subcommittee to support the White House proposal to give broadcasters the second channel free. The Clinton administration plan also requires broadcasters to give back their original analog channels by 2005.

While expressing irritation over the NAB campaign, other members of the subcommittee at the hearing expressed support for the original FCC proposal that would give broadcasters the second channel for at least 15 years.

Former FCC chairman Al Sikes testified that Congress should put off any decision on an auction date for analog spectrum until at least 50% of the nation's viewers have made the transition to digital TV.



House Commerce Committee Chairman Bliley says broadcasters should get spectrum free.



Telcomsubcom's Fields wants to give broadcasters second channel, but only until 2005.



Former FCC chairman Sikes says Congress should delay setting date for spectrum auction.

House Commerce Committee Chairman Tom Bliley (R-Va.) set the tone for the marathon nine-hour hearing when he criticized both the White House plan and a proposal to auction the digital spectrum upfront.

"In recent months, the administration and some members of Congress have come forward with budget proposals that would not only jeopardize the development of digital television

but which run contrary to the policy decisions made by Congress and this committee," Bliley said, adding that Congress should not let the goals of balancing the budget by 2002 overshadow prudent telecommunications policy.

But National Telecommunications and Information Administration Chief Larry Irving said the proposal to auction the spectrum in 2005 is

Drop public interest standard, says Frank



Representative Frank

There were 17 witnesses at last week's House Telecommunications Subcommittee hearing on spectrum auctions, but only one favored an immediate auction of the spectrum set aside for broadcasters' transition to digital TV.

Representative Barney Frank (D-Mass.) argued that broadcasters should be given the spectrum and be freed from any public interest obligation. Frank has said in the past that a public interest standard is impossible to enforce.

Frank also criticized the Republicans for attempting to create an industrial policy for broadcasters. "You are free enterprise 90% of the time and socialists 10% of the time," said Frank in a particularly heated exchange with Representative Billy Tauzin (R-La.).

The Media Access Project's Gigi Sohn said that testimony at the hearing was clearly stacked in the broadcasters' favor: "It was about as fair as their ads," she said, referring to two commercials distributed by the National Association of Broadcasters that claim Congress is attempting to tax free over-the-air television (see box, page 14).

Sohn expects to testify next month when the Senate Commerce Committee holds additional hearings on spectrum auctions.

—CSS

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only partly driven by the goal of balancing the budget. Citing the explosive growth of the cellular telephone industry, Irving argued that the nation's economy would benefit greatly from the spectrum that broadcasters will return in 2005. "If you hold off for 15 years, it will be five years [that] the economy will not get that boost," Irving said.

But time is quickly running out for the White House plan. The FCC does not expect to award the first digital TV license until late next year. The first commercial digital signal may not be broadcast until 1998, shortening the Clinton administration's claim of a 10-year transition period to seven years.

Representative Ed Markey (D-Mass.) suggested last week that the award of a second channel should be tied to increased public interest requirements for broadcasters: "If broadcasters refuse and oppose such obligations, then there is one more question we could ask: 'Is there anyone out there who would be willing to pay and bid at auction for the right to free spectrum, and also agree as part of the license terms to provide free TV?'" ■



NAB's anti-tax initiative

"Air is a wonderful thing. Free air lets us send you all the shows you love and local news, sports and weather. Now Congress has a new idea. They tax everything else, why not tax the airwaves?" says one of the two 30-second spots distributed by the NAB over the last two weeks. The commercials were produced by Washington-based Bozell & Eskew, and are part of the NAB's \$500,000 public relations campaign against spectrum auctions. Some members of Congress are highly critical of the ads, which they say are misleading. Misleading or not, the NAB says the ads have been highly effective, generating more than 40,000 calls to its toll-free numbers. —CSS

Radio makes waves

CBS drops Americas network

Citing poor fiscal returns and a short affiliate list, CBS Radio Networks will shut down its Spanish-language CBS Americas radio network serving 60 stations on April 12.

Launched in January 1990, CBS Americas provided coverage of Major League Baseball and the National Football League in Spanish. In 1994 CBS Americas joined with United Press International to add *Noticias CBS Americas*, a five-minute newscast. In addition to its 60 U.S. stations, CBS Americas had affiliates in Mexico and Latin America. CBS official Helene Blieberg says the network's performance "was hampered by not securing affiliates in top U.S. markets."

Peter Davidson, president of the Spanish-language Latin Communications Group, says CBS Americas also may have had problems attracting Spanish-language media buyers to network radio. "CBS was blazing a trail in trying to sell a whole new medium—network radio—to Spanish media buyers and ad agencies," Davidson says.

However, Spanish-language broadcaster Richard Heftel of KLVE(FM) Los Angeles says he had been approached by CBS to carry segments of its Spanish-language programming but declined the offer because he "didn't feel it would do a lot for ratings."

In a statement, CBS Radio Networks Vice President/GM Robert Kipperman said that "despite our

efforts, the [CBS Americas] network has been unprofitable and has fallen far below our expectations, resulting in the decision to cease operation."

Some 10 full-time executives of CBS Americas, including general manager Jerry Villacres, are expected to be displaced by the closing. Yet, Kipperman stated that CBS "will make every effort to find positions for many of them within CBS Radio." Villacres could not be reached for comment. —DP

American Radio merging with Henry

As promised, Boston-based American Radio Systems Corp. is growing west. Last Thursday it said it has agreed to merge with Henry Broadcasting Co. of San Francisco, acquiring its first stations in California, Nebraska and Oregon. ARS says it will pay about \$115 million for KMJ(AM)-KSKS(FM) and KKDJ(FM) Fresno and KCTC(AM)-KYMx(FM) Sacramento, Calif.; KFAB(AM)-KGOR(FM) Omaha, and KBBT(AM)-KUFO(FM) Portland, Ore. The purchase and other pending deals (all subject to FCC approval) hoist ARS over the former national ownership limit of 20 FM stations, to 25 FMs. They also give the company four more AMs, for a total of 16. The Telecommunications Act of 1996 eliminated national ownership caps for radio. Company officials long have maintained that they want to expand in existing markets and enter new ones, particularly west of the Mississippi River. ARS recently also made plans to buy KXNO-AM North Las Vegas-KLUC-FM Las Vegas, and WORS-FM Detroit and WFLN-FM Philadelphia (see "Changing Hands," page 46). —EAR

NBC pitches its prime candidates

Emphasizes flexibility, saying no time periods have been locked up

By Steve Coe

Despite having fewer holes to fill than the other major networks, NBC has a full development slate of 14 comedies and 12 dramas.

In a presentation to advertisers last week, NBC executives stressed the network's flexibility in scheduling new series, given that no time periods have been promised to producers who already have hit shows on the network's schedule.

Unlike ABC and CBS, which have several star-driven projects such as the Michael J. Fox project at ABC and the Ted Danson series at CBS (see page 39), NBC has no vehicles powered by big-name stars, with the exception of a drama starring Mel Harris.

The network, which has seen the casts of *Friends* and *ER* become household names after those shows hit ratings pay dirt, apparently is following the same route with this year's development crop.

NBC Comedy

Bunk Bed Brothers (NBC Studios). Battling brothers take over the family's landscaping business.

Fired (Gramnet Productions in association with Paramount Network Television). An executive and executive assistant start their own business after being fired.

Forever Young (Brillstein-Grey Communications). Bronson Pinchot stars as a man who awakens after 20 years in a coma.

Hacienda Heights (TriStar Television). Elizabeth Pena stars in a project about a Hispanic woman and her Jewish plumber husband.

Just Shoot Me (Brillstein-Grey). A daughter joins her father's fashion magazine after an unsuccessful career as a news reporter.

Life with Roger (Warner Bros. Television). An odd couple, featuring an obsessive yuppie and his strange roommate.

Little Monsters (Disney Television). A married father and his best friend collaborate on children's books.

Paula Marshall project (TriStar Television). Comedian Marshall stars in this romantic comedy set in New Jersey.

Max & Julia (DreamWorks). An

advertising executive finds himself handling the account of the woman he left standing at the altar.

Mel Gorham (TriStar Television). Gorham stars as a San Francisco weathercaster.

Men Behave Badly (Carsey-Werner). Based on the British comedy of the same name about two bachelor friends.

Fall development plans for ABC and Fox are covered on page 39.

Outside Cicero (Warner Bros. Television). Three brothers move from Cicero, Ill., to big-city life in Chicago.

Second Time Around (Paramount Network Television). A romantic comedy about a man who falls for the woman who is catering his upcoming wedding.

Something So Right (Universal Television). Mel Harris and Jere Burns star as a recently married couple coping with the difficulty of trying to join their families.

NBC Drama

Bump in the Night (Universal Television). Cops battle supernatural beings.

Dark Skies (Columbia Pictures Television). A couple forms an alien-bat-

ling team.

Falls Road (20th Century Fox Television). Ruben Blades stars as a Baltimore detective.

High Wired (Viacom). Based on the British series *Bugs*.

L.A. (Paramount Network Television). A police drama set in the internal affairs division.

Insight (NBC Studios). A former FBI forensics expert returns to the agency.

The L Word (Brillstein-Grey). An ensemble drama about the love between family and friends.

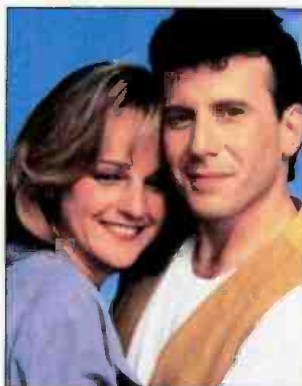
Olympic 19 (Big Ticket Television). Uniformed cops patrol Los Angeles's Olympic district.

Players (Universal). Actor and rap musician Ice T stars in this light-action project.

Pretender (MTM). An action/adventure that features time travel.

Prince Street (Warner Bros. Television). Undercover cops maintain secret identities while working at an ad agency.

The Prosecutor (Scripps Howard). Created by Lynda LaPlante (*Prime Suspect*), about three women working in the New York City district attorney's office. ■



'Mad About You' will sell 30-second spots for \$100,000 in syndication.

CTTD sets 'Mad' price

Columbia TriStar Television Distribution has set an estimated \$100,000 price tag for 30-second spots in off-network episodes of *Mad About You*. Some national media buyers say the price is higher than anticipated but is not unreasonable in light of the sitcom's consistently strong performance on NBC.

CTTD held a daylong brainstorming session with broadcasters last week to develop a marketing campaign for the off-network launch of the hit NBC sitcom this fall.

All told, *Mad About You* is poised to earn nearly \$2 million per episode in cash license fees and barter revenue for CTTD. The sitcom, cleared in more than 96% of the country, is expected to run in prime access in most major markets.

Barry Thurston, president of CTTD, says the demand for *Mad About You* is being fueled by the off-network success of CTTD's *Seinfeld*. But some observers say *Mad About You* could command even more advertising dollars than *Seinfeld*.

"*Mad About You* has more universal appeal than *Seinfeld*," says Raymond Johns of Seltel. "It doesn't dwell as much on the idiosyncrasies of living in New York, and it has more teen and kid appeal."

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FCC wants to change leased access

The FCC is looking to lend a hand to leased-access programmers in finding space on cable systems.

Commissioners last week proposed changing the formula used to calculate leased-access channel rates and also issued orders requiring cable operators to accommodate part-time leased-access requests and to respond to certain information requests by potential leased-access programmers within seven business days.

"Some cable operators have tried to make leased access on their systems an impossibility," Commissioner Susan Ness said. FCC Chairman Reed Hundt added that leased-access set-aside capacity is not widely used and that the FCC does not know why.

The commission's proposal tentatively concludes that the formula now used to set the leased-access channel rates overcompensates cable operators. Under this system, leased-access programmers pay operators the difference between the per-channel price paid by subscribers to cable operators and the per-subscriber fee paid by cable operators to programmers.

The FCC proposed an alternate rate system in which the leased-access programmers would pay cable operators any revenue the operator would forgo by devoting the channel to a leased-access program rather than a traditional cable program.

Programmers worry that the system will cause opera-

tors to cut channels such as C-SPAN and Black Entertainment Television to make room for leased-access programmers requesting space on their systems. They maintain that infomercials and 1-900-number ads will replace channels that produce the least revenue for operators.

"Cable systems will fill up with this kind of schlock programming," says Bruce Collins, C-SPAN's vice president/general counsel. "This is really a death knell for start-up channels," adds cable lawyer Fran Chetwynd.

But Collins and others in the cable industry applaud the commission's decision to seek comments on the proposal before making a final decision. To push for a proposal rather than a final order, C-SPAN and Viacom earlier this month led a contingent of cable programmers to the commissioners' offices. Participants included representatives of Discovery Channel, E! Entertainment, Lifetime Television and BET.

Proponents of a revised leased-access channel fee also welcome the opportunity to comment on the commission's proposal, although they say that there is sufficient capacity to handle leased-access programmers.

"The cable industry always holds C-SPAN hostage," says Jeff Chester, executive director of the Center for Media Education, which petitioned the FCC to reconsider its rule. "Leasing has not worked since 1984." —CM

Cable, telcos battle for buildings

At issue is whether FCC should revise rules to allow telcos access to existing wires

By Chris McConnell

Cable and telephone companies are battling over access to video subscribers in apartment buildings.

Telephone companies and other would-be video competitors say the FCC should revise its rules to allow them to use cable wires already installed in buildings. Cable companies contend that doing so will hamper competition by forcing subscribers to rely on one set of wires.

"The most effective way to promote facilities-based competition is to allow alternate service providers to install a second set of wiring to compete with the incumbent service provider," says Cox Communications.

The company is making the case in response to the FCC's December request for comments on whether it should harmonize the home-wiring rules placed on cable and telephone companies to reflect convergence between the two businesses. The infor-

mation request includes a discussion of the cable "demarcation point" in apartment buildings, which is now set at 12 inches outside a subscriber's premises.

Would-be competitors to cable companies say that definition inhibits their access to subscribers in apartment buildings. Ameritech, for instance, embraces an FCC proposal to set a common demarcation point for telephone and cable services. The company also says that, for apartment buildings, that point should be set either at the entrance to a building or at a common area on each level.

"Wherever practicable, the demarcation points for both services should be the same," Nynex says.

In answer to a companion proposal on inside wiring, Nynex and other telephone companies say the commission should require cable operators to allow building owners to buy all of the "loop-through" cable wiring in a building if all of the customers in the building elect to

switch to a new video service provider. Loop-through wiring systems employ a single cable to distribute video to all subscribers within a building.

Telephone companies say the system prevents competition because subscribers can access only cable systems serving the entire building.

Cable groups say the loop-through systems may still offer the best architecture in some multiple-dwelling units. They also say that a rule requiring cable to sell loop-through wiring to building owners would benefit landlords rather than subscribers.

The Cable Telecommunications Association says the current inside wiring demarcation point should not be moved. "This proposal appears clearly to have been made at the behest of cable competitors [that] have been frustrated in their attempts to gain access to multiple-dwelling-unit buildings or [that] are simply unwilling to pay to install their own wiring," the association says. ■

White House says auctions will raise \$32 billion

Budget for FY '97 targets \$17 billion from returned spectrum

By Christopher Stern

The Clinton administration last week unveiled its proposal to raise \$32.3 billion from broadcast spectrum auctions during the next seven years.

The White House assumes that broadcasters will complete the transition to digital TV by 2005 and that the channels they are now using will be handed back to the federal government and auctioned. Another \$15.3 billion will be raised through separate spectrum auctions included in Congress's own budget proposal, according to the administration.

The White House estimates that sale of the analog TV spectrum will raise \$17 billion. In contrast, the Congressional Budget Office estimates that the same spectrum is worth about \$11 billion. The administration is working on a proposal, not included in the budget, to require broadcasters to pay a one-time spectrum fee to make up the difference if the auction revenue falls below the \$17 billion target.

Broadcasters oppose the White House plan, which they say will render obsolete millions of television sets in

2005—the deadline for broadcasters to hand back their analog spectrum.

But the Clinton administration is drafting a proposal that would require broadcasters to subsidize the purchase of converter boxes for indigent consumers. The boxes would translate the digital signals for analog receivers.

The spectrum targeted by the Congress in its budget proposal includes frequencies now used for electronic newsgathering. Under the congressional plan, broadcasters will be forced to move their ENG operation from the 3 ghz to the 4 ghz band.

FCC allocated \$222.5 million

Also included in the FY '97 White House budget proposal is \$222.5 million for the FCC. The commission requested \$223.6 million last year, but Congress has allocated only \$175.7 million.

FCC Chairman Reed Hundt says he needs additional money to insure speedy implementation of the Telecommunications Act. Partly in

response to Hundt's request, the Senate appropriations committee responsible for the FCC's budget voted last week to increase the commission's budget to \$195 million.

Because of the ongoing impasse between the White House and Congress over the federal budget, the FCC, like other federal agencies, still has no official budget for 1996.

In passing the Telecommunications Act, Congress imposed several tight deadlines on the FCC to complete more than 80 rulemakings. The FCC estimates that implementing the act will cost an additional \$12.5 million, which includes the hiring of 150 staffers.

Hundt also says that the coming move of FCC headquarters to a new building will cost the agency \$30 million.

The National Telecommunications and Information Administration's proposed budget is up just \$1.4 million, to \$18.4 million, for FY '97, down from its 1995 budget of \$20.9 million.

The proposed NTIA budget would reinstate the \$2.4 million Endowment for Children's Educational Television. However, the Public Broadcasting Facilities, Planning and Construction program is reduced from \$15.5 million in FY '96 to \$8 million for the next year.



Shooshan proposes one-man band at FCC

Pressler intrigued by idea that five commissioners could be replaced by one

By Christopher Stern

Now that Congress has enacted the Telecommunications Act of 1996, it's time to replace the five FCC commissioners with a single telecommunications czar, industry analysts and former FCC officials suggested last week.

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) called the proposal "the most interesting idea of the day." Pressler made the statement after the first of two hearings he has planned on FCC reform. The second hearing, which will include testimony from all five commissioners, is

scheduled for Wednesday (March 27).

With Commissioner Andrew Barrett about to step down and Commissioner James Quello's term soon to expire, the time is ripe for Congress to restructure the commission, testified Harry Shooshan, former chief counsel and staff director of the House Telecommunications Subcommittee.

Shooshan said that a single administrator would provide for a more streamlined and responsive agency. "The biggest benefit of this reform is increased accountability and efficiency. You will always know who is responsible," said Shooshan, adding that the FCC should remain an inde-

pendent agency.

Former FCC Common Carrier Bureau chief Albert Halprin also backed the proposal for a single telecom czar. "Very detailed technical rules are not well-written by committee," he said.

On the other side, Senator Ted Stevens (R-Alaska) adamantly opposed immediately replacing the FCC commissioners with a single administrator. "I couldn't disagree with you more," he responded to Shooshan's proposal. Any wholesale restructuring of the FCC must wait until after the commission has implemented the Telecommunications Act, Stevens said.

The witnesses generally agreed with

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IT'S SO IMPORTANT TO
LOVE YOUR NEIGHBOR.**

**I HATE MAURY,
I HATE HIM, I HATE HIM,
I HATE HIM.**

SALLY JESSY RAPHAEL

**YOU MUST TAKE
RESPONSIBILITY FOR
YOUR OWN DESTINY.**

**MAURY POVICH
IS SINGLE-HANDEDLY
RUINING MY LIFE.**

JENNY JONES

**TO GROW YOU'VE
GOT TO LEARN FROM
YOUR MISTAKES.**

**THERE
MUST BE A WAY
I CAN GET MAURY
OFF THE AIR.**

**IT'S NOT
IMPORTANT IF YOU WIN OR LOSE.
IT'S HOW YOU PLAY THE GAME.**

**AS LONG AS YOU WIN
THE HEAD-TO-HEAD RATINGS.**

TALK SHOW HOSTS
ALWAYS HAVE PLENTY TO
SAY. BUT THIS FEBRUARY, ONLY
ONE HAD SOMETHING TO SHOUT
ABOUT: MAURY. IN HEAD-TO-HEAD
COMPETITION, THE MAURY
POVICH SHOW BESTED JENNY
JONES BY 17%, SALLY JESSY BY
25% AND RICKI LAKE BY A
WHOPPING 100% IN HOUSEHOLD
SHARE. IN OTHER WORDS, NO ONE EVEN
CAME CLOSE--AND THAT'S NO DOUBLE-TALK.

Source: NSI metered markets. February 1996. Vs. Jenny: 3 markets (Philadelphia, Houston, San Diego). Vs. Ricki: 2 markets (St. Louis, San Diego). Vs. Sally: 4 markets (Atlanta, Baltimore, Charlotte, W. Palm Beach).

**THE
MAURY POVICH
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former FCC chairman Dennis Patrick that "the FCC should be a much smaller agency once the act is implemented."

However, Patrick also said that the FCC will need enough resources to meet the tight deadlines for the more than 80 separate rulemakings required by the act: "As someone who has commanded the troops at 1919 M Street

[FCC headquarters], I appreciate the position [FCC Chairman Reed] Hundt is in."

Since taking over Congress in 1994, the Republicans have called for reducing or eliminating the FCC. Two weeks ago, Pressler made a series of FCC reform proposals in a Senate floor speech. He wants to give states the sole authority

over spectrum used locally for public safety. The FCC also would shift many of its frequency management chores to private industry, according to his plan.

Pressler also proposed shifting the National Telecommunications and Information Administration's spectrum management responsibilities to the FCC. ■

FCC asked to go easy on captioning

Cable, broadcast programmers say commission should not be too stringent in new requirements

By Chris McConnell

Broadcasters and cable programmers are asking the FCC to implement the 1996 Telecommunication Act's closed-captioning clauses with a light hand.

The act requires the commission to study closed-captioning availability and, within 18 months, mandate that new programing be closed-captioned. The law also calls for programmers to "maximize the inclusion of closed captions" in previously distributed programing. The FCC can establish exemptions to any rules if it finds that a closed-captioning requirement would burden program owners or providers.

Broadcast groups stress that point in urging the commission not to require local stations to caption programing they do not produce. "Local television stations already are being squeezed by increasing regulatory costs and

increasing competition from multi-channel video providers," the Association of Local Television Stations says.

Broadcasters also say that program producers should bear responsibility for captioning new shows and that local stations should have more time to caption programing they produce. "Most stations do not have access to the captioning services or the funds necessary to provide real-time captions for their locally originated programing," CBS says.

CBS and other broadcasters also are urging the commission to limit captioning requirements for older shows to programs shown on national networks. "The responsibility for captioning 'previously published' programing should in all cases rest with the subsequent provider or distributor of the program," NBC says.

The Motion Picture Association of America says the commission should

implement the provisions for older programing by facilitating voluntary industry activities. "Universal requirements would impose an undue burden on those responsible for providing the captioning," the association says.

Cable programmers offer similar arguments regarding published material. "It would be unreasonably burdensome for HBO to caption all of the previously published material in its library... because the potential audience for much of that material is small," HBO says.

Other cable groups point to the cost issue in addressing the cable industry's overall captioning performance. Announcing the commission's captioning inquiry in December, FCC Chairman Reed Hundt cited one estimate that 4% of basic cable programing is closed-captioned.

"The costs of captioning the hundreds of thousands of hours of basic cable programing alone could range from \$500 million to \$900 million per year on top of the significant amount already expended by the cable industry," NCTA says. A&E Television Networks says that cable networks "operate with proportionately smaller programing budgets than [do] large broadcast networks or producers of shows for premium channels."

Cable programmers and broadcasters also say the FCC should hold off on any rules concerning video description technology for the sight impaired. The law requires the FCC to study video-description technology and assess methods for phasing the descriptions into the marketplace.

Networks say the commission should wait for digital broadcasting before taking any regulatory action. "Given current production and transmission technology, [video descriptions] would be prohibitively expensive and logistically onerous," NBC says. ■

The FCC has relaxed more ownership rules.

Continuing its efforts to implement the 1996 Telecommunications Act, the FCC last week amended its rule to allow a single entity to own a broadcast network and a cable system. The commission will monitor response to the new rule to determine whether it needs to take additional action to protect the carriage and channel position of unaffiliated broadcasters by a network-owned cable system. In the same order, the FCC also altered its rules to allow common ownership of cable and MDS systems in areas where the cable system is subject to effective competition. The commission also eliminated cable antitrafficking rules, restricted the ability of cable operators to sell systems within three years of acquiring or building them.

FCC Commissioner Susan Ness wants advertisers to lend a hand in motivating broadcasters to air more educational programing.

Addressing the American Advertising Federation earlier this month, Ness urged advertisers to underwrite entertaining educational programing for commercial TV as well as for public television. "Let's give broadcasters a good reason to choose a course that will actually benefit children," Ness said. She also suggested marketing ancillary products associated with the shows.



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Cover Story

Baseball 1996

The Foxification of Baseball

'Same game, new attitude,' is theme of network's coverage to attract younger viewers

By Steve McClellan

Whether it's the sound of an outfielder crashing into a wall during a televised game, or the blitz of rock 'n' roll promos aimed at the 12-24 set, one thing is clear—Major League Baseball is being Foxified.

"It's a whole new ball game," says Fox Sports executive producer Ed Goren about the production style the network will bring to the game. It also will be a new game in terms of promotion—out will be the stodgy take-me-back-to-the-'50s reverence, which Fox executives say has been a factor in kids being turned off by the game.

Instead, Fox will inject the "same game, new attitude" approach that the network has used in its coverage of the National Football Conference since acquiring those rights two seasons ago.

The network will spend more on promotion—as much as \$10 million, sources say—than has any previous national MLB exhibitor. "The game has not really changed in the past 25 or 30 years," says Fox Sports promotion and marketing guru Tracy Dolgen. "Baseball has fallen behind in its marketing to kids, and Fox is addressing that—we're trying to make it accessible, hip, cool and relevant to kids."

The network's promotion campaign is similar to the approach it took with the NFL. It features Safe at Home, an antiviolence public service campaign that features bits by players and will run year 'round. Baseball on Fox itself will be promoted with comedic bits featuring 45 of the game's top players



Fox's \$10 million ad campaign includes humorous bits featuring such players as L.A. Dodgers catcher Mike Piazza.



and personalities (including Cal Ripken Jr. and Ken Griffey Jr.).

One example: The Philadelphia Phillies' Lenny Dykstra plays lead singer in a hard-rock band, croaking out a turned-on and pumped-up version of "Take Me

Out to the Ball Game" before diving into the audience.

Despite some marketing missteps, Dolgen and others say baseball may be on the verge of a resurgence after a long period of bad news, including squabbling owners, misbehaving players, plummeting ratings during the CBS years, and the 1994-95 strike. Dolgen points to efforts at MLB to give the game a jolt, such as interleague play.

Others point to last season, with Oriole Cal Ripken Jr.'s setting a new consecutive-games-played record and exciting postseason games with high ratings. "The league and Fox can help their cause," says one agency executive. "But the fact is, time heals a lot of wounds."

It remains to be seen how much money Fox will make on the games, if any. Even with its aggressive business plan, profits could be elusive. In year one, sources say, the network will attempt to generate \$195 million in ad revenue from its 18-game regular-season slate, five division play-offs, the American League Championship games and the World Series. Rights, production and promotion costs could reach \$170 million. After agency commissions, baseball on Fox would be hovering around break-even.

That scenario assumes rate-card prices, agency sources say, adding that the rates may drop if spots are still available within the week of a telecast.

That revenue target is about on track with ad commitments The Baseball Network garnered in 1994, its first year on the air. But then the players strike hit, and all but \$30 million of those commitments evaporated. Last season, TBN's final and also strike-shortened, TBN generated some \$150 million in ad revenue.

Agency sources say Fox has drawn up a rate card that demands \$35,000 per 30-second spot in regular Saturday afternoon games; \$100,000 per unit in the divisional playoffs; \$140,000 per unit in the League Championship Series, and \$320,000 per spot in the World Series. The regular-season guarantee for major advertisers is a 4.2 household rating, sources say.

It's still early in the network ad selling season for MLB telecasts. Sources say Fox has sold about 50% of its regular-season inventory. General Motors has signed, and so has 7-11—the first time the convenience store chain has sponsored network baseball, sources

Baseball's television rights contract

Major League Baseball's current five-year, \$1.7 billion TV rights package combines broadcast networks Fox and NBC with cable networks ESPN and Fox Sports/Liberty Media (although the latter doesn't join the deal until 1997).

The deal replaces The Baseball Network, a two-year cooperative between MLB, ABC and NBC, and it eliminates last year's regional telecasts, returning postseason play to national TV. For the first time, some playoff games will be available only on cable. The 28 MLB teams each expect to earn \$10 million per year from the contract over its five years. The deal breaks down as follows:



BROADCAST

Fox

Price tag: \$575 million
Gets World Series in 1996, 1998, 2000; All-Star Games in 1997, 1999; splits league championships with NBC; five divisional playoff series games each year; weekly regular-season *Saturday Game of the Week* starting in June; one-hour show before game, with half-

hour dedicated to kids.

NBC

Price tag: \$475 million
Gets World Series in 1997, 1999; All-Star Games in 1996, 1998, 2000; splits league championship series with Fox; three divisional playoff games per year.

CABLE

ESPN

Price tag: \$455 million

Extends current regular-season package of Sunday/Wednesday night games to 2000 (\$215 million); gets 6-12 divisional playoff games not shown by Fox or NBC (\$240 million).

Fox Sports/ Liberty Media

Price tag: \$172 million
Gets two midweek games for national telecast on Fox's FX network chosen

from Liberty's 15 regional network telecasts; a weekly sports program will precede FX games; Liberty Media (renamed Fox Sports) will carry non-exclusive games on its 15 regional sports networks.

Other

Expected revenue from international broadcast and cable rights totals \$118 million.

—JM

say. Ad sources also say to expect Fox to sign several other major deals with new-to-the-sport sponsors.

Anheuser-Busch, the beer sponsor on TBN's coverage last year, has just begun talking with Fox and NBC about buying time in their coverage, according to an A-B spokesperson.

Network sources expect most of the remaining Fox baseball inventory to move in four or five weeks, when many advertisers will be ready to make their fourth-quarter sports buys, including pro and college football and late-season and postseason baseball. Between now and then, Major League Baseball will complete the task of identifying its official list of sponsors, which will enjoy a sort of favored-nation status working with Fox on deals that include such extras as promotional and merchandising tie-ins.

Meanwhile, the Fox Sports team is working feverishly behind the scenes to put the Fox imprint on MLB coverage. The top-to-bottom makeover will include a "fresh young approach in the booth," says Goren.

Fox has named three young play-by-play announcers—Thom Brennaman, Chip Caray and Joe Buck—each of whom did some work for TBN last season. The three appointments work well with Fox's theme of tapping the younger generation: Each is the son of

a well-known local baseball announcer, and Chip Caray is a third-generation sportscaster. His father, Skip Caray, announces Atlanta Braves games; his grandfather, Harry Caray, is the legendary voice of the Chicago Cubs. Brennaman is the son of Marty, who toils in the broadcast booth for the Cincinnati Reds; Buck's father, Jack, is in the booth for the St. Louis Cardinals.

Goren also has hired experienced baseball producers, including John Filippelli as coordinating producer. He served in a similar capacity at TBN and before that was a longtime NBC Sports production executive.

"If you want to set the tone for what we're doing, maybe the best indicator is that I'm on my way to the office to play some video baseball games with [Fox Sports President] David Hill," Goren said last week. "The on-air look for baseball is going to take somewhat of a videogame-graphics look." The animation will be "hot," he says. As for the music, Goren describes what it won't be by launching into a slow-motion parody of "Take Me Out to the Ball Game." The music, he says, will be "upbeat and happening."

"We don't do things the normal way," says Goren. Although Fox will offer regionalized coverage of regu-

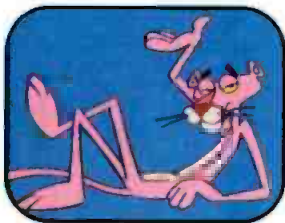
lar-season games, it won't be as busy or as complex as the TBN coverage last season. The difference is that Fox will cover four regional games; TBN did as many as 14. Although any approach will have its critics, Goren says the busy-ness of the TBN approach proved "offensive" to some viewers.

"It's a very delicate balance," he says. "Will we be doing some of that? Yes, absolutely. For example, if Frank Thomas has a four-game home run streak, we may double-box that game and go live with it, even though that may not be the game you're watching so you can see his at-bat. But I think we'll use it judiciously."

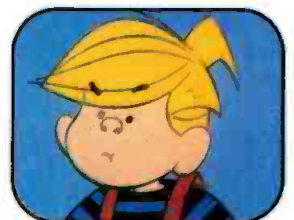
As with football, Fox will try to refocus on the "great personalities and athletes of the game," Goren says. "We're going to respect the past, but we are going to celebrate the present. I think baseball has gotten away from that."

The so-called Fox Box, the score box that quickly became a fixture during the network's pro football games, also will be present in its baseball coverage. To what degree is still being debated by Fox producers. "Baseball gives you the opportunity between pitches for 15 or 20 seconds to put it up," says Goren. "There is some question about whether we need it up once

Here Kiddie,



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Evergreens are always in season

the ball is thrown."

Other refinements include making more use of audio opportunities to capture, for example, an outfielder crashing into a wall or the collision at home plate between a diving runner and a waiting catcher.

Goren says that some enhancements would require cooperation from the league, such as the miking of players to capture, say, the conversation between the runner at first and the first baseman. Goren also says he'd like to be able to film the warm-up routine that some designated hitters go through the inning before they bat, often in a batting

cage under the stands.

Fox Sports also is producing two pregame shows tied to baseball. The first will lead out of the Saturday morning cartoon block and will be targeted to kids (and hosted by kids), designed to teach them about the game and its personalities. The second half-hour pregame show will be tied more directly to that day's games.

"Everything we're doing, from the promos on, is to expose the game to a whole new audience—a younger audience that has left baseball. The traditional audience will be there," says Goren.

NBC focuses on All-Star, postseason play

Meanwhile, NBC also is spending a sizable amount (\$475 million) for a five-year package that includes three All-Star Games, two World Series, half of each season's League Championship Series and three divisional play-off games each season.

But without a regular-season slate of games and with several big sports events on its plate (NBA playoffs, Wimbledon and the Atlanta Olympics), NBC is less focused now on baseball than is Fox. At press time, NBC Sports executives weren't ready to talk about their plans for MLB coverage. ■

Baseball ad sales back in the swing

After last season's disappointing sales, advertisers are returning, slowly in some cases

By Jim McConville

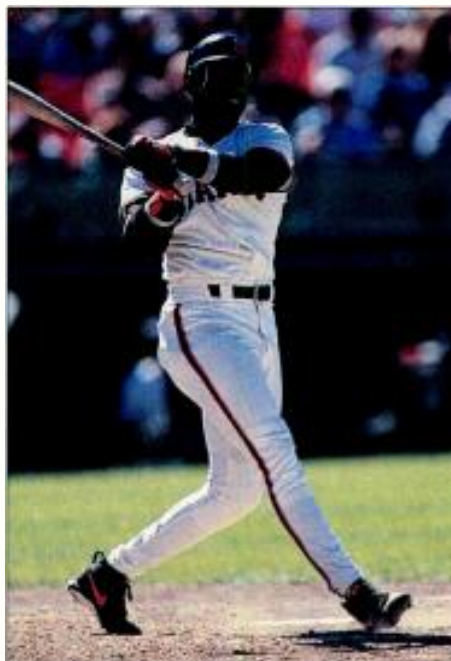
Most Major League Baseball local rightsowners say they are singing a happier—albeit cautious—tune this year about ad sales for the 1996 baseball season.

Broadcast stations, for the most part, say baseball ad sales are making an about-face after last year's disastrous season, in which sales were down 15%-25% by midseason. But for other rightsholders, baseball is anything but a financial field of dreams.

For the Milwaukee Brewers, which two years ago took the team's broadcast rights in-house from Milwaukee-based WTVT(TV), rights sales are up 20% over last year, says Mitch Nye, vice president of broadcast sales for the Brewers.

"We're starting to get some advertisers back that last year shied away from the whole thing," says Nye, adding that local ad sales are up slightly, while national sales are about even. "The healing process is taking place, but it's slow."

At KIRO-TV Seattle, which will carry 40 Seattle Mariners games this year, ad sales are up 20% over 1995, says KIRO-TV General Manager Sandy Zogg. The



KTVU(TV) San Francisco, which carries Barry Bonds and the Giants, is looking forward to record sales figures.

reason: "The Mariners last year won the American League West pennant, and advertisers now view local advertising as a good buy."

Jeff Block, station manager for KTVU(TV) San Francisco, which owns

broadcast rights for 59 San Francisco Giants games, says the station may actually post record sales figures in 1996.

"We will begin the season with more money on the books than we ended the season with last year," says Block. "Basically, we had almost nothing on our [ad sales] books this time last year."

Rich Deutch, general manager, KSMO-TV Kansas City, Mo., which will cover 55 Kansas City Royals games, says ad sales are up 80% over budget. "We've gotten more two-year and multiyear buyers than in the past," Deutch says.

Group W's WJZ-TV Baltimore, which splits TV rights with regional sports network Home Team Sports and sells space for 35 Baltimore Orioles games, says advance sales are running well ahead of last year. "It will be profitable for WJZ," says the station's general manager, Marcellus Alexander.

Other TV rightsholders say MLB still looks like a losing proposition. One general manager who declined to be identified says his station will be "hard-pressed to make baseball profitable this year."

"It's what you would call a loss leader," says Prime Sports GM Bill Craig of Prime's \$3 million-a-year-deal with the Pittsburgh Pirates.

To make money, Craig says, Prime Sports, which reaches 2.2 million cable homes, must sell at least \$68,000 of advertising for each of its planned 60 telecasts. That would cover the per-game rights cost (\$50,000) and production costs (\$18,000).

Even if it manages to sell out (56

Continues on page 32
Local rights chart on pages 30-31

Houston Rockets to #1!



During the February sweeps, KTXH/Houston slamdunked its competition, scoring an unprecedented 5 Rating, Sign-On to Sign-Off – the highest of any UPN station nationwide.

Paramount Stations Group



The local TV and radio lineup

BROADCAST TV						CABLE				RADIO			
Team	Flagship	#of reg. season games	# of stations in net.	Contract status yr./yrs.	1996 rights (in millions)	Regional network	#of reg. season games	Contract status yr./yrs.	1996 rights (in millions)	Flagship	# of stations in net.	Contract status yr./yrs.	1996 rights (in millions)
NATIONAL LEAGUE EAST													
Atlanta Braves	WTBS (TV) (ch.17)	125	0	NA	NA	SportsSouth	24	NA	NA	WSB(AM) (750 khz)	164	2/5	\$3.0
Team, WTBS and SportsSouth are owned by Turner Broadcasting System.													
Florida Marlins	WBFS-TV (ch.33)	50	6	4/4	\$6.7	Sunshine Network	60	4/4	\$3.7	WQAM(AM) 560khz	24	4/4	\$2.2
Montreal Expos	SRC(Fr.)	20	12	2/4	NA	RDS	40	1/4	\$1.1	CKAC (AM)	25	2/4	NA
	TQS (Eng.)	20	7	2/4		TSN	25			CIBC (AM)	6	2/4	
Team retains broadcast TV and radio rights. Estimated TV revenue: \$2.6 million; estimated radio revenue: \$900,000													
New York Mets	WWOR-TV (ch.9)	77	0	5/5	NA	SportsChannel New York	75	10/30	\$13	WFAN (AM) (660 khz)	23	1/2	\$5.5
Team and WWOR-TV have revenue-sharing partnership.													
Philadelphia Phillies	WPHL-TV (ch.17)	84	2	4/5	NA	PRISM	42	4/5	NA	WGMP (AM) (1210khz)	20	4/5	\$3.0
						SportsChan./Phil.	25						
Team and WPHL-TV have partnership. They produce and sell games for broadcast and cable TV, retaining all advertising revenue.													
NATIONAL LEAGUE CENTRAL													
Chicago Cubs	WGN-TV (ch.9)	140	0	NA	NA	Chicagoland	10	NA	NA	WGN(AM) (720 khz)	54	NA	NA
Team, WGN-AM-TV and Chicagoland are owned by Tribune Co.													
Cincinnati Reds	WSTR-TV (ch.64)	46	4	1/3	NA	SportsChannel Cincinnati	50	1/3	\$4.5	WLW (AM) (700 khz)	73	2/3	NA
Sports Channel holds all TV rights, buys time on TV stations.													
Houston Astros	KTXH (TV) (ch.20)	50+	8-10	9/10	<\$5.0	Prime Sports	75	11/15	\$4.0	KILT (AM) (610 khz)	50+	1/3	NA
Team retains radio rights; estimated radio revenue: \$3.5-4 million													
Pittsburgh Pirates	WPXI (TV) (ch.11)	15	0	1/1	NA	Prime Sports	60	1/3	\$3.0	KDKA (AM) (1020 khz)	51	1/1	NA
St. Louis Cardinals	KPLR-TV (ch.11)	60	21	2/3+1	NA	Prime Sports	40	3/3	NA	KMOX (AM) (1120khz)	120	5/5	NA
Team owner Anheuser-Bush produces all games, splits TV revenues with KPLR-TV; sells radio inventory to KMOX. Team is being sold.													
NATIONAL LEAGUE WEST													
Colorado Rockies	KWGN-TV (ch.2)	96	12	4/5	NA	NO CABLE	—	—	—	KOA (AM) (850 khz)	54	4/8	\$4.0
Team retains broadcast TV rights.													
Los Angeles Dodgers	KTLA (TV) (ch.5)	46	0	4/5	\$15.5	NO CABLE	—	—	—	KABC (AM) (790 khz)	26	4/5	\$5.0
San Diego Padres	KFMB-TV (ch.8)	55	1	2/3	\$2.0	Prime Sports	40	3/5	\$1.2	KFMB (AM) (760 khz)	2	2/3	\$2.0
San Francisco Giants	KTVU (TV) (ch.2)	57	5	2/6	\$5.5	SportsChannel Pacific	55	7/7	\$4.2	KNBR (AM) (680 khz)	17	2/5	\$4.5
Team retains seven 30-second spots per game on broadcast TV, is negotiating multi-year extension with SportsChannel.													

Cover Story

Baseball 1996

BROADCAST TV						CABLE				RADIO			
Team	Flagship	# of reg. season games	# of stations in net.	Contract status yr./yrs.	1996 rights (in millions)	Regional network	# of reg. season games	Contract status yr./yrs.	1996 rights (in millions)	Flagship	# of stations in net.	Contract status yr./yrs.	1996 rights (in millions)
AMERICAN LEAGUE EAST													
Baltimore Orioles	WJZ-TV (ch. 13)	35	12	3/3	NA	Home Team Sports	81	3/3	\$10.25	WBAL(AM) (1090 khz)	29	3/3	\$2.5
HTS and WJZ-TV are both owned by Westinghouse. HTS holds all TV rights and has internal agreement with WJZ-TV. WJZ-TV buys time on WNUV-TV Baltimore to air additional 35 games.													
Boston Red Sox	WABU(TV) (ch.68)	75	11	1/1	\$9.0	New England Sports Network	76	14/20	\$6.0	WEEI(AM) 850 khz	60	3/4	\$4-4.8
Cable rights fee depends on number of subscribers.													
Detroit Tigers	WKBD-TV (ch.50)	56	6	2/5	NA	PASS Sports	70	Through 1999	NA	WJR (AM) (760 khz)	32	1/5	NA
Team buys time on WKBD-TV, retains ad inventory except eight 30-second spots; team retains radio rights.													
New York Yankees	WPIX-TV (ch.11)	50	0	3/3	NA	Madison Square Garden Network	102	8/12	\$49.5	WABC (AM) (770 khz)	15+	10/10	\$5.5
MSG Network, which holds all TV rights, shares revenue with WPIX-TV; station produces games, MSG sells ads.													
Toronto Blue Jays	Baytone CBC	35 26	21 35	4/5	\$9.0	The Sports Network	80	3/3	\$5-6	CJCL (AM) (590 khz)	45	4/6	\$1.6
AMERICAN LEAGUE CENTRAL													
Chicago White Sox	WGN-TV (ch.9)	58	0	2/3	NA	SportsChannel Chicago	93	13/17	\$4.5	WMVP (AM) (1000 khz)	28	1/5	\$3.5
Team and WGN-TV have revenue-sharing deal; team also entering third season of partnership with Spanish language WIND(AM)													
Cleveland Indians	WUAB(TV) (ch.43)	70	4	1/3	NA	SportsChannel Ohio	66	1/3	NA	WKNR (AM) (1220 khz)	35	3/3	NA
Kansas City Royals	KSMO-TV (ch.62)	55	13	1/3	<\$3.0	NO CABLE	—	—	—	WIBW (AM) (580 khz)	106	2/3	\$1.8
Milwaukee Brewers	WVTV(TV) (ch.18)	66	4	1/1	NA	NO CABLE	—	—	—	WTMJ (AM) (620 khz)	57	1/5	NA
Team retains broadcast TV and radio rights. Cable deal with Group W Satellite Communications under negotiation.													
Minnesota Twins	WCCO-TV (ch.4)	41	0	3/4	NA	Midwest SportsChannel	75 basic 20 PPV	3/4	NA	WCCO (AM) (830 khz)	59	3/4	NA
CBS/Westinghouse holds all rights, owns WCCO-AM-TV and Midwest Sports. WCCO-AM-TV has agreement with KLGT-TV, which carries nine additional games.													
AMERICAN LEAGUE WEST													
California Angels	KCAL(TV) (ch.9)	52	0	1/5	NA	Prime Sports West	34	3/5	NA	KMPC (AM) (710 khz)	13	2/2	\$3.7
Disney is negotiating to sell KCAL and to buy interest in Angels.													
Oakland Athletics	KRON-TV (ch.4)	35	10	4/5	\$5.3	SportsChannel Pacific	55	1/5	<\$5.3	KFRC (AM) (610 khz)	18	3/4	NA
Team retains radio rights; estimated revenue \$4-5 million													
Seattle Mariners	KIRO-TV (ch.7)	58	7	2/3	NA	Prime Sports Northwest	51	3/3	NA	KIRO (AM) (710 khz)	30	4/5	NA
Texas Rangers	KXTX-TV KXAS-TV	123 15	20	1/4	\$7.0	NO CABLE	—	—	—	KRLD (AM) (1080 khz)	56+	2/5	\$3.0

Chart shows rights fees that teams will receive this season for straight sale of rights to broadcast stations or cable networks.

NA—indicates that terms of rights deals were not available or not applicable—that is, team retains rights or is otherwise involved in production and sale of telecasts and/or radio broadcasts.

AD SALES *Continued from page 28*

spots) every game at rate-card prices (roughly \$1,100 per 30-second spot), it will fall short of breaking even. And Craig expects to sell only about 70% of the inventory.

All told, Prime Sports will lose between \$1.8 million and \$2 million on the Pirates. But that's OK, Craig says. The Pirates anchor the network's sports offerings during the summer; they are what keeps cable subscribers happy and what keeps cable operators paying Prime Sports's affiliate fee—90

cents per subscriber per month.

"Last year was a disaster for this station, and this year the jury is still out," says Bill Ballard, vice president and general manager of WBFS-TV Miami, which will carry 52 Florida Marlins games.

"Last year was so bad that things have to be better, but when you compare it with previous years, it's a different story," says Ballard. "We're still trying to get back to that point; we're not there yet."

The bottom line for making a profit depends on what team is on the field, Ballard says. "The upfront is better than

last year, but if they're 20 games out of it by mid-June, we're in trouble."

MLB station rights that changed hands over the winter include WABU-TV, which takes over the Boston Red Sox broadcasts for WSBK-TV. The station will telecast 75 regular-season games.

Other broadcast rights swaps: the Cincinnati Reds shifted its roughly 50 WLWT-TV telecasts to Sports Channel Cincinnati, which now will carry all Reds games, and the California Angels which shifted approximately 45 broadcasts from KTLA-TV to Disney-owned KCAL-TV. ■

ESPN makes it to the playoffs

Cable network adds postseason coverage to its lineup

By Jim McConville

ESPN kicks off its seventh year of Major League Baseball coverage with one dramatic difference: postseason play.

This year ESPN will cover, as part of its estimated \$455 million five-year MLB rights package signed last November, six to 12 games in the first-round divisional playoff series not shown by Fox or NBC. The cable network plans to televise two day games during the series.

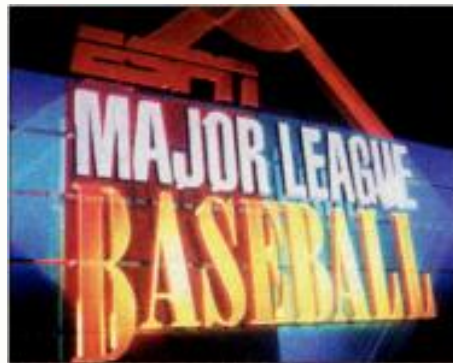
This year also marks the final year that ESPN will have exclusive cable rights to MLB telecasts.

Next year Liberty Media/Fox Sports will air games as part of its \$43 million a year nonexclusive MLB cable rights package. Liberty will telecast two regular-season weeknight games for three years over its network of regional sports channels.

Besides playoff games, ESPN again will cover roughly 75 games with its Sunday and Wednesday night double-header telecasts (26 Sunday and 49 Wednesday games). The network will supplement regular weekly coverage with Memorial Day, Labor Day and Fourth of July games.

ESPN opens its season March 31 with Sunday night coverage of the Chicago White Sox vs. Seattle Mariners game at 9 p.m. ET.

ESPN executives are cautiously optimistic that 1996 will produce a different ratings story than 1995, when



This year, ESPN baseball coverage will include post-season play.

fans vented anger over the 1994 players strike by boycotting baseball parks and turning off TV sets. ESPN scored a 1.8 average Nielsen rating for 1995, down from a 1.9 in 1994.

"Clearly, last year was a difficult time," says John Wildhack, ESPN senior vice president, programming. "But I think there's some momentum now, and the healing process is well under way."

To restore viewer interest, ESPN has developed two promotional campaigns. The first, "It's Baseball and You're an American," uses 15 promo spots that feature *NYPD Blue* actor Nick Turturro and an actor portraying Abe Lincoln pushing baseball as America's pastime. The spots began March 22.

Along with weekly baseball coverage, ESPN resumes *Baseball Tonight*, its daily sports news show with announcer Chris Berman, anchors Karl

Ravech and Gary Miller and analysts Peter Gammons and Dave Campbell. The show airs live Sunday evening before *Sunday Night Baseball* and every day—except Wednesday—at 10:30 p.m. and midnight.

"*Baseball Tonight* has been a staple and will continue to be," says Wildhack. "We feel the franchise of *Baseball Tonight* and production values of our *Sunday Night* package are as good as any in the industry."

ESPN's *Sunday Night Baseball* announcing team again will be Jon Miller, play-by-play, and Joe Morgan, analyst. Berman returns as ESPN's Wednesday night play-by-play commentator, and Gammons again will be studio analyst on *Baseball Tonight*. This year ESPN adds Dan Shulman, who will split play-by-play duties with Berman on Wednesday night.

Jeffrey Mahl, the network's senior vice president of ad sales, says 1996 is shaping up to be a better year than 1995: "Last year we had a pretty good success with baseball upfront. We haven't started upfront for 1996-97, where we will be selling playoff baseball for the first time. We look forward to expanding on it."

Mahl says ESPN promotes its other baseball sports programming when selling ad time. "We hope to take advantage of the fact that we have a sustaining baseball effort," he says. "We've been able to package baseball with some of the branded ESPN programming, specifically *Baseball Tonight*." ■

Broadcasting

March 25, 1996

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'Walberg' exit makes it seven down

Talk show is pulled despite clearance benefits of Fox/New World pact

By Cynthia Littleton

New World Entertainment's freshman talk show *Mark Walberg* will be remembered in the syndication business long after its final episode airs in May.

For New World, *Mark Walberg* was the first show to benefit from the company's ground-breaking 1994 partnership with Fox. The deal includes a long-term commitment by the Fox O&Os to reserve slots for some of New World's first-run product in daytime and late night.

For many others in the TV industry, *Mark Walberg* is evidence that syndicator/station group alliances have become a dominant force in first-run, where the competition for available slots in major markets is increasingly fierce.

The combined reach of the Fox and New World stations gave *Mark Wal-*

berg strong clearances in key markets covering about 37% of the country right from the start. The New World stations also have given programming commitments to first-run shows from

Fox's Twentieth Television, which canceled its low-rated freshman talker, *Gabrielle*, earlier this year.

Although *Mark Walberg* was renewed for a second year in nearly 70% of the country, New World decided to pull the plug after its lackluster performance in the February

sweeps. The show, which has averaged a 1.4 national Nielsen household rating since its debut last August, brings this season's tally of new talk show casualties to seven.

Production on *Mark Walberg* ended last week, leaving stations with enough new episodes to run through the end of May. Repeats will run through mid-September.

"Some shows work, some shows don't work."

**Rick Ungar,
New World**

The Fox/New World partnership has inspired a number of similar pacts between major TV players, including New World's 10-year deal with NBC to launch the entertainment magazine *Access Hollywood* and other syndicated shows. But *Mark Walberg's* fate offers further proof that guaranteed clearances are no guarantee a show will be a hit.

"What we've gotten out of the deal is an unbelievable launching pad for shows," said Rick Ungar, president of first-run and animated programming for New World. "The fact that the first two shows launched [under the partnership] didn't go our way is no indictment of the agreement, and it's had no negative impact on our relationship. Some shows work, some shows don't work."

Some programmers decry the trend sparked by the Fox/New World alliance, saying it can force stations to carry weak shows. *Mark Walberg* received mixed reviews last week from some officials at Fox-owned stations, although most declined comment. ■

KCBS-TV moves Dan in news overhaul

Cites poor local news performance for schedule shuffle

By Cynthia Littleton

The CBS O&O in Los Angeles is planning a major overhaul of its news schedule next month in one of the first tangible signs of the new philosophy toward the station business at CBS Inc.

Starting April 8, KCBS-TV will move *The CBS Evening News with Dan Rather* back 30 minutes, to 5:30 p.m., to make room for a 6 p.m. local news hour. The station will replace its 4 p.m. news hour with CBS/Group W/Maxam's first-run news magazine *Day & Date*, to be followed by a headline-driven, half-hour report at 5. KCBS-TV will also launch a 90-minute news block at 5:30 a.m. in August.

The reshuffling will bounce *Real Stories of the Highway Patrol* from its 6:30 p.m. slot, which may lead the first-run show to another station in the market. Additionally, KCBS-TV will launch a 90-minute morning news block at 5:30 a.m.

in August, when the network's revamped *CBS This Morning* is expected to debut.

CBS and KCBS-TV officials make no bones about it—the redesign was prompted by the station's poor performance in the local-news race. In the February sweeps, KCBS-TV's 4 and 5 p.m. news hours were trounced by the ABC and NBC O&Os. At 6, *The CBS Evening News* was badly beaten by local half-hour reports on KABC-TV and KNBC-TV.

"I think this change at KCBS-TV is one of the first signs that the success of the local stations is very, very important to the new CBS," says Jonathan Klein, president of CBS Tele-



"It was a tough decision to break with local tradition at 4 p.m.," says Larry Perret, news director of KCBS-TV.

vision Station Group. "We're looking at the needs of all our markets, and we'll do whatever it takes to make our stations competitive."

Indeed, Michael Jordan, chairman of CBS's new parent company Westinghouse Electric Corp., has targeted news as an area of investment and growth for the stations (BROADCASTING & CABLE, Dec. 18).

But KCBS-TV's attempt to become more competitive by launching the only 6 p.m. local news hour in the

market may come at the expense of *The CBS Evening News*. Many CBS affiliates on the West Coast already run the network newscast at 5:30, but the

At first it
sparked some
attention...



...and it's obvious **DAY & DATE**

February was hot!

% Share Increase
Feb. '96 Vs. Nov. '95

New York	WCBS	+33%
Los Angeles	KCBS	+33%
San Francisco	KPIX	+22%
Boston	WBZ	+29%
Detroit	WWJ	+100%
Minneapolis	KSTP	+44%
Tampa	WTVT	+43%
Phoenix	KNXV	+25%
Denver	KCNC	+33%
Pittsburgh	KDKA	+18%
Milwaukee	WITI	+14%
Kansas City	KSHB	+166%

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hosted by
Patrick VanHorn & Dana King



THE HOTTEST HOUR IN DAYTIME

...sly catching on! E DELIVERS.

...and March is on fire!

% Share Increase
Mar. '96 Vs. Feb. '96

New York	WCBS	+25%
Los Angeles	KCBS	+25%
Chicago	WBBM	+25%
Philadelphia	KYW	+30%
Boston	WBZ	+11%
Dallas	KTVT	+50%
Seattle	KSTW	+80%
Cleveland	WOIO	+11%
Minneapolis	KSTP	+8%
Denver	KCNC	+25%
Pittsburgh	KDKA	+15%
St. Louis	KTVI	+17%
Baltimore	WJZ	+27%
San Diego	KUSI	+50%
West Palm Beach	WPBF	+13%



Source: NSF Measured Market Overnights 11/2-29/95, 2/1-28/96, 2/25-3/18/96 (Day & Date in its regularly scheduled time periods) Vs. Nov. time period in Detroit, Minneapolis, Tampa, Kansas City. Vs. Feb-time period in Seattle, St. Louis, San Diego.

switch in the nation's number-two market is likely to have a negative impact on ratings, at least in the short term.

Nonetheless, Andrew Heyward, president of CBS News, displayed the team-player attitude in expressing support for the move.

"The CBS Evening News and the CBS stations are in this together," Heyward said. "Anything that makes KCBS-TV stronger is ultimately good for CBS News as well."

News directors at some rival Los Angeles stations said KCBS-TV's approach made sense for the third-ranked station in a market already packed with local newscasts. Others noted it was a bold move for a station that has been without a general manager since Bill Applegate left in December.

"It was a tough decision to break with local tradition at 4 p.m.," says Larry Perret, news director of KCBS-TV. "But we looked at the available audience at that hour and knew we weren't getting anywhere. It's going to take some time to build at 6 p.m., but [CBS] is behind us for the long haul and we'll measure our growth one day at a time, one story at a time." ■

Disney lets Angels deal expire

Purchase of baseball team in doubt after talks break off with city over stadium renovation

By Cynthia Littleton

The Walt Disney Co. let its purchase agreement with the California Angels expire last week, saying it could not come to terms with the city of Anaheim on a proposed \$100 million renovation of the team's home stadium.

Disney's plan to buy a 25% stake in the team from owners Gene and Jackie Autry hinged on Disney's reaching an agreement with the city by March 18. The deal, approved by Major League Baseball in January, would have made Disney a managing general partner with an option to buy the rest of the club.

"Without being able to agree on an

overall public/private partnership, including providing adequate parking and other amenities to give our fans a quality experience, the economics of baseball in this facility do not make sense and do not create a situation in which we can field a competitive team," said Tony Tavares, president of Disney Sports Enterprises.

The proposal called for the city to cover about 30% of the refurbishing costs. Anaheim officials said the sticking points included the length of a new lease and revenue-sharing.

Although there was speculation that Disney had not given up entirely on the purchase, Disney officials said last week the deal was "dead."

Disney, which also owns the Ana-

When Americans Think Family, They Think Dr. James Dobson.

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heim-based Mighty Ducks National Hockey League franchise, unveiled its agreement with the Autrys last May. Station sources say that dampened the competition for the team's local TV broadcast rights last year, since it was assumed the contract would go to Dis-

ney-owned KCAL(TV). Officials at KCAL, which is now for sale as a result of Disney's merger with Capital Cities/ABC, said Disney's plan to buy a stake in the club had no impact on the five-year deal the station reached with the Angels last October. ■

ONE
TALK
SHOW...

Fox, ABC roll out slates

Both emphasize comedies, with ABC looking at 20 sitcoms for fall

By Steve Coe

Fox and ABC unveiled their development slates to advertisers last week, with the former boasting a lineup of 33 projects and the latter showcasing 28.

Both ABC's and Fox's development slates are comedy heavy—20 of 28 for ABC (the other eight are dramas), 18 of 33 for Fox. The remaining 15 Fox projects consist of 12 dramas and three reality shows. In addition to the series hopefuls, Fox announced 13 made-for-TV movies set for next season.

As expected, many of ABC's projects are from ABC parent company Disney or from companies that have alliances with the network. Headlining the ABC development slate is *Spin*, from DreamWorks. The show, which stars Michael J. Fox and is executive-produced by Gary David Goldberg, already has received a full-season order of episodes.

ABC Comedy

■ *A Guy Named Max* (TriStar Television). A young man works at a toy store by day and studies for his engineering degree by night. Stars Duane

Martin, with Pam Veasey executive-producing.

■ *Untitled project* (Carsey-Werner). Adult comedy focuses on friendship among a group of down-to-earth New Englanders. Mathew Carlson is executive producer.

■ *Boys & Girls* (Castle Rock Entertainment). Relationship show about a young lawyer and his doctor girlfriend. Karl Fink and Roberto Benabib are executive producers.

■ *Clueless* (Paramount Television). Based on the theatrical of the same name. Stars Rachael Blanchard, Stacey Dash and Wallace Shawn. Amy Heckerling, who wrote and directed the feature film, is executive producer.

■ *Daisy's Mom* (Warner Bros. Television). A recently divorced woman balances a career, social life and four-year-old daughter. *Cheers* writer and producer Heide Perlman is executive producer.

■ *Dear Diary* (DreamWorks Television). A 40-year-old wife and mother of two chronicles her life in her diary. Stars Bebe Neuwirth and Brian Kerwin, with David Frankel executive-producing.

■ *Giving Harry the Business* (DreamWorks TV Animation in association with Tom Snyder Productions). Animated comedy about a late-bloomer who inherits his father's casting company. Stars H. Jon Benjamin, Dave Cross and Steven Wright. Jonathan Katz and Tom Snyder are executive producers.

■ *Greg Giraldo Project* (Witt Thomas Productions). A high-powered lawyer straddles his professional life and blue-collar background and friends. Stars Greg Giraldo with Rob Lazebnik executive-producing.

■ *Iceman Cooketh* (Touch-



ABC's *Spin* is reuniting Michael J. Fox and Gary David Goldberg.



stone Television). Former NBA star George Gervin plays himself as the owner of a popular restaurant. Stars Gervin and Elise Neal, with David Caplan and Brian Lapan as executive producers.

■ *Life's Work* (Touchstone Television). A wife and mother puts herself through law school and, upon graduation, has to balance a new set of responsibilities. Stars comedian Lisa Ann Walter, with Warren Bell and Walter executive-producing.

■ *Roadie* (Universal Television in association with Fathouse Industries). A 12-year-old boy joins a band as a roadie. Stars Nathan Watt, Marissa Ribisi and Adam Scott, with Mark Levin and Jennifer Flackett executive-producing.

■ *Square One* (Touchstone Television). A failed actor returns home to Pittsburgh still convinced he's destined for greatness. Stars Dan Cortese and Jeff Martin, with Tim Doyle executive-producing.

■ *Ties That Bind* (Brillstein-Grey Communications). An ambitious woman wants it all, including the perfect job, boyfriend and New York apartment. Stars Elizabeth Perkins, with former *Roseanne* executive producer Rob Ulin executive-producing.

■ *The Baka Boyz* (Warner Bros. Television in association with Lightkeeper Productions). Based on real-life radio disc jockeys Nick and Eric Vidal. Vidal brothers star, with David Duclon executive-producing.

■ *Olivia D'Abo project* (Brillstein-Grey Communications). A young woman in Chicago searches for her professional and romantic dream. Stars D'Abo, with Stephen Engel executive-producing.

■ *Jim Belushi project* (Brillstein-Grey Communications). A self-made and opinionated divorced man owns and operates a blues club. Stars Belushi, with *Cybill* creator Chuck Lorre executive-producing.

■ *Sabrina, the Teenage Witch* (Viacom Productions). A young girl sent to live with her two eccentric aunts finds out she comes from a long line of witches. (CBS had a cartoon show of the same name in 1970-74.) Stars Melissa Joan Hart, with Jonathan Schmock executive-producing.

■ *Spin* (DreamWorks in association



NYPD Blue's Gail O'Grady is making the move to comedy in a Fox project from Columbia

with UBU Productions and Snowback Productions). The life of a deputy mayor of New York City. Series reunites actor Michael J. Fox and producer Gary David Goldberg.

■ *Style and Substance* (Touchstone Television). The business of a Martha Stewart type is bought by a larger company run by a woman who is equally sure of herself. Peter Tolan is executive producer.

■ *Toe Tags* (Alliance Television). Two slackers take jobs as bag-and-tag body carriers for the Seattle morgue. Stars Matthew Hennessy and Barry Pepper, with Dan Petrie Jr. executive-producing.

ABC Drama

■ *Dangerous Minds* (Touchstone Television in association with Simpson/Bruckheimer Films). Based on the recent hit theatrical, a teacher inspires excellence in a tough high school. Stars Annie Potts, Tamala Jones and Greg Serano, with Ron Bass, Jerry Bruckheimer, Diane Frolov and Andrew Schneider executive-producing.

■ *The Practice* (20th Century Fox Television in association with David E. Kelley Productions). A gritty and passionate lawyer practices in Boston. Kelley is executive producer.

■ *Exit Elves* (Warner Bros. Television). Chronicles the lives and work of men and women of the Los Angeles County coroner's office. Nancy Miller and Rick Kellard are executive producers.

■ *Relativity* (20th Century Fox Television in association with Bedford Falls Productions). Comic look at marriage and extended families. From *thirtysomething* creators Marshall Herskovitz and Ed Zwick and starring Kimberly Williams, David Conrad and Randall Batinkoff.

■ *Barefoot in Paradise* (ABC Produc-

tions). A corporate baby-boomer gives up his professional life to become captain of a charter boat. Director and creator of *Red Shoe Diaries* Zalman King is executive producer along with Gary Sherman and Stu Sheslow. Stars Hamilton Von Watts, Charles Malik Whitfield and Laura Stepp.

■ *Daytona Beach* (Touchstone Television). Brothers compete in the fast-paced world of stock-car racing. Stars Steven Eckholdt, Anthony Newman, Lee Majors, Alexandra Paul and Mac Davis. Michael Berk, Douglas Schwartz and Greg Bonnan are executive producers.

■ *For the People* (DreamWorks). Assistant state's attorneys working in Chicago's Felon Review office work their way to becoming top prosecutors. Stars Lynne Thigpen and Andre Blake, with Chris Columbus executive-producing.

■ *Gun* (Kushner-Locke). Anthology series focuses on handgun that changes hands from episode to episode. Stars Peter Horton and Rosanna Arquette, with Jim Sadwith and Robert Altman executive-producing.

■ *Where's Marlowe?* (Paramount Television). Two documentary filmmakers focus their camera on Los Angeles private investigators quite different from the Philip Marlowe types of the past. Stars Miguel Ferrar and Dante Beze, with Dan Pyne, John Mankiewicz and Aaron Lipstadt executive-producing.

Fox Comedy

■ *The Best Years* (Witt Thomas Productions). A twenty-something former high school homecoming king who is struggling moves into the apartment of a longtime friend who was the ugly duckling in school but is now a rising executive. Tony Thomas, Paul Witt and Rob LaZebnik are executive producers.

■ *Between Brothers* (TriStar Television). The subject is sibling rivalry between two brothers in their 20s. Cheryl Alu, Barry O'Brien and Alan Haymon are executive producers.

■ *Chief* (HBO Independent Productions). An arrogant big-city fire chief is banished to a small-town department manned by incompetent volunteers. Lawrence Gay and Michael J. DiGae-tano are executive producers.

■ **Come Fly with Me** (TriStar Television). Two parents who hold down jobs on opposite shifts try to raise three temperamental children. Amy Sherman is executive producer.

■ **Enemies** (working title, Columbia Pictures Television). Five roommates in Chicago discuss life and hang out in a greasy spoon in this send-up of *Friends*. Stars are Matt Borlenghi, Nicole Eggert, Chris Young, Melissa Chan and Phil Lewis. Richard Gorman and Stacy Lipp are executive producers.

■ **Fenway** (New World Television). An ensemble cast creates a second-rate sports agency. From Greg and Jeff Nathanson, producers of *Bakersfield P.D.*

■ **Home** (Columbia Pictures Television). A housewife with four kids has a husband who doesn't help. Harold Kimmel is executive producer.

■ **The Honeysuckles** (20th Century Fox Television). Three beefy men in drag play southern aunts. Based on the New York stage show.

■ **Jules** (TriStar Television). *Saturday Night Live* alumnus Julia Sweeney stars in this adaptation of her one-woman show on the foibles of family life. Wendy Goldman is executive producer.

■ **King of the Hill** (20th Century Fox Television). This animated comedy deals with the politically incorrect head of a dysfunctional household. From *Beavis & Butt-head*'s Mike Judge and Greg Daniels.

■ **Chuck Lorre project** (20th Century Fox Television). This series deals with male-female relationships, with the female character a combination of a real actress and computer technology. From Chuck Lorre, creator of *Cybill*.

■ **Lush Life** (Warner Bros. Television). Two single women with different personalities live together in New York. From Yvette Lee Bowser. Stars are Lori Petty and Karyn Parsons.

■ **Gail O'Grady project** (Columbia Pictures Television). A marketing executive for a footwear company must deal with a spokesman who is her ex-husband. Marty Weiss and Bob Myer are executive producers.

■ **Party Girl** (Warner Bros. Television). A woman who is the toast of New York City's party scene by night



Dan Baldwin stars in Fox's 'Lawless.'

is an employee of the city's library system by day. Stars Christine Taylor, Alexis Cruz and Sasha Von Scherler. Efrem Seeger, Harry Birckmayer and Daisy Von Scherler are executive producers.

■ **The Pauly Shore Show** (20th Century Fox Television). The comedian plays the son of a wealthy businessman. Shore's life is turned upside down when the father marries a gold digger with a 10-year-old son. Stan Zimmerman and James Berg are executive producers.

■ **Pistol Pete** (Castle Rock Entertainment). A dim-witted Wild West performer believes the dime-store novels written about him and takes off to try to tame the West. Stars Stephen Kearney, with John Swartzwelder as executive producer.

■ **Secret Service Guy** (20th Century Fox Television). A security guard is tapped for the Secret Service after unwittingly saving the President's life. Executive producers are Steve Pepoon, David Silverman and Steve Sustarsic.

■ **Youth in Revolt** (Brillstein-Grey Entertainment). A 15-year-old boy keeps a video diary of his life. Stars Christopher Masterson, Jane Kaczmarek and Robert Desiderio. Bernie Brillstein, Brad Grey and Jonathan Prince are executive producers of project, based on the best-selling novel.

Fox Drama

■ **Bullet Hearts** (Spelling Television). Two childhood friends work together as private detectives in Los Angeles.

IS
GROWING
SO FAST...



Aaron Spelling and E. Duke Vincent are executive producers.

■ **Dark Angel** (Big Ticket Television in association with American Zoetrope). A decorated Washington detective is an outsider when he joins the force in

New Orleans. Stars Eric Roberts, Paul Calderon and Gina Torres. Francis Ford Coppola, Fred Fuchs and John Romano are executive producers.

■ **Desert Breeze** (Walt Disney Television). Life in Las Vegas as seen from

the viewpoint of a variety of characters. Stars Tia Carrere, Rob Knepper, Jon Favreau and Ronny Cox. Stan Rogow and John Byrum are executive producers.

■ **Doctor Who** (Universal Television in

SYNDICATION MARKETPLACE

Syndicated soul

Tribune Entertainment has cleared its upcoming live special *The 10th Annual Soul Train Music Awards* on 128 stations covering 86% of the country. The two-hour show will air in prime time on March 29 in most markets, and is being offered on a barter basis of 15 minutes national/13 minutes local. An outgrowth of producer Don Cornelius's long-running syndicated dance show *Soul Train*, the awards show will feature performances by pop stars TLC and Boyz II Men, among others.

Wild over 'Animals'

Litton Syndications' *Jack Hanna's Animal Adventures* is cleared for a fourth season in more than 90% of the country, including 98 of the top 100 markets. Top-market clearances for the FCC-friendly weekly half-hour include ABC O&Os in New York and Los Angeles and Tribune-owned WGN(TV) Chicago. Now in its fourth season, the wildlife series has become a Saturday morning staple on Atlanta's WSB(TV), where the show won its 10 a.m. time slot in February with a 7 Nielsen household rating and an 18 share. Reruns of the show, hosted by the director emeritus of the Columbus (Ohio) Zoo, are headed for cable's Family Channel in the fall. Hanna also will appear regularly on the Family Channel's new morning show, *Home & Family*, which premieres next month.



Hanna and friends

MGM, AHN join ASTA

MGM Television Advertiser Sales and African Heritage Network have joined the Advertiser Syndicated

Television Association, bringing ASTA's membership to an all-time high of 17 major media companies. MGM's new-found success in the first-run arena led to the formation of an in-house barter unit to handle national sales for *The Outer Limits*, *LAPD* and the upcoming *Poltergeist: The Legacy*. The African Heritage Network syndicates movie packages and first-run specials. For 1996, ASTA predicts that ad revenue from syndicated programming will climb 9% over last year to top \$2 billion, driven by an 8% hike in the number of hours of syndicated programming on the air this season.

Web inserts

Newly formed multimedia outfit Net Broadcast News is gearing up to syndicate a package of 90-second news inserts aimed at encouraging more people to discover the wonders of the Internet and the World Wide Web. The spots will feature Kurt Knutsson, an Internet expert who has appeared as "Kurt the Computer Guy" on *Entertainment Tonight* and other magazine shows. ABC affiliate WPRI(TV) Providence, R.I., is the first station to sign up for 156 *Computer Guy* spots during the next year.

NATPE, Festivals join forces

The New York Festivals' 39th annual Television Programming Awards will head south to New Orleans next year to converge with NATPE '97. The gala awards presentation ceremony will be held on the final evening of NATPE's four-day conference and exhibition, set for Jan. 13-16. Last year's New York Festivals competition drew more than 2,100 entries from 35 countries.

Saban lines up stations

The Saban Network, For Kids! is ready for a fall start in 83% of the country, including all top 50 markets. New stations on board for the package of four weekly series and two

strips include Fox affiliates KLRT(TV) Little Rock, Ark., and WNAC(TV) Providence, R.I. Saban's fall programming block includes the new animated weeklies *The WhyWhy Family*, *Saban's Adventures of Oliver Twist* and the strip *Samurai Pizza Cats*. Additionally, Saban's live-action teen sitcom *Francine Pascal's Sweet Valley High* has been cleared for a third season in 77% of the country.

Arabian days

Trident Entertainment has signed a deal with the royal family of Dubai to produce *The Celebrity Arabian Adventure*, a TV special for the worldwide market. In the U.S., the hour syndicated special will feature highlights from a week-long party the royal family is throwing this month in the country known as the sporting capital of the United Arab Emirates. The festivities range from polo matches to a \$4 million horse race to Dubai's first Shopping Festival and Mardi Gras. Celebrities expected to take part in the special, hosted by actor Ricky Paull Goldin, include *Baywatch*'s Yasmine Bleeth, TV veteran Dick Van Patten, *Hope & Gloria*'s Alan Thicke and *The Fresh Prince of Bel-Air*'s Alfonso Ribeiro.

—CL

NSS POCKETPIECE

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

1. Wheel of Fortune	12.9/220/98
2. Jeopardy!	11.1/215/98
3. Home Improvement	10.0/220/97
4. Oprah Winfrey Show	8.3/228/99
4. Seinfeld	8.3/218/98
6. Entertainment Tonight	7.2/173/94
7. Star Trek: Deep Space Nine	6.5/235/98
8. Home Improvement-wknd	6.4/214/95
8. Simpsons	6.4/186/94
10. Wheel of Fortune-wknd	6.3/174/81
11. Hercules, Journeys of	6.1/219/97
12. Inside Edition	5.9/160/91
13. Fresh Prince of Bel-Air	5.6/163/91
14. Hard Copy	5.2/177/91
15. Roseanne	5.1/173/91

association with the BBC). Based on a British series about a time traveler in search of his father. Stars Paul McGann with Philip Segal and Alex Beaton as executive producers.

■ *Enemy* (TriStar Television). A superhero who is the subject of a secret gene therapy experiment gone awry is being tracked by the government. Stars Billy Wirth, with David Goyer as executive producer.

■ *Generation X* (Marvel Films/Entertainment Group and New World Television). Based on the Marvel comic book and recent Fox television movie. Bruce Sallan and Eric Blakeney are executive producers.

■ *Goosebumps After Dark* (Scholastic Inc.). Based on the Fox Children's Network half-hour series that, in turn, is based on R.L. Stine books. Deborah Forte is executive producer; Stine is writer and consultant.

■ *L.A. Fire* (20th Century Fox Television). L.A. firefighters and paramedics fight fires and save lives. Stars

Jarrod Emick, Christine Elise and Miguel Sandoval. Gordon Greisman is executive producer.

■ *Lawless* (Columbia Pictures Television). A former special military operative now works as a private investigator. Stars Daniel Baldwin, with Ken Sangel, Paul Stupin and Alan Haymon executive producers.

■ *Millennium* (20th Century Fox Television). A former FBI agent joins an underground task force fighting maniacal criminals. Lance Henriksen and Megan Gallagher star in project from *X-Files* creator Chris Carter.

■ *Once a Thief* (Alliance Entertainment). Professional thieves are on the run from the Hong Kong crime boss who raised them. Stars Ivan Sergei and Sandrine Holt, with John Woo executive-producing.

■ *Uni's* (working title, from Universal Television). Young uniformed cops work the street. Justin Chambers and Lynette Walden star in this spin-off of Dick Wolf's *New York Undercover*.

Reporter goes inside Cuba

Cuba shot down two Brothers to the Rescue planes on Feb. 24 because the planes were poised to drop bombs on the country and shipments of guns to anti-Castro elements there. Those are just two stories the Cuban government was telling its citizens in the wake of the downing of the planes, says Lissette Campos, a reporter for CBS O&O WFOR-TV Miami who went to Cuba after the shoot-downs to find out what the Cuban people were being told about the incident and how they felt about it.



Campos in Cuba

Campos and a station cameraman posed as tourists and entered Cuba from an undisclosed third country because Cuba monitors the movements of all foreign journalists in the country.

For four days Campos interviewed citizens in and around Havana. She took notes only on the pages of a paperback novel she was reading. The cameraman, whose identity is not being revealed so that he can return to Cuba undercover, shot film on a consumer home video camera and smuggled out three tapes in his undershorts.

"We were followed most of the time" by government agents, says Campos. "The tension was very high." For Campos, the trip was also a personal odyssey. Her parents are native Cubans who fled the country 35 years ago.

WFOR-TV aired Campos's story as part of a weeklong special report in its nightly newscasts and in a half-hour special that aired March 14 at 7 p.m. and was repeated March 17.

—SM

THE REST JUST CAN'T KEEP UP...



with Wolf as executive producer.

Fox Reality

■ *The Animal Show* (The English Channel in association with Universal Television). Comedy/variety show features humorous animal acts and

celebrities and their pets. Juliet Blake, Trevor Hopkins and Arthur Smith are executive producers.

■ *Big Deal!* (Stone Stanley Productions in association with New World Television). Hour-long audience participation show is loosely inspired by

Let's Make a Deal. David Stanley and Scott Stone are executive producers.

■ *Penn and Teller's Impractical Jokes* (Hearst Entertainment). Popular illusionists use their skills to pull practical jokes on celebrities. Bob Jaffe is executive producer.

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

Week 26	abc	CBS	NBC	Fox	U/PIN
	7.6/12	11.8/19	12.7/20	7.5/12	4.1/6
MONDAY	8:00 64. Second Noah 8.1/13	18. The Nanny 12.8/20	49. Fresh Prince 9.1/14	49. Melrose Place 9.1/14	100. Star Command 4.1/6
8:30		28. Almost Perfect 11.2/17	61. Brotherly Love 8.4/13		
9:00	70. High Incident 7.5/12	25. Murphy Brown 11.6/18	9. NBC Monday Night Movie—A Face to Die For 14.7/24	85. Ned and Stacey 6.4/10	
9:30		40. Good Company 10.0/16		94. Partners 5.4/8	
10:00	72. Murder One 7.2/12	19. Chicago Hope 12.5/21			
10:30					
TUESDAY	12.3/20	7.2/12	13.2/22	6.8/11	3.1/5
8:00	22. Roseanne 11.8/20	97. Campaign '96 5.0/8	22. Wings 11.8/20		101. Moesha 4.0/7
8:30	21. Coach 12.0/19		16. 3rd Rock fr/Sun 13.3/21	78. Fox Tuesday Night Movie—Rising Sun 6.8/11	105. Minor Adjustm'ts 3.1/5
9:00	3. Home Imprvmt 17.3/27	69. CBS Tuesday Movie—Die Hard 2 7.6/13	10. Frasier 14.4/23		111. Paranormal Borderline 2.7/4
9:30	11. Dana Carvey 14.2/23		20. J Larroquette 12.4/20		
10:00	47. High Incident 9.2/16		14. Dateline NBC 13.6/24		
10:30					
WEDNESDAY	11.4/19	9.4/16	10.5/18	7.7/13	3.8/6
8:00	30. Ellen 11.0/19	67. Dave's World 7.8/13	54. JAG 8.6/14	49. Beverly Hills, 90210 9.1/15	98. Star Trek: Voyager 4.9/8
8:30	34. The Faculty 10.7/17	55. The Nanny 8.5/14		88. TV's Funniest Weddings 6.2/10	102. Sister, Sis 3.5/6
9:00	16. Grace Under Fire 13.3/22	38. CBS Tuesday Movie—A Mother's Instinct 10.1/17	25. Dateline NBC 11.6/19		104. Pmt 'Hood 3.3/5
9:30	38. Buddies 10.1/17		28. Law & Order 11.2/20	110. Swift Justice 2.8/5	106. Wayans Br 3.0/5
10:00	22. PrimeTime Live 11.8/21				106. Wayans Br 3.0/5
10:30					
THURSDAY	9.2/15	7.0/12	17.0/28	7.1/11	
8:00	55. World's Fun Vid 8.5/14	79. NCAA Basketball Championship 6.7/11	2. Friends 18.0/29	88. Living Single 6.2/10	
8:30	65. Before/Stars 8.0/13		7. The Single Guy 16.1/25	72. Martin 7.2/11	
9:00			1. Seinfeld 20.1/31	71. New York Undercover 7.4/12	
9:30	42. ABC Thursday Night Movie—Straight Talk 9.7/16	83. NCAA Basketball Championship 6.5/12	5. Caroline in/City 16.9/26		
10:00			6. Frasier 16.7/27		
10:30			12. Mad About You 14.0/25		
FRIDAY	12.0/21	6.5/12	11.5/20	7.6/13	
8:00	27. Family Matters 11.3/21	87. NCAA Basketball Championship 6.3/12	32. Unsolved Mysteries 10.9/19	85. Sliders 6.4/11	
8:30	46. Muppets Tonight 9.3/16		15. Dateline NBC 13.4/23	52. The X-Files 8.8/15	
9:00	62. Aliens in/Family 8.3/14	92. NCAA Basketball Championship 5.9/12	37. Homicide: Life on the Street 10.2/18		
9:30	55. Step by Step 8.5/14				
10:00	4. 20/20 17.2/31				
10:30					
SATURDAY	6.4/12	8.0/15	5.9/11	7.6/14	
8:00	76. ABC World of Discovery 7.0/13	83. NCAA Basketball Championship 6.5/13	92. Malibu Shores 5.9/11	75. Cops 7.1/14	
8:30			96. Hope & Gloria 5.3/10	65. Cops 8.0/15	
9:00	88. Saturday Night at the Movies—The Rocketeer 6.2/12	79. Dave's World 6.7/12	94. Home Court 5.4/10	68. America's Most Wanted 7.7/14	
9:30		36. Walker, Texas Ranger 10.4/20	82. Sisters 6.6/13		
10:00					
10:30					
SUNDAY	8.7/14	13.4/22	9.8/16	6.9/11	2.7/4
7:00	52. Am Fun Hm Vid 8.8/16	8. 60 Minutes 15.6/26	45. Dateline NBC 9.4/16	99. The Simpsons 4.5/8	113. Pinky & The Brain 1.7/3
7:30	35. Am Fun Hm Vid 10.5/17			91. The Simpsons 6.1/10	112. The Parent 'Hood 1.8/3
8:00	55. Lois & Clark 8.5/14	30. Cybill 11.0/18	33. Mad About You 10.9/17	47. The Simpsons 9.2/15	108. Sister, Sister 2.9/5
8:30		43. Bonnie 9.6/15	40. NewsRadio 10.0/16	76. The Show 7.0/11	108. Kirk 2.9/5
9:00	63. ABC Sunday Night Movie—Last Action Hero 8.2/14	13. CBS Sunday Movie—A Husband, a Wife and a Lover 13.9/23	43. NBC Sunday Night Movie—Forever Young 9.6/16	55. Married w/Chld 9.5/13	102. Savannah 3.5/6
9:30				91. Local Heroes 6.1/10	
10:00					
10:30					
WEEK AVG	9.6/16	9.2/16	11.4/19	7.3/12	UPN: 3.7/6; WB: 2.9/5
STD AVG	10.9/18	9.7/16	11.9/19	7.5/12	UPN: 3.2/5; WB: 2.5/4

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

JERRY'S UP **11%**

with Women 18 - 49

MONTEL	+8%
JENNY	+3
MAURY	N.C.
OPRAH	-2%
GORDON	-19%
RICKI	-21%
GERALDO	-26%

It's official: The Jerry Springer Show is the fastest-growing talk strip in America. He really put the squeeze on the competition with 11% ratings growth over the past year.* So if you want big numbers in daytime, get your arms around Jerry (while you still can!)

FASTEST GROWING SHOW IN DAYTIME TALK

JERRY Springer show



**MULTIMEDIA
ENTERTAINMENT**

*Source: NSS AA(%) P-T-D
Through 2/12/95, 2/11/96 Syndicated Talk

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



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 □ \$3,100,000 □ 1
Combos □ \$54,050,000 □ 13
FMs □ \$116,605,000 □ 17
AMs □ \$3,778,717 □ 13
Total □ \$177,533,717 □ 44

So far in 1996:

TVs □ \$426,125,510 □ 23
Combos □ \$1,398,120,234 □ 81
FMs □ \$481,832,630 □ 82
AMs □ \$30,076,129 □ 58
Total □ \$2,336,154,503 □ 244

TV

WRMZ(TV) (formerly WACN)

Raleigh/Durham, N.C.

Price: \$3.1 million (\$600,000 plus
\$2.5 million in assumptions)

Buyer: Carolina Broadcasting System
Inc., Raleigh (Thomas H. Campbell,
owner); no other broadcast interests

Seller: Tar Heel Broadcasting Inc.,
Apex, N.C. (Edward E. Hollowell,
chairman); No other broadcast inter-
ests

Facilities: Ch. 50, 5,000 kw visual,
500 kw aural, ant. 1,088 ft.

Affiliation: Independent

COMBOS

WTVR-AM-FM Richmond, Va.

Price: \$18 million

Buyer: Clear Channel Communi-
cations Inc., San Antonio (L. Lowry
Mays, president); owns WRVA(AM)-
WRVQ(FM) and WRVH(AM)-WRXL(FM)
Richmond; WPML(TV) Mobile, Ala./
Pensacola, Fla.; KTTU-TV Tucson,
Ariz.; KLRT(TV) Little Rock, Ark.; WAVZ
(AM)-WXCJ(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) Louis-
ville; 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,
all Okla.; WHP(TV) Harrisburg, Pa.;
WPTY-TV Memphis, and KPEZ(FM) Aus-

tin, 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.; is
buying WOOD-AM-FM and WBCT-FM
Grand Rapids, Mich., and WENZ-FM
Cleveland

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

Facilities: AM: 1380 khz, 5 kw; FM:
98.1 mhz, 50 kw, ant. 840 ft.

Formats: AM: big band; FM: adult
contemporary

Broker: Media Venture Partners

KXNO(AM) North Las Vegas-KLUC(FM) Las Vegas

Price: \$11 million

Buyer: American Radio Systems Inc.,
Boston (Steven B. Dodge, chair-
man); owns WZMX(FM), WRCH-FM and
WNEZ(AM), Hartford, Conn.; WIRK-FM,
WKGR-FM and WBZT(AM) West Palm
Beach, Fla.; WQSR-FM and WBMD(AM)
Baltimore; WRKO(AM)-WBMX(FM), WEEI
(AM) and WEGQ-FM, Boston; WYRK-FM,
WJYE-FM and WECK(AM) Buffalo and
WCMF-FM and WRMM-AM-FM Roches-
ter, N.Y., and WMMX-FM, WTUE-FM and
WONE(AM) Dayton, Ohio; is buying
WTIC-AM-FM Hartford, and WHAM(AM)-
WVOR-FM, WPXY-FM and WHTK(AM)
Rochester and WBLK-FM Buffalo,
N.Y.; has option to buy KKMJ-
FM/KJCE(AM) Austin and KPTY(FM) Lul-
ling/Austin, Tex.

Seller: Nationwide Communications
Inc., Columbus, Ohio (Steve Berger,
president); owns KVMY(FM) Mesa/
Phoenix, Ariz.; WOMX-FM Orlando,
Fla.; WPOC(FM) Baltimore; KXNO(AM)
North Las Vegas-KLUC-FM Las
Vegas; WGAR-FM Cleveland; WCOL-
AM-FM and WNCI(FM) Columbus; KDMX
(FM) Dallas and KHMx(FM) Houston,
and KISW(FM) Seattle; is buying KFSD-
FM San Diego and KSGS(AM) (formerly
KJO[AM])-KMJZ-FM St. Louis Park/
Minneapolis/St. Paul, Minn.

Facilities: AM: 1140 khz, 10 kw day;
FM: 98.5 mhz, 100 kw, ant. 1,191 ft.

Formats: AM: tourist/Las Vegas info,
talk; FM: top 40, CHR

Broker: Media Venture Partners

WSTC(AM)-WKHL(FM) Stamford,

Conn.

Price: \$9.5 million

Buyer: Commodore Media Inc., N.Y.
(Bruce A. Friedman, president);
owns WNLC(AM)-WEFX(FM) Norwalk,
Conn.; WJBR-AM-FM Wilmington, Del.;
WZZR(FM) Stuart and WQOL(FM) Vero
Beach, Fla.; WFAS-AM-FM White
Plains, N.Y.; WAEB-AM-FM Allentown
and WZZO(FM) Bethlehem, Pa., and
WTCR-AM-FM Kenova/Huntington,
W.Va.; is buying WINE(AM)-WRKI(FM)
Brookfield, Conn., WAXE(AM)-
WAVW(FM) Vero Beach and WKOS(FM)
Gifford, Fla., and WVIB(FM) Mount
Kisco, WPUT(AM) Brewster and
WVYB(FM) (formerly WMJV-FM) Patter-
son, all N.Y.

Seller: Q Broadcasting, New York
(Michael Kakoyiannis, VP); no other
broadcast interests. Kakoyiannis
also is president of Odyssey Com-
munications Inc., New York, which
owns WRGX(FM) Briarcliff Manor and
WRKL(AM) New City, N.Y., and WSTC
(AM)-WKHL-FM Stamford, Conn.; is
buying KMAX(FM) Arcadia-Pasadena,
KAXX(FM) Ventura, KBAX(FM) Fallbrook
and KWIZ-FM Santa Ana, all Calif.

Facilities: AM: 1400 khz, 1 kw; FM:
96.7 mhz, 3 kw, ant. 328 ft.

Formats: AM: news/info/jazz; FM:
oldies

Brokers: Media Venture Partners
(buyer); Frank Boyle & Co. (seller)

WHEN-AM-FM Syracuse, N.Y.

Price: \$4.5 million

Buyer: Cox Broadcasting Inc., Atlanta
(Nicholas D. Trigony, president;
Robert F. Neil, executive VP, radio);
owns KFI(AM)-KOST-FM Los Angeles
and KACE-FM Inglewood, Calif.; WIOD
(AM)-WFLC-FM and WHQT-FM Miami,
WSUN(AM)-WCOF-FM St. Petersburg
and WWRM-FM Tampa, Fla.; WSB-TV-
AM-FM Atlanta; WCKG-FM Elwood Park
and WYSY-FM Aurora, Ill.; WRVI(FM)
(formerly WAJE-FM) New Albany, Ind.,
and WRKA(FM) St. Matthews, Ky.; has
time brokerage agreement with WJZF
(FM) La Grange, Ga. Cox also owns
the following TVs: WFTV Orlando;
wsoc-TV Charlotte, N.C., and WPXI
Pittsburgh, and is general partner of
company that owns KTVU(TV) Oak-
land, Calif. Parent Cox Enterprises
Inc. also owns WHIO-TV-AM-WHKO-FM
Dayton, Ohio.

Seller: Park Communications Inc.
Lexington, Ky. (Wright M. Thomas,
president); for holdings see WTVR-AM-
FM Richmond, Va., item, above

Facilities: AM: 620 khz, 5 kw; FM:
107.9 mhz, 50 kw, ant. 499 ft.

Formats: AM: sports; FM: country
Broker: Media Venture Partners

KWKH-AM-FM Shreveport, La.

Price: \$4.05 million

Buyer: Progressive United Corp., Shreveport (William R. Fry, president/50.59% owner); owns KVKI-FM, KITT-FM and KEEL(AM) Shreveport
Seller: Great Empire Broadcasting Inc., Wichita, Kan. (Michael C. Oatman, principal); owns KFDI-AM-FM and KICT-FM Wichita; KTTS-AM-FM Springfield, Mo.; WOW-AM-FM Omaha, and KVOO-AM-FM Tulsa and KCKI(FM) Henryetta, Okla.

Facilities: AM: 1130 khz, 50 kw; FM: 94.5 mhz, 100 kw, ant. 1,096 ft.

Formats: Both country

WXTC-FM-AM Charleston and WSSF-FM Goose Creek, S.C.

Price: \$2.7 million

Buyer: Southwind Broadcasting Inc., Mt. Pleasant, S.C. (co-owners William G. Dudley III, president; Randall T. Odeneal); is buying WBUB(FM) St. George, S.C. (see FM item, below). Dudley owns WJUK-FM Mt. Pleasant.

Seller: Ralph C. Guild, West Palm Beach, Fla.; also is selling KNAX-FM, KRBT-FM and KFRE(AM) Fresno, Calif.

Facilities: AM: 1390 khz, 5 kw; FM: 96.9 mhz, 100 kw, ant. 1,750 ft.;

WSSP-FM: 94.3 mhz, 6 kw, ant. 479 ft.

Formats: AM-FM: adult contemporary; WSSP-FM: nostalgia

WMAZ(AM)-WAYS(FM) Macon, Ga.

Price: \$1.5 million

Buyer: Ocmulgee Broadcasting Co. Inc., Macon (Eddie Esserman, principal); no other broadcast interests

Seller: Gannett Co. Inc., Arlington, Va. (John Curley, chairman); owns KIIS-AM-FM Los Angeles and KSDO (AM)-KCLX-FM San Diego; WDAE(AM)-WUSA-FM Tampa, Fla.; WGCI-AM-FM Chicago, and KHKS(FM) Denton, KKBO (AM) Houston and KKBO-FM Pasadena, all Tex., and the following TVs: KPNX(TV) Mesa, Ariz.; KTHV-TV Little Rock, Ark.; KUSA-TV Denver; WTLV(TV) Jacksonville, Fla.; wxia-TV Atlanta; WMAZ-TV Macon, Ga.; WLVI-TV Cambridge/Boston, Mass.; KARE(TV) Minneapolis; KSDK(TV) St. Louis; WFMY-TV Greensboro, N.C.; WLWT(TV) Cincinnati and WKYC-TV Cleveland; KOCO-TV Oklahoma City.; WBIR-TV Knoxville, Tenn.; KVUE-TV Austin, Tex., and WUSA(TV) Washington. Gannett also owns Multimedia Cablevision and 93 daily newspapers.

Facilities: AM: 940 khz, 50 kw day, 10

kw night; FM: 99.1 mhz, 100 kw, ant. 648 ft.

Format: AM: news/talk, sports; FM: oldies

KVNU(AM)-KVFM(FM) Logan, Utah

Price: \$900,000

Buyer: Sun Valley Radio Inc., Logan (M. Kent Frandsen, president/owner); owns KKEX(FM) Preston, Idaho, and KLGN(AM)-KBLO-FM Logan. Frandsen owns 80% of KCVI(FM) and KECN (AM)-KLCE(FM) Blackfoot and KICN(AM) Idaho Falls, Idaho, and KVYS(FM) St. George, Utah.

Seller: Cache Valley Communications Inc., Cary, N.C. (A. Thomas Joyner, principal); no other broadcast interests

Facilities: AM: 610 khz, 5 kw day, 1 kw night; FM: 94.5 mhz, 15.6 kw, ant. 1,148 ft.

Formats: AM: adult contemporary/talk; FM: CHR

WSTL(AM) South Glens Falls-WENU (FM) Hudson Falls, N.Y.

Price: \$600,000

Buyer: Starview Media Inc., York, Pa. (Douglas W. George, president/87% owner); owns WHTF-FM Starview and WJUN-AM-FM Mexico, Pa. George

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owns WOYK(AM) York.

Seller: Atmor Properties Inc., Arlington, Va. (Lee W. Shubert, president); owns KMBY(AM) Capitola, Calif., and WRIE(AM)-WXXC(FM) Erie, Pa.; is selling KTMS(AM)-KHTY(FM) Santa Barbara, Calif. Shubert owns WDUR(AM)-WFXC(FM) Durham, N.C., and is trustee of WSOY-AM-FM Decatur, Ill., WYNG-FM Evansville, Ind., WRNS-AM-FM Kinston, N.C., WYAV(FM) Conway, S.C., and KLLL-AM-FM Lubbock, Tex.
Facilities: AM: 1410 khz, 1 kw day; FM: 101.7 mhz, 4.6 kw, ant. 180 ft.
Formats: AM: country; FM: adult contemporary

KTAP(AM) Santa Maria-KIDI(FM) Guadalupe, Calif.

Price: \$550,000

Buyer: Hispanic Radio Partners LP, Santa Maria, Calif. (Steven Moffitt, general partner); no other broadcast interests

Seller: Boardwalk Broadcasting Co., Los Gatos, Calif. (Leo Kesselman, general partner); no other broadcast interests. Kesselman is general partner of Marvin Gardens Broadcasting, Los Gatos, which owns KAJB(TV) Calipatria and is selling KLOB(FM) Thousand Palms, Calif., and has applied to build AM at Palm Beach Gardens, Fla.

Facilities: AM: 1600 khz, 470 w day; FM: 105.5 mhz, 160 w., ant. 1,342 ft.
Formats: AM: Spanish, Mexican; FM: not on air

WCPQ-AM-WMSQ-FM Havelock, N.C.

Price: \$325,000

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

Seller: William R. Rice, Indianapolis (receiver for MusicRadio of North Carolina Inc.)

Facilities: AM: 1330 khz, 1 kw day; FM: 104.9 mhz, 2.9 kw, ant. 186 ft.

Format: Both adult contemporary
Broker: William R. Rice Co.

KMDO(AM)-KOMB(FM) Fort Scott, Kan.

Price: \$250,000

Buyer: Fort Scott Broadcasting Co., Fort Scott (Timothy James McKen-

ney, president/owner/son of president of seller); no other broadcast interests

Seller: Double Mac Inc. (formerly Fort Scott Broadcasting Co. Inc.), Fort Scott (Lloyd J. McKenney, president/owner); no other broadcast interests

Facilities: AM: 1600 khz, 1 kw day, 50 w night; FM: 103.9 mhz, 2 kw, ant. 400 ft.

Format: Both country

WTTC-AM-FM Towanda, Pa.

Price: \$175,000 for stock

Buyer: WATS Broadcasting Inc., Sayer, Pa. (C.C. Carver Jr., president/33.3% owner); no other broadcast interests

Seller: Twin Tier Broadcasting Inc., Sayer (Michael J. and Ann C. Desisti, owners)

Facilities: AM: 1550 khz, 500 w day; FM: 95.3 mhz, 3 kw, ant. 125 ft.

Format: Both adult contemporary, country, oldies

RADIO: FM

WQRS-FM Detroit, WFLN-FM Philadelphia and WTMi-FM Miami

Price: \$66.5 million (for stock and assumption of debt; merger; seller simultaneously will buy back Miami station for \$18 million)

Buyer: American Radio Systems Inc., Boston (Steven B. Dodge, president/CEO); owns WCMF-FM and WRMM-AM-FM Rochester and; WYRK-FM, WJYE-FM and WECK(AM) Buffalo, N.Y., WZMX(FM), WRCH-FM and WNEZ(AM) Hartford, Conn.; WIRK-FM, WKGR-FM and WBZT(AM) West Palm Beach, Fla.; WQSR-FM and WBMD (AM) Baltimore; WRKO(AM)-WBMX(FM), WEEI(AM) and WEGQ-FM Boston; and WMMX-FM, WTUE-FM and WONE(AM) Dayton, Ohio; is buying WTIC-AM-FM Hartford, WBLK-FM Buffalo and WHAM(AM)-WVOR-FM, WXPY-FM and WHTK-AM Rochester, N.Y.; has option to buy KKMJ-FM/KJCE(AM)

Seller: Marlin Broadcasting Inc., Boston (Howard "Woody" Tanger, president); no other broadcast interests

Facilities: WQRS-FM: 105.1 mhz, 20 kw, ant. 784 ft.; WFLN-FM: 95.7 mhz, 50 kw, ant. 502 ft.; WTMi-FM: 93.1 mhz, 96 kw, ant. 1,007 ft.

Format: All classical

Broker: Blackburn and Co.

WDZR(FM) Mt. Clemens/Detroit, Mich.

Price: \$12 million (appraised value)

Buyer: Syndicated Communications Venture Partners II LP, Silver Spring, Md. (Herbert P. Wilkins Sr., 53.4% owner of general partner Wilkens and Jones LP); owns KMJK(FM) Buck-

eye, Ariz.; has time brokerage agreements with KJUL(FM) North Las Vegas and KISF(FM) Lexington, Mo. (the latter via Allur-Kansas City Inc.)

Seller: Allur Communications Group Inc., Philadelphia (before sale owns 60% interest, after sale owns 0%; Ragan Henry National Radio LP, minority owner). Ragan A. Henry owns Allur and is sole general partner of Ragan Henry National Radio. Allur owns WCMC(AM)-WZXL(FM) Wildwood, N.J. Henry owns KIDZ(FM) Brigham City, Utah; has interest in WGBR-FM Saginaw, Mich.; is selling KCTE (AM) Independence/Kansas City, Mo., and KCPX(AM) Centerville, Utah, and owns 50.9% of U.S. Radio Inc., which is selling the following: KMJX (FM) Conway and KDDK(FM) Jacksonville/both Little Rock, Ark; WRAW(AM)-WRFY-FM Reading, Pa.; WDIA(AM)-WHRK-FM Memphis; KHEY-AM-FM and KPRR(FM) El Paso and KJOJ-FM Freeport/Houston, Tex.; WOWI-FM and WJCD(FM) Norfolk, WSVY(AM) Portsmouth and WOOK(FM) S. Boston, Va./Raleigh, N.C., and WKKV(FM) Racine/Milwaukee, Wis.; has LMA with option to buy WNND-FM Raleigh; has joint sales agreement with WSVY-FM Portsmouth, Va.; has time brokerage agreement with KJOJ-AM Conroe/Houston, Tex. *Note:* FCC-approved transfer of control of WDBZ from Ragan A. Henry to Regina Henry will not be closed.

Facilities: 102.7 mhz, 50 kw, ant. 499 ft.

Format: Hard rock

Option to buy KBER-FM Ogden/Salt Lake City, Utah

Price: \$7.7 million

Buyer: Citadel Broadcasting Corp., Bigfork, Mont. (Lawrence R. Wilson, president); owns KAPN(AM)-KUBL-FM Salt Lake City; KATM-FM, KHOP-FM and KBEE(AM) Modesto, Calif.; KKMG-FM and KKFM-FM Colorado Springs; KBUL-FM, KNEV-FM and KKOH(AM) Reno; KKOJ-AM-FM, KMGF-FM and KHTL(AM), Albuquerque, N.M., and KDRK-FM, KAEP-FM, KJRB-FM and KGA(AM) Spokane, Wash.; is buying KDJK(FM) Medesto/Oakdale, Calif. (see item, below)

Seller: RadioWest, Salt Lake City (Curtis Harris, president); no other broadcast interests

Facilities: 101.1 mhz, 25 kw, ant. 3,740 ft.

Format: AOR

Broker: Star Media Group Inc.

WBTU(FM) Kendallville/Fort Wayne, Ind.

Price: \$6.8 million

Buyer: Starboard Communications

LLC, E. Lansing, Mich. (R. Charles McLravy, preferred member). McLravy has interest in WKQZ-FM Midland, WMJK-FM Pinconning and WMJA-FM Saginaw, all Mich.

Seller: Fort Wayne Media LP, Dearborn, Mich. (Carl P. Lanci, general partner); no other broadcast interests

Facilities: 93.3 mhz, 50 kw, ant. 450 ft.

Format: Country

KDJK(FM) Modesto/Oakdale, Calif.

Price: \$5 million

Buyer: Citadel Broadcasting Corp. (see KBER-FM Ogden/Salt Lake City, Utah, above)

Seller: Photosphere Broadcasting LP, New York (Clifford N. Burnstein, Peter D. Mensch, limited partners). Burnstein and Mensch own KKXX-FM Delano, KYNO(AM)-KJFX(FM) Fresno, KRAB(FM) Greenacres, KSEA(FM) Greenfield, KSTT-FM Los Osos/Baywood Park, KSLY-FM San Luis Obispo, KXFM(FM) Santa Maria and KFCL-FM Woodlake, all Calif.; have applied to build FM at Vancouver, Wash.

Facilities: 95.1 mhz, 29.5 kw, ant. 633 ft.

Format: AOR

WABT(FM) Dundee, Ill., and WWJY(FM) Crown Point, Ind./both Chicago

Price: \$3.6 million

Buyer: Z Spanish Radio Network Inc., Cameron Park, Calif. (Amador S. Bustos, president/72.15% joint owner with wife/secretary Rosalie L.; Douglas Broadcasting Inc., 15.1% owner); owns KZLZ(FM) Kearny and KZNO(FM) Nogales, Ariz.; KZSF(FM) Alameda, KHOT(AM)-KZFO(FM) Madera, KZSA(FM) Placerville and KZWC(FM) Walnut Creek, all Calif.; is buying KSUV-FM McFarland, KZBA(FM) Shafter and KZSJ(AM) San Martin and has LMA/option to purchase with KZMS(FM) Patterson, all Calif.; operates La Zeta radio network. Amador Bustos has applied to build FM at Longmont, Colo., and owns 20% of company that has applied to build FM at Sacramento, Calif.

Seller: M&M Broadcasting Inc., Michigan City, Ind. (Thomas McDermott, president/95% owner); owns WCGO(AM) Chicago Heights, Ill., and WIMS(AM) Michigan City; is buying WJOB(AM) Hammond-WZVN(FM) Merrillville/Lowell, Ind.

Facilities: WABT: 103.9 mhz, 3 kw, ant. 299 ft.; WWJY: 103.9 mhz, 3 kw, ant. 330 ft.

Format: WABT: adult rock 'n' roll; WWJY: hot adult contemporary

Broker: Snyder & Sanchez Agency

WBWN(FM) Le Roy/Bloomington, Ill.

Price: \$2.975 million

Buyer: Bloomington Broadcasting Corp., Bloomington, Ill. (Richard D. Johnson, senior VP/treasurer); owns WJBC(AM)-WBNO(FM) Bloomington; WBBL(AM)-WLAV-FM Grand Rapids and WKLO(FM) Holland/Grand Rapids, Mich.; WOMG-AM-FM Columbia and WTCB(FM) Orangeburg/Columbia, S.C., and WGOW(AM)-WSKZ(FM) and WOGT(FM) East Ridge/all Chattanooga, WJCW(AM)-WQUT(FM) Johnson City and WKIN(AM)-WKOS(FM) Kingsport, all Tenn.

Seller: McLean County Broadcasters Inc., Martinville, Ind. (David Keister, president/owner). Keister owns WAIY(FM) Fairbury, Ill.; WIOU(AM)-WZVZ(FM) Kokomo, WBAT(AM) Marion, WKBV(AM)-WFMG(FM) Richmond, WHZR(FM) Royal Center and WCJC(FM) Van Buren, all Ind.; 49% of WVNI(FM) Nashville, Ind., and has applied to build FM at Roann, Ind.

Facilities: 104.1 mhz, 25 kw, ant. 299 ft.

Format: Country

KMRK-FM Odessa, KCHX(FM) Midland and KCDQ(FM) Monahans/Odessa, all Tex.

Price: \$2.625 million (\$575,000 for KMRK; \$450,000 for KCHX; \$1.6 million for KCDQ)

Buyer: Champion Broadcasting Corp., Alexandria, La. (C.J. Jones, president); is buying KICR(FM) Oakdale/Alexandria, La.; has LMA with option to purchase KRRV-AM-FM Alexandria

Sellers: ■ KMRK-FM: Midcities Corp., Odessa (Ed Roskelley, president); no other broadcast interests ■ KCHX: Sonance Communications Inc., College Station, Tex. (William R. Hicks, president/80% owner); owns KTAW(AM)-KTSR(FM) College Station, KLTx(FM) Harker Heights, KBRQ(FM) Hillsboro, KILZ-FM Killeen and KKAM(AM)-KFMX-FM and KRLB(FM) Lubbock, all Tex.; is buying KACY(AM)-KSMB(FM) Lafayette, La. Hicks is 25% owner of KCHX and 10% owner of KULF(FM) Brenham, Tex. Hicks will be chairman/95.7% owner of GulfStar Communications Inc., Austin, Tex., into which Sonance is merging. ■ KCDQ: FHL Partnership, Odessa (Steve Horowitz, Gordon Holcomb, David Perkins, Brad Holcomb, principals); no other broadcast interests

Facilities: KMRK-FM: 96.1 mhz, 50 kw, ant. 440 ft.; KCHX: 106.7 mhz, 100 kw, ant. 613 ft.; KCDQ: 102.1 mhz, 100 kw, ant. 977 ft.

Formats: KMRK-FM: Spanish; KCHX: CHR, top 40; KCDQ: classic rock,

country

Broker: Whitley Media

WBUB(FM) North Charleston/St. George, S.C.

Price: \$2.55 million

Buyer: Southwind Broadcasting Inc., Mt. Pleasant, S.C. (co-owners William G. Dudley III, president; Randall T. Odeneal); is buying WXTG-FM-AM Charleston and WSSP-FM Goose Creek, S.C. (see "Combo" item, above). Dudley owns WJUK-FM Mt. Pleasant.

Seller: Lowcountry Media Inc., Charleston, S.C. (Charles A. Barton, Ronald E. Hoover, co-owners); owns WQIZ(AM) St. George

Facilities: 107.5 mhz, 100 kw, ant. 984 ft.

Format: Country

WCEZ(FM) Delaware, Ohio

Price: \$1.95 million

Buyer: Associated Group Inc., Pittsburgh (Monroe E. Berkman, officer); owns WOMP-AM-FM Bellaire and WSTV(AM)-WRKY(FM) Steubenville, Ohio. AGI controls 5.9% of Tele-Communications Inc.

Seller: Radio Delaware Inc., Columbus, Ohio (James Shaheen Sr., principal); owns WDLR(AM) Delaware

Facilities: 107.9 mhz, 6 kw, ant. 285 ft.

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Format: Easy listening

Broker: Media Venture Partners

WXVO(FM) Oliver Springs/Knoxville, Tenn.

Price: \$1.5 million

Buyer: Dick Broadcasting Co. of Tennessee Inc., Knoxville (James A. Dick Jr., president/18.36% owner); owns WJOX(AM)-WZRR-FM, WAPI(AM) and WMXQ-FM all Birmingham, Ala., and WIVK-AM-FM Knoxville; 85% of WKRR-FM Asheville and WKZL-FM Winston-Salem, N.C., is buying WUTK(AM) Knoxville; has joint sales agreement with WWBR-FM Trussville, Ala. James Dick also owns 25% of WKDF-FM Nashville and WGFX-FM Gallatin, Tenn.

Seller: Phillips Broadcasting Inc., Clinton, Tenn. (Charles E. Phillips, president/GM); no other broadcast interests

Facilities: 98.7 mhz, 6 kw, ant. 328 ft.

Format: Country

Broker: Media Service Group Inc.

KUHG(FM) Milford/Lincoln, Neb.

Price: \$1.3 million option to purchase

Buyer: Warner Enterprises Inc., Lincoln (Norton E. Warner, president); owns KLIN(AM), KEZG(FM) and KFGE(FM) Lincoln and KWBE(AM) Beatrice, Neb., and KRLN(AM)-KSTY(FM) Canon City, Colo.

Seller: Bott Broadcasting Co., Overland Park, Kan. (joint owners/spouses Richard P. Bott, president, and Sherley E. Bott, secretary/treasurer); owns KCIV(FM) Mount Bullion, Calif.; WFCV(AM) Fort Wayne, Ind.; KCCV(AM) Overland Park-KCCV-FM Olathe, Kan.; KSIV(AM) Clayton, KLEX(AM) Lexington and KAYX(FM) Richmond, all Mo.; KUHG(FM) Milford, Nev.; KNTL(FM) Bethany, KQCV(AM) Oklahoma City and KABH(FM) Shaw-

nee, all Okla., and WCRV(AM) Collierville, Tenn.; is buying KLTE(FM) Kirksville, Mo.

Facilities: 98.1 mhz, 100 kw, ant. 981 ft.

Format: Not built

Broker: Patrick Communications Corp.

KDDB-FM Paso Robles, Calif.

Price: \$675,000

Buyer: Lagniappe Broadcasting Inc., Bakersfield, Calif. (L. Rogers Brandon, president/51% owner). Brandon also owns 51% of KGEO(AM)-KGFM-FM Bakersfield; 50% of KZOZ-FM San Luis Obispo and KKAL(AM) Arroyo Grande, Calif.; WYDE-AM Birmingham and WWBR-FM Trussville, Ala.; 25% of KQOL-FM Boulder City, Nev., and KKCL-FM Lorenzo/Lubbock and KWFS-FM Wichita Falls, Tex.; is buying 25% of KCID-AM-FM Caldwell, Idaho

Seller: Sylvia Dellar Restated Survivors Trust, Montecito, Calif. (Sylvia Dellar, trustee). Dellar owns KPRL(AM) Paso Robles and 75% of KDIF(AM) Riverside, Calif.

Facilities: 92.5 mhz, 17 kw, ant. 760 ft.

Format: Country

WEQR(FM) Goldsboro, N.C.

Price: \$550,000

Buyer: New Age Communications Inc., Raleigh, N.C. (Donald W. Curtis, owner); owns WFMC(AM) Goldsboro, N.C. Curtis also owns WGBR(AM)-WKTC(FM) Goldsboro, WBBB(AM)-WPCM(FM) Burlington, WFLB(AM) Fayetteville, WEWO(AM)-WAZZ(FM) Laurinburg, WQDR(FM) Raleigh, WCPS(AM) Tarboro, all N.C., and 87.23% of WPTF(AM) Raleigh.

Seller: Southern Broadcasters Inc., Naples, Fla. (Barbara Caroline Beasley, 61% owner; George G. Beasley, 38% owner). George Beasley is

president of Beasley Broadcast Group, Naples, which owns KAAV(AM) Little Rock, Ark.; WWCN(AM)-WRXK(FM) and WXKB(FM) Fort Myers and WPOW(FM) Miami, Fla.; WGAC(AM)-WGOR(FM) Augusta and WAJY(FM) New Ellenton, S.C./Augusta, Ga.; WSFL(FM) New Bern, N.C.; WTEL(AM)-WXTU(FM) and WDAS-AM-FM Philadelphia, and WKML(FM) Fayetteville, WTSB(AM) Lumberton and WDCA(AM)-WEGX(FM) Dillon, all S.C.; is buying WQAM-AM Miami-WKIS-FM Boca Raton/Miami, Fla., and WNCT-AM-FM Greenville, N.C.; is selling WJHM(FM) Orlando. Barbara Beasley is George Beasley's daughter.

Facilities: 102.3 mhz, 6 kw, ant. 292 ft.

Format: Adult contemporary

WOZN-FM Key West, Fla.

Price: \$350,000 cash

Buyer: Cibachrome Specialists of Florida Inc., Key West (Peter Arnoff, president); owns WEOW(FM) and has LMA with WAIL(FM), both Key West

Seller: Key West Communications Inc., Tallahassee (Bruce Timm, president). Timm owns WSGL(FM) Naples and WANM(AM)-WGLF(FM) Tallahassee, and WDMG-AM-FM Douglas, Ga.

Facilities: 98.7 mhz, 100 kw, ant. 300 ft.

Format: AOR

Broker: Media Services Group

KHLR(FM) Cameron, Tex.

Price: \$305,000

Buyer: Springer Broadcasting Inc., Bryan, Tex. (W. Bennett Springer, president/50% owner); owns KTAM(AM)-KORA-FM Bryan

Seller: Lowell T. Cage (trustee); no other broadcast interests

Facilities: 103.9 mhz, 25 kw, ant. 695 ft.

Format: Adult contemporary

WJFL(FM) Tennesse, Ga.

Price: \$225,000

Buyer: Fall Line Media Inc., Warthen, Ga. (Katherine H. Cummings, owner); no other broadcast interests

Seller: Washington County Broadcasting Inc., Sandersville, Ga. (James J. Childre Jr., principal); no other broadcast interests

Facilities: 101.9 mhz, 6 kw, ant. 100 m.

Format: Pure gold

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RADIO: AM

WIBV(AM) Belleville, Ill./St. Louis

Price: \$1 million-\$1.5 million

Buyer: Charter Communications Inc., St. Louis (Howard L. Wood, chairman, management committee); owns or manages cable systems in 17 states

Seller: Belleville Broadcasting Inc., Belleville (Emert Wyss, president); no other broadcast interests
Facilities: 1260 khz, 5 kw
Format: News/talk

WBVP(AM) Beaver Falls, Pa.

Price: \$450,000
Buyer: Iorio Broadcasting Inc., Beaver Falls (Frank Iorio Jr., president/owner); is VP of and owns 35% of seller
Seller: Pittsburgh Radio Partners Inc., Bristol, R.I. (Michael Schwarz, president); is selling wwks(FM) Beaver Falls
Facilities: 1230 khz, 1 kw
Format: News/talk

WEW(AM) St. Louis

Price: \$435,000 cash
Buyer: Metropolitan Radio Group Inc., Flower Mound, Tex. (Gary Lewis Acker, president/owner). Acker is buying KCTE(AM) Independence, Mo.
Seller: Alliance Broadcasting Co. Inc., St. Louis (Doug Huber, president); no other broadcast interests
Facilities: 770 khz, 1 kw day
Format: Big band
Broker: Force Communications & Consultants LLC

WRRO(AM) Warren, Ohio

Price: \$425,000
Buyer: Star Communications Inc., Cleveland (co-owners Philip G. Levine, Art Greenberg); no other broadcast interests
Seller: Robin E. Best, Lyle Williams, Canfield, Ohio; no other broadcast interests
Facilities: 1440 khz, 5 kw
Format: Talk

KAHI(AM) Auburn, Calif.

Price: \$294,000
Buyer: KAH1 Corp., Auburn (Carroll Brock, president); no other broadcast interests
Seller: Nevada County Broadcasters Inc., Grass Valley, Calif. (Steven Brock, president); owns KNCO-AM-FM Grass Valley
Facilities: 950 khz, 5 kw day, 4.2 kw night
Format: Country

KTKK(AM) Sandy/Salt Lake City, Utah

Price: \$250,000
Buyer: United Broadcasting Co. Inc., West Jordan, Utah (George Cavanaugh, 34.09% owner; Richard Perry, 17.045% owner); no other broadcast interests
Seller: D&B Broadcasting Co. Inc., Salt Lake City (Starley D. Bush, owner). Bush owns KUTQ(FM) Bounti-

ful and KZHT(FM) Provo, Utah.
Facilities: 630 khz, 1 kw day, 500 w night
Format: Talk

CP for KZPM(AM) Bakersfield, Calif.

Price: \$130,000 for debts
Buyer: Hispanic Broadcast Group Inc., Miami (Amancio V. Suarez Sr., president/76% owner); also is buying KAFY(AM) Bakersfield from seller
Seller: KZPM Radio Corp., Bakersfield (Mary Helen Barro, president). Barro is 5% owner of buyer and has applied to build FM at Arvin, Calif.
Facilities: 1100 khz, 5 kw day, 1 kw night

WBCR(AM) Alcoa, Tenn.

Price: \$116,717 (\$62,500 for stock + assumption of debts)
Buyer: Harry and Freida Grothjahn, Maryville, Tenn. (will be 51% and 24% owners, respectively); no other broadcast interests
Seller: James E. Ledford, Knoxville, Tenn. (before sale 74.5% owner, after sale 0% owner)
Facilities: 1470 khz, 1 kw day
Format: Adult contemporary

KOKC(AM) Guthrie, Okla.

Price: \$78,000 + \$500/month for consulting
Buyer: Oklahoma Sports Properties Inc., Tulsa (Fred M. Weinberg, president/owner); owns KTRT(AM) Claremore and KBIX(AM) Muskogee, Okla. Weinberg also owns KMTW(AM) Las Vegas; is buying KMYZ(AM) Pryor and KMUS(AM) Muskogee, Okla. (see item, below); has time brokerage agreement with KADS(AM) Elk City, Okla.
Seller: Griffith Broadcasting Inc., Harrah, Okla. (George Griffith, principal); no other broadcast interests
Facilities: 1490 khz, 1 kw
Format: Classic country

KMUS(AM) Muskogee, Okla.

Price: \$50,000
Buyer: Oklahoma Sports Properties Inc. (see item, above)
Seller: Green Country Radio Inc., Durant, Okla. (Betty Wheeler, principal); no other broadcast interests
Facilities: Not available
Format: Not on air

WQFX(AM) Gulfport, Miss.

Price: \$34,000
Buyer: Walking by Faith Ministries Inc., Biloxi, Miss. (James Black, president/33.3% owner); no other broadcast interests
Seller: Southern Horizons Broadcasting Corp., Biloxi (Lawrence E. Stellman, president); owns wxlf(FM) and wxbd(AM) Biloxi, wxrg(FM) Gulfport,

wxor(FM) Ocean Springs and wxyk(FM) Pascagoula, all Miss.
Facilities: 1130 khz, 500 w day
Format: Power gospel

WJRM(AM) Troy, N.C.

Price: \$10,000
Buyer: Co-owners/spouses William D. Norman Jr. and Linda Wallace Norman, Albemarle, N.C. Normans co-own WABZ-FM and each owns 33.3% of WZKY(AM) and WSPC(AM), both Albemarle.
Seller: John C. Wallace, Troy; no other broadcast interests
Facilities: 1390 khz, 1 kw day
Format: Country

WKLN(AM) St. Augustine Beach, Fla.

Price: \$6,000 + assumption of debt
Buyer: WKLN Radio-TV Inc., Ormond Beach, Fla. (David Crane, president/51% owner); no other broadcast interests
Seller: Visitor Information Radio of Florida Inc., St. Augustine Beach (C. Lockwood Smith, president); no other broadcast interests
Facilities: 1170 khz, 1 kw day
Format: News

—Compiled by Elizabeth Rathbun

Errata

The incorrect buyer was listed for wxmt(tv) Nashville in the March 18 "Changing Hands." While Sullivan Broadcasting Co., Boston, had an option to acquire the station for \$28.9 million, according to attorney Howard M. Liberman, it assigned that option to Mission Broadcasting I Inc., Bexley, Ohio. Liberman is the attorney for both Sullivan and Mission. Once Mission closes the deal for the station, Sullivan will hold a new option to acquire it from Mission, Liberman says. However, that option cannot be exercised unless the FCC lifts the ban on TV station duopolies (Sullivan owns wztv[TV] Nashville). Mission Broadcasting (David S. Smith, owner) has no other broadcast interests.

■ ■ ■

The facilities and format were listed incorrectly for the sale of wkqs (FM) Gifford, Fla., from Media VI to Commodore Media Inc. ("Changing Hands," March 18). wkqs operates at 25 kw and has a country format.

Station swapping beats paying taxes

Radio groups such as Chancellor, EZ and OmniAmerica find alternative to buying outright

Radio

By Donna Petrozzello

As acquisition-minded radio groups face steep sticker prices and high capital gains taxes, the idea of swapping radio stations is becoming an attractive alternative to outright purchases.

A prime example of the station-swapping trend was the Entercom/Viacom Broadcasting deal announced March 15 in which Entercom purchased WAXQ(FM) New York from GAF Broadcasting for \$90 million in cash, then turned it over to Viacom in return for three Viacom stations serving Seattle. Industry brokers describe the deal as particularly fruitful for Viacom, which avoids paying millions in capital gains taxes that the group would have incurred by selling its Seattle holdings.

"Companies stand to lose one-third of what they would make from a sale in capital gains taxes if they are not filed as a partnership," says broker Gary Stevens. "Swapping stations is a tax-free exchange. Basically, the stations have become currency."

Chancellor Broadcasting crafted a swap earlier this month by spinning off KTBZ(FM) serving Houston to Secret Communications in return for Secret's KALC(FM) Denver and KIMN-FM Fort Collins, Colo. The trade builds Chancellor's Denver portfolio to four FMs and one AM station and gives Secret its first Houston station.

"This swap reflects Chancellor's strategy of acquiring multiple stations in fast-growing, top-40 markets and aggressively improving operating results," says Chancellor President Steve Dinetz. "Through this transaction, we have divested one station in Houston while increasing our Denver presence to five stations."

Like Chancellor, other groups are negotiating deals to acquire stations in markets in which they want to strengthen their presence. In a tax-free exchange, EZ Communications will acquire KCIN(FM) and KRPM(AM), both serving Seattle, from Heritage Media Corp. in return for EZ's WRNO-FM and WEZB(FM), both New Orleans. The deal gives EZ four FMs and two AMs in Seattle and gives Heritage its first FM duopoly in New Orleans.

In a three-way transaction, Omni-America Communications recently

acquired WJHM(FM) serving Orlando, Fla., from the Beasley Broadcast Group in a deal that hinged on Beasley's simultaneous acquisition of WKIS-FM Boca Raton, Fla., and WQAM(AM) Miami from Sunshine Wireless Co. The deal provided Omni-America with an FM duopoly serving Orlando, a market in which Omni-America Chairman Carl Hirsch wanted a firmer stake.

"Obviously, in a deregulated environment there's an opportunity to build fortresses, but you can't be in every market," Hirsch says. "You have to decide where you're going to play."

Industry broker Michael Bergner expects groups to continue swapping stations, especially in the top 50 markets, as owners stake out markets where they want to remain and identify those they prefer to leave behind for greener pastures.

"As groups realize those markets where they don't have a chance to become dominant, they'll swap for stations where they already have holdings," Bergner says. "Instead of looking merely to reduce their portfolio, they will be looking to make it more profitable." ■

WABC pulls Dershowitz, clearing way for Dr. Laura

Talk show host calls fellow talker Bob Grant racist

By Donna Petrozzello

Famed lawyer and controversial radio talk show host Alan Dershowitz was yanked from his Sunday night shift on WABC(AM) New York by program director Phil Boyce after Dershowitz called fellow WABC talker Bob Grant a "racist." In his place, Boyce plans to add the popular, syndicated personal-advice show hosted by Dr. Laura Schlessinger, starting March 23.

Boyce says Dershowitz's remarks about Grant "damaged the station." A transcript of Dershowitz's March 17

broadcast also quotes him calling Grant "a despicable talk show host." WABC has aired Dershowitz on Sundays, 10 p.m.-midnight, since last summer, when New York-based syndicator SW Networks introduced the weekly two-hour call-in show for Sunday clearance. Boyce says Dershowitz earned "average" ratings, but programmers at some of Dershowitz's 50 other affiliates described his ratings as good in their markets.

Boyce says WABC began talking to SW last summer because it wanted to air the weekly talk show hosted by for-



Alan Dershowitz was canceled after calling a colleague racist.

mer New York governor Mario Cuomo, which SW also syndicates, and then signed Dershowitz, as well as Cuomo, almost "as a favor to SW."

"We put Alan Dershowitz on WABC to help the station," Boyce says. "If he says something that damages WABC, then it's counterproductive to have him on."

Yet Dershowitz is not the first to criticize Grant as racist. Last fall, the Revs. Jesse Jackson and Al Sharpton attempted to lead New York advertisers to boycott Grant's high-rated afternoon drive-time show, saying that Grant promoted racism and spread

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

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But Grant is one of WABC's biggest breadwinners in revenue and ratings. According to Arbitron's fall 1995 survey, Grant ranked second in New York weekday afternoons with listeners 12 and older—only hip-hop WQHT(FM) ranked higher—and beat both New York all-news stations, WCBS(AM) and WINS(AM), in afternoon drive. A talk show host with 30 years of on-air experience, Grant joined WABC in 1987.

Overall, WABC was one of New York's top 10 billing stations last year. According to radio analyst Jim Duncan, WABC pulled in \$20.2 million for 1995, although the amount earned exclusively during Grant's show was not provided.

"I spend quite a bit of time defending Bob Grant against allegations that he's racist and a bigot," Boyce says. "Bob is important to the station's success."

Boyce also says that Dershowitz's comments about Grant were made as he agreed with a caller who characterized Grant as "racist," and who Boyce says likely was a member of the group "FAIR," which urged advertisers to boycott Grant's show last fall. "There is an ongoing attempt by organizations on the left whose sole function is to damage WABC and discredit Grant, and it isn't in our best interest to have syndicated programming on that is seemingly influenced by these groups," Boyce says.

Last week was not the first time that harsh words were exchanged by the

outspoken hosts. Last fall, Grant called Dershowitz a "sleazebag lawyer" after learning that Dershowitz was prepared to defend O.J. Simpson in a possible appeal. Boyce defended Grant, pointing out that the remark was Grant's opinion of Dershowitz as a lawyer, not a talk show host.

Losing Dershowitz does not seem to bother the program director. Boyce points to the ratings success Schlessinger has achieved, particularly among women ages 25-54, on most of her 200-plus affiliates. "We've wanted to add her to the lineup anyway," Boyce says. Schlessinger is slated to air on WABC Saturday and Sunday nights, 9 p.m.-midnight ET. Her show is syndicated by Radio Today Entertainment. ■

R I D I N G G A I N

Radio stocks soar

The market value of radio industry stocks increased an average of 85% between February 1995 and February 1996, according to media analysts at the Schroder Wertheim Media Group. In a recent analysis of 14 publicly traded radio groups, Citicasters Inc. led the pack.

Schroder estimates that Citicasters' stock value is up 341%, jumping from \$87.8 million to \$387.1 million. Other companies whose stock value increased at least 100% over the past year include Emmis Broadcasting, Infinity Broadcasting, SFX Broadcasting and Westwood One.

Success fails, SW scraps format and two shows

Sony Worldwide "SW" Networks, New York, has canceled plans to launch fully its Success Radio format, in which the company wanted to syndicate a series of long-form, call-in talk shows hosted by motivational speakers and self-help gurus.

SW announced plans to develop the format last September and introduced two shows, one featuring career advice and the other personal advice, as examples of the Success format. According to industry sources, the shows failed to gain many affiliates. An SW spokesperson said the content of those shows will be included on SW's NetScape site on the World Wide Web and SW may reintroduce the format for radio

broadcasts in the future.

In addition, SW has canceled its weekend entertainment news shows *Static*, for alternative rock stations, and *Street Heat* for urban formats. SW officials say the resources used in those shows will be spun off to develop a programming service package for urban and adult-urban stations. SW already provides format-specific program service packages—including show prep, artist interviews, production sound clips and news—to more than 100 stations.

Top 25 advertisers buy 32% of national radio spots

Nearly 32% of commercials on national and network radio are purchased by 25 top retail and corporate advertisers, say researchers with the Interep Radio Store in a recent report.

Of those 25, the top three spenders are Sears & Roebuck, AT&T and General Motors, which combined sank nearly \$180,000 into national and network radio last year. Including Sears, AT&T and General Motors, the top 25 advertisers accounted for a total \$626,554,000 in national and network radio revenue last year. From advertisers overall, national and network radio revenue amounted to \$1.9 billion, Interep researchers noted.

Top 10 shuffle

After the recent flurry of mega-mergers and station trading, BIA

Publications has revised its ranking of top 10 radio groups. BIA's mid-March report moves Jacor Communications from eighth to fifth place; Clear Channel from seventh to sixth, and SFX Broadcasting from 12th to fourth. BIA's top four companies remain CBS Radio Station Group, Infinity Broadcasting, Evergreen Media and Disney/CapCities/ABC. Groups were ranked according to estimated gross revenue for 1996.

Talk stations draw youth in droves, study finds

A recent study of audience share for personality talk formats by consultant Walter Sabo concludes that 70% of listeners to FM talk stations in the nation's top 10 markets are under age 55 and the majority of those listeners are between 18 and 49.

Sabo says the findings defy traditional definitions of talk radio as a format most appealing to listeners 55 and older. "The charts suggest two things: that the percent of cumulative average-quarter-hour listeners under the age of 50 to the FM talk stations is so much higher than that of traditional talk stations that they are essentially in a different format," Sabo says.

Weekly cumulative audience share and average quarter-hour audience share for stations including WLUP-FM Chicago, KLSX(FM) Los Angeles and WJFK-FM Washington were analyzed in Sabo's report. —DP

Cable

March 25, 1996



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US West, TW get day in court

Levin, McCormick differ on whether US West was told of planned Turner purchase

By Jim McConville

Like the classic Japanese story "Rashomon," finding the truth in the *US West v. Time Warner* lawsuit may depend on who is telling the story—in this case, which CEO is giving testimony.

In a case as much about executive memories and personalities as corporate assets, US West Chairman Richard McCormick and Time Warner Chairman Gerald R. Levin last week gave somewhat different accounts of the three-year partnership that went sour. They were squaring off in U.S. Chancery Court in Wilmington, Del., during testimony in the suit.

US West is seeking to derail Time Warner's attempt to buy Turner Broadcasting System for \$7.5 billion in Time Warner stock, contending that Time Warner violated its partnership agreement by buying TBS.

US West partnered with Time Warner in 1993 when it invested \$2.5 billion in Time Warner Entertainment (TWE)—a TW subsidiary comprising Warner movie studios, HBO and Time Warner's cable assets—giving it a 25.2% stake of TWE.

Time Warner has filed a counter-suit, seeking damages for US West's alleged improper use of its TWE veto power to block deals with telephone companies advantageous to TWE. Time Warner also is seeking \$10 million in management fees it says it has paid US West.

The case is being heard by Chancery Judge Richard T. Allen, considered the country's top legal expert on corporate business law and, coincidentally, the same man who laid the legal groundwork that allowed Time Inc. to merge with Warner Communications in 1989.

In the fourth day of a trial expected to last 10-12 days, McCormick testi-

USWEST
TIME WARNER

fied that Time Warner had kept US West in the dark since 1992 about its plans to buy TBS, a deal he says would strongly have affected US West's decision to partner with TWE.

McCormick said Time Warner violated its TWE partnership agreement by not asking US West's consent to buy the remaining 80% of TBS. Time Warner already had an 18% ownership stake in TBS dating to before its Time Inc./Warner Communications merger.

Testifying for more than two hours, McCormick said that Time Warner's buying TBS represents a competitive threat to the companies' TWE partnership, since it contains assets that would compete directly with TWE.

But under questioning from US West attorney Gil Sparks, Time Warner CEO Levin told a different story, testifying that Time Warner told US West of its TBS plans several times in meetings between the two companies in 1993-94.



TW's Levin outside the Wilmington courthouse.

McCormick's memory of those meetings didn't jibe. Several times he responded with "I don't recall" when

asked by Time Warner attorney Rory Millson if TBS plans were part of those sessions.

Levin, on the witness stand for nearly four hours, said that Time Warner isn't required under its TWE partnership to obtain US West's consent about TBS, since the transaction would be excluded from the companies' noncompete consent agreement.

Talks between the companies to restructure or dissolve their TWE partnership, under way since 1994, were suspended just before the trial. US West reportedly is looking to get Time Warner's cable assets, something with which Levin is loath to part without getting a high premium in return.

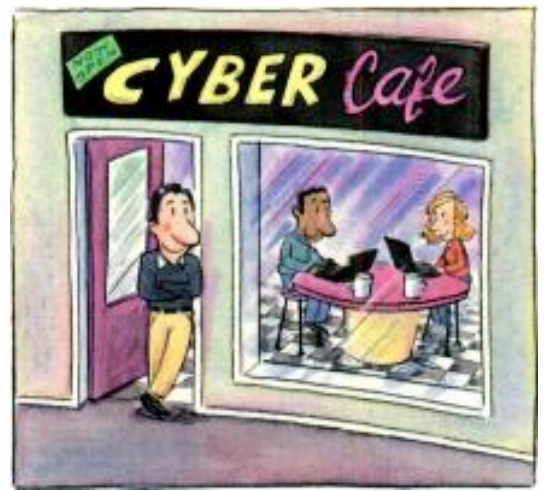
Testimony is expected to conclude by March 26-28. Judge Allen's decision is expected within 90 days of the trial's end. He could block TW's deal, order the parties to renegotiate, or rule against US West and assess damages. ■

TCL makes it official on TKR

As expected, top multiple system cable operator Tele-Communications Inc. has agreed to purchase Knight-Ridder's interest in their jointly owned cable properties. TCI will spend an estimated \$420 million and will assume another \$400 million in debt to acquire K-R's interest in TKR Cable Company, which owns and operates cable systems in New Jersey and New York serving 350,000 customers. The partnership includes another 110,000 subscribers that TKR recently acquired from Sammons Communications. TCI also will acquire K-R's 15% interest in a second cable joint venture serving 908,000 customers in Florida, Texas, Kentucky, Georgia and Alabama. TCI is the nation's largest cable system operator, with 15.9 million subscribers, according to November 1995 figures supplied by UBS Securities.

—RB

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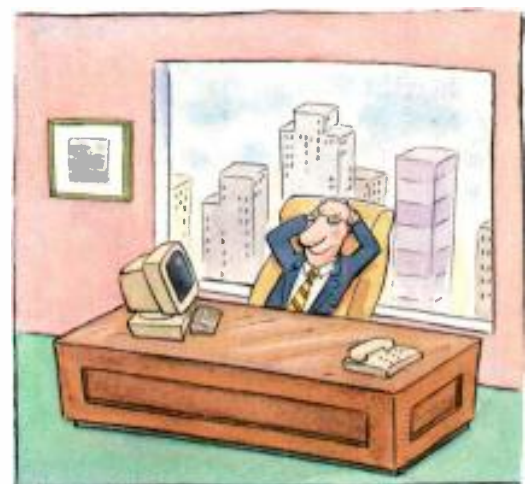


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Rodgers tops Discovery Networks

Will roll out Animal Planet channel in second quarter

By Jim McConville

Discovery Networks tapped Jonathan Rodgers as its new president last week and disclosed its latest plans for the five networks it is looking to roll out in 1996.

Rodgers, a 20-year veteran of CBS, will oversee domestic business operations for Discovery Channel and The Learning Channel. Before the appointment, Rodgers had been president of CBS's TV stations division and had served in news and management posts there at the station and network levels.

Rodgers succeeds Greg Moyer as head of the networks. Moyer, named president and chief editorial and creative officer of Discovery Communications in a management reorganization last December, had headed the networks since Ruth Otte's departure in August 1994.

Rodgers will oversee Discovery's launch of the channels. Discovery

delayed the rollout of the channels last year while it explored alternative delivery systems, including computer. The channels now will be rolled out gradually on cable through the rest of 1996, the first as analog, the rest as digital feeds in the second half of the year. Discovery's plans to launch the networks initially on the Internet, announced at the National Cable Television Association (NCTA) last May, have been put on hold.

The first channel targeted for launch—in the second quarter of this year—will be Discovery's Animal Planet, described as "all animals, all of the time. We're anticipating there will be an opportunity in June, as many cable systems raise their rates and want to add channels as a way to increase the value of their packages," says a Discovery spokesperson.

The 24-hour channel will draw from Discovery's library of nature programming as well as from licensed programming.



Johnathan Rodgers is Discovery chief

Discovery will follow with four other yet-to-be-named networks: a children's network; a "how to" channel covering home improvement, cooking and lifestyles; a science channel, and a history channel—all to be launched in the second half of 1996 as digital feeds. ■

Comcast eyes Phillies play

Could add baseball to its basketball and hockey buys

By Rich Brown

Philadelphia-based multiple system cable operator Comcast Corp. is said to be eying a deal with the Philadelphia Phillies that would complement the company's fast-growing portfolio of local sports teams.

With the ink barely dry on Comcast's deal to buy majority stakes in the 76ers basketball team and the Flyers hockey team, word is surfacing that the operator is in talks to handle broadcast rights for the baseball team.

Talk of a possible Phillies deal is fueling speculation that Comcast might develop a regional sports channel to compete with existing services SportsChannel Philadelphia and Prism. Comcast already has a delivery platform in place with systems serving 260,000 cable customers in the Philadelphia area and about 615,000 in nearby New Jersey. Prism and SportsChannel

Philadelphia are owned by NBC, Liberty Sports and Cablevision Systems Corp. and have a combined reach of 2.4 million subscribers.

TV rights to all three sports franchises will soon be up for grabs. TV rights for the 76ers—which air exclusively on SportsChannel Philadelphia and Prism—are up for renewal after this season. TV rights for the Flyers, which are carried on WPHL-TV and both regional sports networks, are also up for renewal after this season. TV rights for the Phillies—which air on WPHL-TV and both regional sports channels—expire after the 1997 season.

At a press conference held last Tuesday in Philadelphia to announce the 76ers/Flyers joint venture, Comcast executives and their new partners said they were not prepared to discuss future TV rights deals for the teams. They also did not comment on the

speculation surrounding a possible deal with the Phillies.

Comcast is taking a 66% ownership interest in the \$500 million joint venture, which includes the 76ers, the Flyers, the CoreStates Spectrum and the new CoreStates Center sports arenas. Serving as managing partner of the new venture is longtime Flyers owner Ed Snider. Serving as president of the 76ers is veteran coach Pat Croce, who teamed with Comcast to buy the beleaguered basketball team. Comcast will pay \$250 million in cash and stock and is assuming \$180 million in debt.

Comcast President Brian Roberts said the new partnership will provide "limitless" potential synergies with the company's existing cable, cellular and electronic retailing businesses. The company is a principal owner of the QVC home shopping network and holds extensive cellular phone interests in the region. ■

Advanced gets day in court

Says FCC arbitrarily reclaimed its DBS permits destined for Tempo

By Chris McConnell

Advanced Communications Corp. last week told a court that the FCC unfairly singled it out in reclaiming its DBS permit last year.

The company told a three-judge panel of the U.S. Court of Appeals in Washington that it was the only DBS permitholder to lose its license and that the FCC has allowed other licenseholders to keep their permits, even though they have not yet managed to launch DBS systems.

"What is the reason?" attorney John Roberts, representing Advanced, asked the judges.

The FCC last year listed due diligence obligations as its reason for reclaiming the 27 DBS channels at 110 degrees, an orbital location that allows a satellite to cover the entire continental U.S. The action blocked a deal that Advanced had struck with TCI subsidiary Tempo DBS to sell the channels for about \$45 million. Although Advanced has appealed the action, the FCC has since auctioned the channels to MCI for \$682.5 million.

"The administrative law is not about how much money you can get," Roberts told the court, pointing to the auction revenue generated from the reclaimed channels. But Judge Stephen Williams asked whether the court should review every decision that benefits the government. Williams also asked what assets, aside from its DBS permit, Advanced brought to its deal with TCI.

Roberts pointed to technical expertise, but Williams later asked whether the company's construction permit constituted the core of its deal with TCI.

The FCC's Stewart Block maintained that Advanced would have dissolved after transferring its channels to TCI and called the deal a last-minute attempt to hand off its channels to

Lee named BET president

BET Holdings is upping Debra Lee to president/COO of both the company and Black Entertainment Television to free BET founder and Chairman/CEO Robert Johnson to focus on strategic development.

Under the restructuring, Lee will take on more of the day-to-day management of the company and network. Lee, 41, first joined the company in 1986 as vice president and general counsel and most recently served as executive vice president of strategic business development, general counsel and corporate secretary.



The shift comes as BET Holdings is seeing revenue gains and is expanding into other businesses. The company in recent months has grown to include a second cable network, BET on Jazz: The Cable Jazz Network; a newspaper insert, *BET Weekend*, and BET NetWorks, an online joint venture with Microsoft. BET Holdings saw its fiscal second-quarter net income increase 5.9%, from \$5.46 million to \$5.78 million. The company's flagship cable network now reaches 44.6 million cable households nationally.

Lee's responsibilities at the company have included president and publisher of BET's magazine division, which publishes *YSB* and *Emerge* magazines. She also has managed new business development activities at the company, including the launch of *BET Weekend* and BET NetWorks.

Johnson owns about 44% of the equity and 55% of the voting stock of BET Holdings, the company he founded with the launch of BET in January 1980. Partners in the publicly traded company include TCI (18%) and Time

another company. "Others who had more time showed more [results]," Block said. He also insisted that the Advanced case was different from other cases in which the FCC extended the permit of a DBS licenseholder.

That argument drew a remark from Judge James Buckley that the FCC must have two incompetent commissioners if the difference between the Advanced case and others was so clear. Buckley cited the dissents of commissioners Andrew Barrett and James Quello to the commission's decision to

reclaim the channels.

Onlookers saw the remark as an encouraging sign for Advanced, but offered no predictions on the appeal's ultimate outcome.

"You don't often learn much from the argument," Roberts said. Others speculated that Judge Williams appeared skeptical of the Advanced arguments, but offered no prediction on how the two other judges will rule. Sources also said that the wait for a ruling could take anywhere from a matter of weeks to a few months. ■

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PPV faces identity crisis

Industry gathers in Orlando in search of broader programming base and better image

By Michael Katz

A growing pay-per-view industry struggling for identity and direction will meet in Florida this week at CTAM's 1996 PPV & Interactive conference in Orlando. Among the topics will be cooperating better with cable operators, polishing the industry's image and improving its marketing.

Although the number of PPV channels is expected to increase significantly with digital compression, the diversity of programming has not followed suit. What once was a home for niche events like concerts and comedy specials is now host primarily to films and fights.

"Pay per view is moving away from events and more toward movies," says Jim English, president of Playboy Networks Worldwide. He calls the trend in what was once a "great [forum] for nontraditional programming" a "disappointment for the audience."

What has squeezed out niche programming and virtually all music and comedy events has been the big risk and small reward. Promoters say they have been taking it on the chin, getting only 40% of the return after having to foot the production costs upfront. The cable operators receive a 50% share; the PPV services, 10%.

"It's very difficult to recoup the costs," says Bob Meyrowitz, president of Semaphore Entertainment Group. "For many, 40% is just not enough and it's not worth the risk."

Big boxing events can assume the risk because of the draw of names like Mike Tyson; wrestling can foot the bill, since it is financially supported by wrestling programs on cable and network television, and movies have the backing of the studios.

English suggests that a better way would be for the promoter to come up with a per-subscriber minimum to be paid by the cable operator, which would then share the risk and guarantee that the promoter broke even or at least came close. What are the chances cable



PPV wrestles with its future; WCW in full force.

Bell Atlantic boasts a 330% buy rate in its Fairfax, Va., video-on-demand interactive TV test. See story in this week's Telemedia section.

operators would agree to such an arrangement? "Nil," says English.

Some of the other problems facing the 28 million-home industry are a provision in the Telecommunications Act requiring cable operators to scramble video and audio signals for adult programming, and an image problem stemming from the violence in some PPV movies.

Because of the difficulty and expense of scrambling, some cable operators may decide not to carry PPV adult programming. Playboy, however, has won a temporary injunction voiding the clause. The industry also has been criticized for violence. The Ultimate Fighting Championship, produced by Semaphore Entertainment, which pits fighters of various combat sports against each other, is one example. Cablevision has refused to carry the event.

Michael Klein, vice president of programming for Viewer's Choice, which

shows the event, denies that Ultimate Fighting is more violent than any other sport. "In our opinion, it is a martial arts tournament. The reality is that more people are injured in boxing or football than in Ultimate Fighting," says Klein. "Besides a couple of cuts and bruises, there are no serious injuries."

"I think that the public has a mixed picture of pay per view," says Hugh Panero, president of Request TV. "People who are focused on ordering movies see it as a convenient source for entertainment, but for others the image has been tainted by media coverage of a possible O.J. Simpson event and combat sports."

Despite the setbacks, the industry is expected to grow and prosper from digital compression, which could come before the end of the year, and from the comeback of boxer Mike Tyson, whose absence during a prison term had an adverse effect. Translating that comeback into big PPV paydays may be hampered by Tyson's goal of recombining the championship belts, since that means he will be fighting relatively obscure opponents through much of 1996.

"In the fourth quarter [we'll see] the introduction of digital compression, which will add more pay-per-view channels," says Panero, who expects Request to increase its channels from five to 30 by the end of the year. He says Request is working closely with TCI, which has an order out for set-top boxes from General Instruments to achieve digital delivery.

"Pay per view is a very good business that is getting bigger," says Klein. "Our number of subscribers grew by 46% last year, and we plan to increase our channels from six to 11 by August."

Although events bring in bigger onetime paydays, movies remain the bread and butter of the industry. With the increase in PPV channels, more movies will be offered and will be shown more frequently. That will give

a video-on-demand feel to PPV offerings, says M.C. Antil, a CTAM spokesman. "The road to video on demand will be taken in baby steps, and this conference will help them take these steps."

But more movies is not enough. Promotion is a key to the business as providers increase program stunting to draw viewers. Last weekend (the weekend before the Academy Awards

ceremony), Request planned a special offering of the Oscar-nominated movies. Turner's World Championship Wrestling has drummed up interest by adding unusual twists to the traditional bouts: "sumo wrestling" between monster trucks; 60 men fighting simultaneously in three rings, and a World Cup of wrestling featuring wrestlers from the U.S., Japan and Mexico.

Although most niche programing

has failed to take root on pay per view, English thinks that "there is still a lot of potential in pay per view. At the CTAM convention we should hear from the success stories, because the bickering between promoters and cable operators doesn't do anybody any good," he says. "This way, we may be able to insure that it remains more than movies, Mike Tyson and wrestling." ■

Tyson KO is OK with PPV

Bout puts punch back in pay per view

By Michael Katz

When Mike Tyson pummeled Frank Bruno March 16 to reclaim the World Boxing Council crown, it signaled the official comeback of the former champ. Returning with him was the kind of PPV payday the industry has been pinning for since Tyson was sent to prison four years ago.

"We're really excited because it looks like the second-largest pay-per-view event ever," says Marina Capurro, spokeswoman for Showtime Sports and Event Programming. According to Showtime, the fight attracted 1.4 million buys.

The figures should please an industry that has struggled to return significant revenue to event promoters. "Sports on pay per view has been in trouble the past couple of years," says Barry Gould, co-owner of Gould Media Services of York, Me. "There are too many guarantees to the talent and not enough from the cable operator. Too many people are wanting too much of the pie."

Gould Media Service's TV Sports File, which surveyed cable operators selling the fight, reported a buy rate of 4.4% and estimated that the event earned \$44 million domestically. Gould's figures do not include satellite delivery.

Although the figures are considered good, expectations run high for a Tyson fight. "We would have liked a 5% buy rate, but it is still a decent showing," says Hugh Panero, president of PPV service Request Television. However, "any Mike Tyson fight is important for the pay-per-view industry."

The industry had to be buoyed by the

returns from Britain (Bruno is British). More than 14% (600,000) of BSkyB's UK addressable subscribers paid £9.95 (\$15) to watch the fight, Britain's first pay-per-view event.

But the health of the PPV fight game depends on whether Tyson can continue to generate high numbers as he tries to unify the belts (there are three) against relative no-names. "In order to cross over to a bigger audience, Tyson will have to fight a bigger [name] opponent like Riddick Bowe or Lennox Lewis," says Panero. "And that may not be until 1997, if at all."

But some think that the industry may be able to ride the Tyson gravy train, no matter whom he fights. "Many people said that no one would want to watch the Bruno fight after Tyson knocked out McNeely in 89 seconds, and look at what happened," says Capurro. "It speaks volumes about Tyson."

A problem that has plagued the PPV industry, and boxing events in particular, is signal piracy. "For every one person who buys a pay-per-view event, two get it free through piracy," says Gould. This has upset boxing promoter



Tyson knocks out Bruno

Bob Arum to the point, says Panero, that his upcoming Oscar de la Hoya-Julio Cesar Chavez fight will be available only on closed circuit, a throwback to pre-PPV days when the fights could be viewed only on televisions at local arenas.

Panero doesn't think that retreating to closed circuit will work. He says Arum is overlooking the real problem. "The real issue is that Arum has escalating fighter costs, and he has not been able to generate the buys he needs to support them," Panero says. "I think he's going to find that people are used to watching in the comfort of their own home, and there is a lot more work involved in trying to resurrect a business that died 10 years ago." ■

What has helped over 50,000 teachers and students in 48 states learn about government and media?



CABLE'S DRIVE FOR EDUCATION

For information about the C-SPAN School Bus, call 202.737.3220 or contact us at <http://www.c-span.org>
A public service of the cable TV industry

By Debra Johnson

Viacom-owned music channel MTV said last week that it aims to "significantly expand" its international operations and will customize its programming and advertising for Europe, Asia and Latin America.

But Tom Freston, chairman and CEO of MTV Networks, insists the move is not in response to increased competition from domestic music services. "We'd be doing this even if there weren't any competition, and digital compression technology allows us to do this at a much cheaper cost than years ago."

MTV sees regional programming as a key to continued franchise growth. The channel is investing in local infrastructure in key territories such as Italy, Germany, Scandinavia and the Netherlands, and plans to increase the amount of European-produced

live programming and long-form shows. Freston says that international revenue now accounts for 25% of the company's total, and he expects international to contribute 35%-45% by 2000.

Having debuted in the U.S. in 1981, MTV is now estimated to be available in 250 million homes in 64 territories worldwide. MTV Europe reaches 52 million homes—it lost 8 million homes when it encrypted its signal in Europe last year—but MTV wants to increase that to 60 million in 1997.

According to Freston, the decision to encrypt was aimed at stabilizing the business. "We felt that the generation of a second reliable revenue stream other than just advertising was very important if we [were] to be successful on a long-term basis. There was a much greater gain than there



was a loss. We lost 8 million homes when we encrypted—4 million in Eastern Europe, which has marginal value to advertisers at this point, and the rest mostly in Germany. We will be regaining those as these new DTH satellite packages start getting marketed in Germany later this year."

In Asia, both MTV India and MTV Mandarin will bolster local production and expand their sales and marketing operations, while MTV Latin America will split its services into two: one aimed at Mexico, Central America and the Caribbean, another targeted at Argentina and Chile. MTV Brasil is already regionalized. The split will take place in third quarter 1996.

But MTV has its work cut out for it. In Europe, most of the major territories have one or more domestic music services: Germany has Viva and Viva 2, France has MCM, Italy has Videomusic, the Netherlands has The Music Factory and Scandinavia has Z-TV. In Latin America, there is also an array of music channels on offer, including Ya TV, HTV, TeleHit, Ritmo Son and Music 21. In Asia, BMG, Sony, Warner Music and EMI joined Star TV to launch Channel [V] in May 1994.

Another music channel on the rise is Video Jukebox Network's The Box, which claims to be the first and only interactive video music network. The Box has more than 21 million viewers in the U.S., Puerto Rico, the UK and the Netherlands and recently launched in Argentina to 500,000 homes. According to Gino Natalicchio, vice president, international development, the channel will bow in Venezuela, Peru, Spain, France, Italy, Austria and Sweden and also is eyeing South Africa, Australia, Japan and Hong Kong. ■

Booth on the block

Detroit-based Booth American Co. could become the next cable system operator to cash in its chips as the consolidation of the industry continues.

Booth has retained Salomon Bros. to assist in exploring possible alliances, joint ventures, partnerships or an outright sale of its cable operations. The company's Booth Communications subsidiary is one of the nation's top 50 cable system operators, providing service to 141,000 suburban subscribers in California, Michigan, Virginia, North Carolina, South Carolina and Florida. The company's largest system serves 35,000 subs in San Bernardino County, Calif.

"Further consolidation of the cable industry is inevitable, given the passage of the Telecommunications Act last month," says Ralph H. Booth II, president and chief financial officer, Booth American Co. He says that Booth's midsize cable operation would have a hard time financing the integrated broadband fiber-optic system upgrades needed to compete against the fast-developing direct broadcast satellite, telco and wireless cable industries.

"The capital to be deployed in getting to the next stage is massive," says Booth. "Economies of scale and scope are the drivers of consolidation, and clustering is a rational approach to all of these markets."

Booth says the company would consider striking deals with one or more partners for its domestic cable systems. Booth's investments in 14 U.S. radio stations and overseas cable systems will not be included in

CAB gets with the program

Annual meeting will focus on historic industry changes

By Jim McConville

The Cabletelevision Advertising Bureau's annual conference will focus on how legislative and technological changes will alter cable's programming landscape more dramatically than has anything in the industry's history.

"Getting With the Program," the CAB's 15th annual cable advertising conference (March 24-26 in New York) will take the long view of cable TV advertising, combining historical perspective with some prognostications on where the future might take it.

"There's an evolution taking place in the business," says Pat Esser, vice president of advertising sales for Cox Communications, who has been to all 14 previous shows. "Cable now has well-done, exclusive, high-profile programming and has developed networks that give advertisers a lot of options."

Esser says the pace of that evolution is accelerating. And the spending has had to keep pace. "Four years ago in a budget review meeting, I would probably have asked for \$1 million a year for capital expenditures. Last year I asked for more than \$10 million."

CAB President Joe Ostrow says the association has set aside its first official conference day (March 25) to address marketing issues. (The CAB has scheduled a "Super Sunday" mini-conference March 24, which will feature sessions devoted to spot cable TV advertising.) That way, he says, "the cable industry can hear what the needs are of advertisers and their agencies."

Conference highlights for March 26 include "Where Do We Go from Here?," a panel featuring USA Networks founder Kay Koplovitz; NBC President Robert Wright; Herb Granath, president of ABC Cable & International Broadcast Group, and Michael Eckert, president of Landmark Video Networks. John Hendricks, chairman and CEO of Discovery Networks, will moderate.

Hendricks says the panel will look at how relationships between cable

TOP CABLE ADVERTISERS IN 1995

Top cable TV advertisers in 1995 ranged from soap powder makers to satellite telecommunications providers. According to the Cable Advertising Bureau, the total dollars spent by advertisers on cable TV hit the \$3.7 billion mark last year, a 19% increase over 1994. The top dozen ad buyers are listed below.

<u>COMPANY</u>	<u>AD DOLLARS</u>
1. Procter & Gamble Co.	\$213.5 mil
2. General Motors Corp.	\$94.7 mil
3. Philip Morris Cos.	\$77.4 mil
4. Kellogg's Co.	\$62.4 mil
5. AT&T	\$59.5 mil
6. McDonald's Corp.	\$50.8 mil
7. General Mills Corp.	\$48.2 mil
8. MCI Communications Corp.	\$47.9 mil
9. Johnson & Johnson	\$45.5 mil
10. Grand Metropolitan PLC	\$45.2 mil
11. PepsiCo. Inc.	\$44.7 mil
12. Sprint Corp.	\$44.4 mil

networks and advertisers will evolve under the new telecommunications regime. "We'll look at how the 1996 telcom bill will affect all of our industry segments" and the dynamics "among the various competing multi-channel providers." Hendricks says the panel also will touch on digital set-top boxes, which are expected to be shipped to cable operators beginning this fall.

An afternoon panel, "Media Analysts Address the Television Business," will feature a group of industry experts predicting who will likely be

cable's financial winners and losers in 2000. Panelists include Dennis Leibowitz, senior analyst, Donaldson, Lufkin & Jenrette; Jessica Reif, vice president, Merrill Lynch; John Reidy, senior analyst, Smith Barney, and Tom Wolzien, research analyst, Sanford C. Bernstein & Co. Lou Dobbs, executive vice president, CNNfn, will moderate.

Luncheon speakers will be Jim Robbins, CEO of Cox Communications (March 25), and Alex Kroll, chairman emeritus of Young and Rubicam (March 26). ■

What has traveled 90,000 miles to introduce over 300 communities to unique public affairs television?



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Sci-Fi snags 'Sightings'

Reportedly pays \$20 million for once and future episodes of supernatural show

By Rich Brown

UFOs, near-death experiences and other unexplained occurrences will be seen on the Sci-Fi Channel beginning in January 1997 with the addition of *Sightings* to its schedule.

The network is thought to be shelling out up to \$20 million for exclusive rights to the reality series, which premiered on Fox for two seasons and moved to first-run syndication with the 1995-96 season. Sci-Fi will pay an estimated \$100,000 apiece for 140 existing half-hour episodes of the series, sources say. The network also plans to license 22 yet-to-be-produced *Sightings* hours at a cost of roughly \$300,000 each.

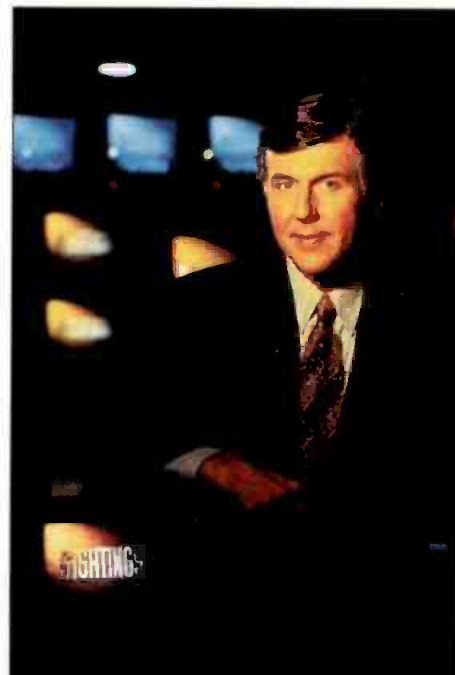
Under the terms of the deal, Sci-Fi is acquiring exclusive rights to all post-broadcast/syndication episodes of the series. In addition to appearing exclusively in the U.S., the new original

episodes of *Sightings* will be telecast internationally on USA Network in Latin America and as part of the prime time lineup of Sci-Fi in the UK and Scandinavia.

The deal is in keeping with the trend toward vertical integration. *Sightings* is produced by Winkler/Daniels Productions in association with Paramount, which is part owner of Sci-Fi parent USA Networks.

USA Networks chief programmer Rod Perth has been eager to introduce more original programming to the Sci-Fi Channel's extensive lineup of library product. Original programming in development includes movies, a sci-fi film festival and an annual awards show.

Sci-Fi sister network USA made some programming plans of its own last week with an order for two romance movies to be produced by Boardwalk Entertainment and Hallmark Entertainment. The movies, *Hearts Adrift* and



Sci-fi gets sightings starting in 1997

Lover's Leap, are scheduled to debut on the network in third quarter 1996. USA executives hope to follow the success of an earlier Boardwalk romance original, *Wounded Heart*, which scored a 3.5 rating on USA in August 1995. ■

WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE

UK cable system operator **Flextech**, controlled by TCI International, will buy 61% of the UK version of The Family Channel, giving it full ownership. Flextech owns interests in or manages 13 cable networks, including Bravo, Discovery Channel Europe and The Learning Channel. In other Flextech news, the company is buying 78.7% of HSN Direct, the infomercial arm of Home Shopping Network. Flextech will hold 80% of that interest, TCI 20%. The remaining 21.3% of HSND is held by Home Shopping Network (15%) and the balance by HSN Direct executives.

Germany's **Pro Sieben Television** has formed a merchandising powerhouse that the group's managing director, Georg Kofler, says will have retail revenue this year of more than DM1 billion (\$675 million). The commercial network took over AT&TV Merchandising Concepts, a leading independent, and the Kirch Group's

Merchandising Munchen (MM) as 100% subsidiaries. The new company will be headed by Gergor Peitz, director of Pro Sieben's Business Unit Merchandising, and Bernd Backens and Dirk Bavarius, former co-managers at AT&TV. AT&TV holds the merchandising rights to the American cartoon series *The Smurfs* as well as to top pop musicians Elton John and Sting, events such as the Davis Cup tennis matches and the musical "Tommy." MM, founded by Kirch in 1971, holds merchandising rights to a number of U.S. shows aired on Pro Sieben, sitcoms such as the *Bill Cosby Show* and cartoons including *Bugs Bunny*, *Tiny Toons* and *Tom & Jerry*. The company also will market two in-house productions, *Hugo* and *Bino*, shown on Pro Sieben's affiliate broadcaster Kabel 1. Plans also call for distribution of merchandising items through the 10,000 outlets of the Rewe retail group, which holds a 40% stake in

Pro Sieben Television.

Canadian distributor **Atlantis Releasing** and Germany's **TeleMunchen** are launching a "multi-year venture" that will acquire rights to TV films and distribute them globally. Atlantis will control distribution rights in Canada, Europe (excluding Germany) and the rest of the world; TeleMunchen will hold rights in the German-speaking territories. TeleMunchen also will invest in some films produced by Atlantis Films.

Errata

MuchMusic is owned by Chumcity and Rainbow Programming Holdings Inc., a subsidiary of Cablevision. BROADCASTING & CABLE's Feb. 19 special report on original cable programming incorrectly identified ownership as TCI, Cablevision and CapCities/ABC.

GRTV goes to 24 hours

Infomercial network gets additional boost from satellite deal

By Michael Katz

Guthy-Renker, one of the biggest infomercial providers, has expanded its GRTV infomercial network from six to 24 hours a day and boosted its reach via a carriage agreement with satellite operator TVN Entertainment. GRTV, which has 3.5 million subscribers, expects to up that to 25 million–30 million by year's end, and 40 million–50 million by next year.

The network gives Guthy-Renker a full-time, end-to-end infomercial distribution system, allowing it to program and distribute infomercials and products. Because there are no middlemen, Guthy-Renker is able to guarantee upfront money to cable operators carrying the network, says GRTV President Michael Wex. "We have been extremely pleased, and so far have outpaced all our projections," says Wex. "Our distribution has increased exponentially."

GRTV may be competing with Product Information Network (PIN), a 24-hour infomercial network jointly owned by Jones Intercable, Cox Communications and Adelphia cable. But there may be some synergy as well. Wex says he is in negotiations to take over some of PIN's time.

"More power to them," says Greg Liptak, group president of Jones International and a member of the executive committee of the PIN venture. "It verifies what we are doing, and Guthy-Renker is one of our biggest and most valued clients."

GRTV is just another example of the infomercial industry's growing love affair with cable. Over the past four years Katie Williams, CEO of ad agency Williams Television Time, has increased her use of cable for infomercials and expects to use cable even more. The cable industry is friendlier than broadcasters, many of whom have given infomercials the cold shoulder, Williams says.

"There was a New York station that we spent \$3 million on in one year, and a representative said to me, 'I'd rather stick pins and needles in my eyes than to have your business,'"

"There was a New York station that we spent \$3 million on in one year, and a representative said to me, 'I'd rather stick pins and needles in my eyes than to have your business.' You don't have to guess how much we spent on them the next year."

— Katie Williams

Williams says. "You don't have to guess how much we spent on them the next year."

Another reason infomercials have found a home on cable is the scheduling flexibility. As a result, both cable and the infomercials have reaped the benefits. "In certain areas," says Liptak, "Ford is able to have 30 minutes of time at 9 p.m. every day. That

would be difficult, perhaps impossible, on broadcast."

Williams says cable sees the infomercial business as a partnership and takes a long-term interest in infomercial providers. "Broadcasters do not have the same attitude," she says. "They don't support [infomercial trade organization] NIMA—they have their heads in the sand." ■

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February 1996

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H E A D L I N E S

MPAA settlement

A New York federal judge ordered Liberty Cable Inc. to pay the Motion Picture Association of America an estimated \$1.3 million for failing to pay royalty fees. The court found that Liberty, a New York City Satellite Master Antenna TV operator, willfully failed to pay the appropriate royalty fees to the Copyright Office from 1986 to 1994.

Jones offers phone service

Jones Intercable will offer a combined cable and telephone service to its cluster of systems in the Washington metropolitan area. Jones now offers the service to shared tenants in Alexandria, Va., but has not announced a timetable for the service in other parts of the area. Jones also announced that it has changed the name of the Washington-area systems to Jones Communications.

Noah's story arc on Disney

Making the most of the Walt Disney Co.'s reach in the TV marketplace, the Disney Channel will run a four-

episode marathon of ABC's new family drama *Second Noah* from 8 p.m. (EST) to midnight on March 29. ABC officials say the unusual move is an effort to get more viewers to sample the show, adding that the Disney Channel's core audience is a good match for the New World Entertainment-produced series about a family with eight adopted children. The four episodes set for the marathon already have aired in the series' regular Monday 8 p.m. time slot on ABC, where the show has struggled against such competitors as Fox's *Melrose Place* and CBS's *The Nanny*.

Kids cable

The Burbank, Calif.-based Children's Cable Network has launched in seven markets (Tampa, Fla.; Staten Island, N.Y.; Wayne, N.J.; Greeley, Colo.; Columbus, Ohio; Burbank, Calif., and Las Vegas) and will be debuting in eight more markets (Chicago; Manhattan; Orlando, Fla.; Fairfax, Va.; Cincinnati; San Diego; Carlsbad, and Orange County, Calif.) within 90 days. The network licenses kids programming to entrepreneurs who in turn

buy leased access time on their local cable systems. Programming includes off-net series such as *Dusty's Treehouse* and *The Shari Lewis Show*.

Klasky Csupo, MTV deal

Los Angeles-based animation studio Klasky Csupo has signed a multiyear deal with MTV Networks, giving the programmer and other companies under the Viacom banner a first look at all future Klasky Csupo TV and feature film development. Klasky Csupo series airing on MTV Networks' Nickelodeon network include hit series *Rugrats* and *Aaahh!!! Real Monsters*. The companies are developing a "Rugrats" theatrical feature together.

TVN strategic alliance

Direct-to-home satellite pay-per-view provider TVN Entertainment Corp. has signed an agreement to distribute GRTV Network, the satellite and cable TV programming distribution arm of Guthy-Renker Corp. The agreement calls for TVN to provide analog satellite transmission of GRTV Network programming to cable affiliates and home satellite dish users. GRTV also will be available to broadcast TV stations, wireless cable companies and DTH users.

Disney keynote

Recently named vice president of ABC Cable Networks and president of the Disney Channel Anne Sweeney will be the keynote speaker at the Women in Cable & Telecommunications (WICT) National Management Conference set for June 3-6 in San Francisco. Sweeney will discuss how FX Networks (where she was president before coming to Disney) has reinvented itself for today's changing TV environment, and plans for taking Disney/ABC Cable Networks into the future, tying to this year's conference theme: "Reinventing the Way We Do Business."

Classic sports signs pact

Classic Sports Network has entered into an agreement with US Media One/West Inc.-Atlanta that will grant carriage of the cable sports network to the approximately 500,000 Media One subscribers in Atlanta as part of the company's expanded basic service.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of March 11-17, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>Rugrats</i>	NICK	Mon 6:30p	2,646	4.0 2.8
2. <i>Rugrats</i>	NICK	Sun 10:00a	2,570	3.9 2.7
3. <i>Doug</i>	NICK	Mon 7:00p	2,503	3.8 2.6
4. <i>Rugrats</i>	NICK	Tue 6:30p	2,489	3.8 2.6
5. <i>Rugrats</i>	NICK	Sat 7:30p	2,401	3.7 2.5
6. <i>Secret World of Alex Mack</i>	NICK	Sat 8:00p	2,301	3.5 2.4
7. <i>Doug</i>	NICK	Wed 7:00p	2,285	3.5 2.4
8. <i>Rugrats</i>	NICK	Wed 6:30p	2,282	3.5 2.4
9. <i>Murder, She Wrote</i>	USA	Sun 8:00p	2,219	3.3 2.3
10. <i>Rugrats</i>	NICK	Thu 6:30p	2,203	3.3 2.3
11. <i>Aaahh!!! Real Monsters</i>	NICK	Sat 7:00p	2,168	3.3 2.3
12. <i>Rugrats</i>	NICK	Sat 8:30a	2,118	3.2 2.2
13. <i>World Championship Wrestling</i>	TNT	Mon 8:57p	2,108	3.2 2.2
14. <i>Rocko's Modern Life</i>	NICK	Sat 6:30p	2,102	3.2 2.2
15. <i>Tiny Toons Adventures</i>	NICK	Sat 9:00a	2,078	3.2 2.2

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

1. Movie: 'Just Cause'	HBO	Sat 8:00p	3,034	12.4 3.2
2. Movie: 'Trading Places'	HBO	Sat 10:00p	2,042	8.4 2.1
3. Boxing: Night/Young Heavyweights	HBO	Fri 10:14p	1,978	8.1 2.1
4. Boxing: Night/Young Heavyweights	HBO	Fri 9:47p	1,791	7.3 1.9
5. Boxing: Night/Young Heavyweights	HBO	Fri 10:48p	1,705	7.0 1.8

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

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Video On Demand

Bell Atlantic blows its VOD horn

Fairfax test has recorded 330% buy rates; convenience, storage cited

By Richard Tedesco

Bell Atlantic is trumpeting the 330% buy rates it's been getting from its Fairfax, Va., Stargazer video-on-demand trial, comparing them with the overall cable industry average pay-per-view buy rate of 26%.

Video server storage capacity and convenience in ordering are the primary factors Bell Atlantic Video Services cites in explaining why the buy rates are 12 times those of cable's prevailing PPV sales averages. The rates span a broader price range for VOD offerings—from 49 cents to \$4.49 per video title—than cable systems typically offer.

Subscribers in a group receiving lower-priced offerings (49 cents to \$3.29 per selection) averaged one selection more per month than those in a group for which prices ranged from 79 cents to \$4.49 per title. Lower-end offerings included repackaged material from ABC's *Nightline* and other networks' news specials and documentaries.



Bell Atlantic has maintained a library of more than 655 programs during the six months it has run the Fairfax market trial, changing 25% of that inventory

each month. That has fueled the 73% monthly take rate Bell Atlantic is recording for the 1,000 households involved in the test.

Kate Adams, vice president and general manager for Bell Atlantic Video Services, says customer reaction has been "dramatically different" from what she experienced as a marketing executive in cable TV: "People have insatiable appetites for some of this programming." She says that constant promotion, through a monthly program guide and weekly postcards, has helped whet appetites for the program menu.

Bell Atlantic will test a nominal monthly service charge for access during the remainder of the Fairfax trial. Packages of VOD movies and other selections also will be tested, as they have been in the first six months.

Similarities to cable operators' experience in pay per view are evident too: 50% of titles selected in the BA trial have been newly released movies, and those buys have accounted for nearly 80% of the revenue generated.

TV/PC Applications

EarthWeb, ACTV to create HyperTV

Would send Internet links to TV programs in real time

By Richard Tedesco

EarthWeb and ACTV Inc. are hoping to create a new standard in TV/PC convergence with a Java-based application called HyperTV.

Using HyperTV, TV viewers would be able to watch a broadcast or cable show and simultaneously receive real-

time references via PC to Web sites with supplemental material. PC users equipped with TV cards could experience the entire process on their PCs. "HyperTV enables broadcasters to send to users a stream of Internet addresses that causes Web browsers to go to those pages in real time," says Nova Spivak,

EarthWeb senior vice president of marketing and strategy.

Consumers would access a Web page via a HyperTV site or simply go to a network's page directly just before they watched a program from that network. Using software

licensed from EarthWare and ACTV, networks would transmit material on Web pages via the Internet to accompany on-air presentations.

The two companies sense a



demand for the approach in both the PC and the TV communities. Discussions are under way with broadcast and cable networks they see as potential HyperTV clients. "We think there's a big buzz in the marketplace among people who really want this," says Bruce Crowley, president of

ACTV Interactive. "This is a unique application that combines the best of TV with the best of what's on the Web."

TV/PC users would have free access to the Internet material. Participating programmers would pay a licensing fee for the software and a per-user fee based on audi-

ence response in accessing material from Web sites.

Earth Web and ACTV think that, initially, news, sports and educational programming would be the hottest HyperTV sources, with entertainment and shopping applications making up a second phase.

TW

World Wide Web

Lifetime revs up Web site with auto race

By Richard Tedesco

Lifetime rolled out its World Wide Web site last Sunday as Lynn St. James, the Indy race car driver it sponsors, was ripping through laps at the Phoenix 200.

St. James is one of the site's celebrities, with Lifetime charting her progress through various races—including the Indy 500—with online coverage. Sports and fitness is one of seven areas of interest defining the new Internet site (www.lifetimeiv.com).

Its debut also coincides with the premiere of Lifetime's weekly *Intimate Portrait* series. An *On the Tube* area will feature expanded background material about the women profiled in the series, along with program schedules and video and audio clips from other shows.

An online soap opera, *Passion's Passage*, allows users to direct the action in a Gothic plot line featuring a time-traveling heroine.

Other areas are designed as cyberspace offspring of the women's cable network, offering practical information. *HealthTimes* has medical news and standing features on topics such as breast cancer. *Parenting* addresses family



Lifetime updates its race progress on the Internet.

health issues, playing off Lifetime's infant care shows and anticipating *Kids These Days*, which debuts in May.

Everyday Workout host Cynthia Kereluk will present *Cyberday Workout*. A *Rock 'N' Roll Madam* columnist will be featured in *Showbuzz*, and former *USA Today* reporter Patty Rhule writes a parenting column. "We're really trying to create online personalities," says Brian Donlon, vice president of public affairs.

Donlon says that Lifetime is exploring creative approaches to draw sponsorships, beyond simply the billboarding of a sponsor's name that is typical of TV network sites.

TW

VCR function added to TV Guide on Screen

TV Guide on Screen has incorporated a one-button "Record It" feature to its interactive electronic program guide.

Unlike similar features in other electronic program guides for cable, Record It is set by program title, not a code. *TV Guide* has a patent pending on the feature's technology, which functions in real time to identify the program to be recorded. It uses informa-

tion transmitted to the guide when a show is broadcast. If a show's airtime changes, the substitute program won't be recorded.

The feature later this year will be built into set-tops incorporating the electronic guide, according to Bruce Davis, president of TV Guide on Screen.

General Instrument CFT2200 analog boxes soon will be equipped with the new feature. Boxes with the electronic program guide are slated for deployment in three different markets in the next few months, according to Davis.—RT

Calendar

April 9-11—Web Marketplace '96 Conference, presented by Jupiter Communications. Sheraton Hotel and Tower, Chicago. Contact: (800) 488-4345.

April 15-18—Conference & Expo on Interactive Marketing, presented by Interactive Marketing Communications. Marriott Marquis, New York. Contact: 800-538-5053.

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

April 22-23—Entertainment Marketing on the Internet, organized by Strategic Research Institute. Sheraton Universal Hotel, Universal City, Calif. Contact: (800) 599-4950.

April 25-26—High-Speed Data Delivery Strategies for the Cable Industry, organized by the Institute for International Research. Sheraton Universal Hotel, Universal City, Calif. Contact: 800-999-3123 (or in New York: 212-661-3500).

April 30-May 2—DRTV (Direct Response Television) Expo & Conference, produced by Advanstar Expositions. Long Beach Convention Center, Long Beach, Calif. Contact: Liz Crawford, (800) 854-3112.

May 16-18—E3, Electronic Entertainment Expo, presented by Infotainment World. Los Angeles Convention Center, Los Angeles, Calif. Contact: Therese Merrell, (415) 349-4300.

May 22-25—Multimedia 96 new-media technology conference and trade show. Metropolitan Toronto Convention Centre. Information: (905)-660-2491; <http://multimedia.magic.ca>.

May 23-25—CES Orlando, Digital Destination, sponsored by the Consumer Electronic Manufacturers Association. Contact: (703) 907-7674.



3 steps to

Internet success:

top 10 **computer** sites



- 1 **c|net**: the computer network
- 2 Voyager
- 3 Windows95.com
- 4 Cisco Systems, Inc.
- 5 Consummate Winsock Apps List
- 6 Macromedia, Inc.
- 7 Sun Microsystems, Inc.
- 8 Cult of Macintosh
- 9 Gateway 2000
- 10 Walnut Creek CDROM

source: Point Communications survey

top 10 **news** sites



- 1 CNN Interactive
- 2 **c|net**: the computer network
- 3 USA TODAY
- 4 Boston.com
- 5 Nando Times
- 6 HotWired
- 7 Electronic Telegraph
- 8 Reuters New Media
- 9 TimesFax
- 10 Mercury Center

source: NewsLink survey of
10,000 Internet users

top 10 **commercial** sites



- 1 Condé Nast Traveler
- 2 Pathfinder
- 3 **c|net**: the computer network
- 4 ESPN SportsZone
- 5 Money & Investing Update
- 6 CNN Interactive
- 7 Metaverse
- 8 CDnow
- 9 Buzznet
- 10 HotWired

source: Point Communications survey



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**USA
NETWORK**

Operators unfazed by MCI Internet move

Cable operators are unconcerned about the heated Internet-access competition between MCI and AT&T, as demonstrated by MCI's announcement last week of plans to accelerate its Internet pipeline and match AT&T WorldNet's rates.

"They can do

MCI

all the deals they want to, but the physical links into the home still remain the same," says Steve Craddock, vice president of new-media development for Comcast. "I don't see this as being a problem."

Notwithstanding the Internet marketing initiatives by MCI and AT&T, neither telco approaches the 10 mbps access speeds of the cable modems of Comcast and other cable companies. "We have a different service paradigm," Craddock says.

The centerpiece of the "MCI Internet 200" campaign is an upgrade in the speed of its Internet backbone network, from 45 mbps to 155 mbps, by mid-April, effectively tripling its capacity. MCI hopes the move will help it increase its current \$100 million annual business in Internet access to \$2 billion annually by 2000.

MCI is offering customers five free hours of Internet access per month, with a \$2.50 hourly rate after that, or a \$19.95 flat rate for unlimited access. That mirrors AT&T WorldNet's Internet access plan announced earlier this month.

But Vint Cerf, MCI senior vice president of data architecture, denies that MCI is reacting to AT&T's initiative: "This is by no means a response to AT&T. This is a response to the increased [Internet] traffic we've been observing."—RT

The Internet

NBC to cover Mt. Everest climb online

By Richard Tedesco

When Sandy Hill Pittman sets out to be the first woman to reach the peak of Mt. Everest next month, NBC will cover the action online.

On its Everest Assault '96 site, tied to NBC's Web site (www.nbc.com/everest), Pittman will either publish journal entries via laptop or conduct live chat sessions daily via high-tech satellite phone, using an uplink to an Inmarsat satellite. Digital cameras and recorders also will transmit images and sound.

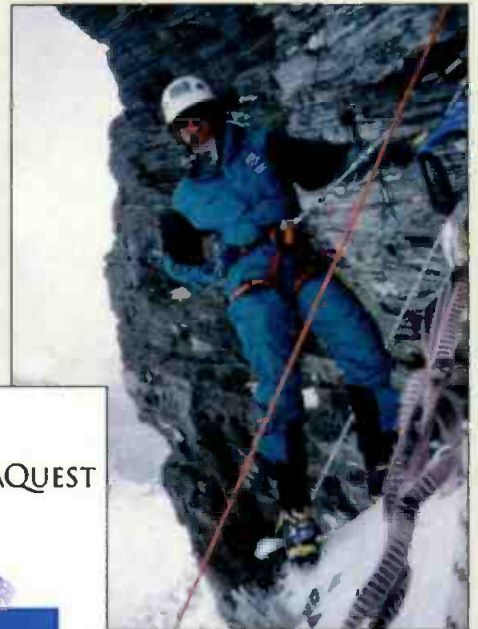
The real-time chat during the climb will start in mid-April in an area titled *The Journey* and, if all goes well, will continue through mid-June. The Global SchoolNet Foundation is designing an area on the site that will provide links to more than 1,000 schools.

Coming Soon...



NBC PRESENTS

with TERRAQUEST



Sandy Pittman will report on her Mt. Everest climb over the Internet.

Three other areas that will be up when the site goes live today (March 25) are *The Mountain*, about Everest and past climbs; *Sacred Cultures*, about Himalayan Buddhism and the sherpas who serve as guides in the region, and *Travel Resources*, featuring information about travel in Nepal. A bibliography also appears on the site.

Pittman, 40, is an accomplished journalist who has climbed the six other highest peaks in the world. She made unsuccessful attempts on Everest in 1993 and '94. This time she will follow the route of Sir Edmund Hillary, who

was the first to conquer it. She is en route to a base camp at 18,000 feet above sea level, from which she will launch her assault.

Pittman is one of several climbers attempting to climb Everest and communicate online. That's one reason NBC jumped on the opportunity for extensive cyberspace coverage. "By next year it will be passé," says NBC interactive producer Todd Harris.

NBC is seeking sponsors for the site, which it is planning as the first of several online adventure journeys. An excursion to the Galapagos Islands may be next.

NBC creates Olympics site, CD-ROM

NBC has launched an Olympics Web site in anticipation of its coverage of the 1996 summer games in Atlanta and also is releasing a companion CD-ROM.

The Web site (www.olympic.nbc.com) will contain background information on 30 Olympic sports, weekly profiles on athletes, day-in-the-life chronicles of U.S. athletes and "golden moments" from past games. The CD-ROM, featuring a direct link to NBC's Web site (www.nbc.com), is the *NBC Interactive Viewer's Guide to the 1996 Olympic Games*. It will include feature stories, profiles and video clips of Olympics hopefuls and winners, event descriptions and schedules.

The CD-ROM, produced with Novo Media Group

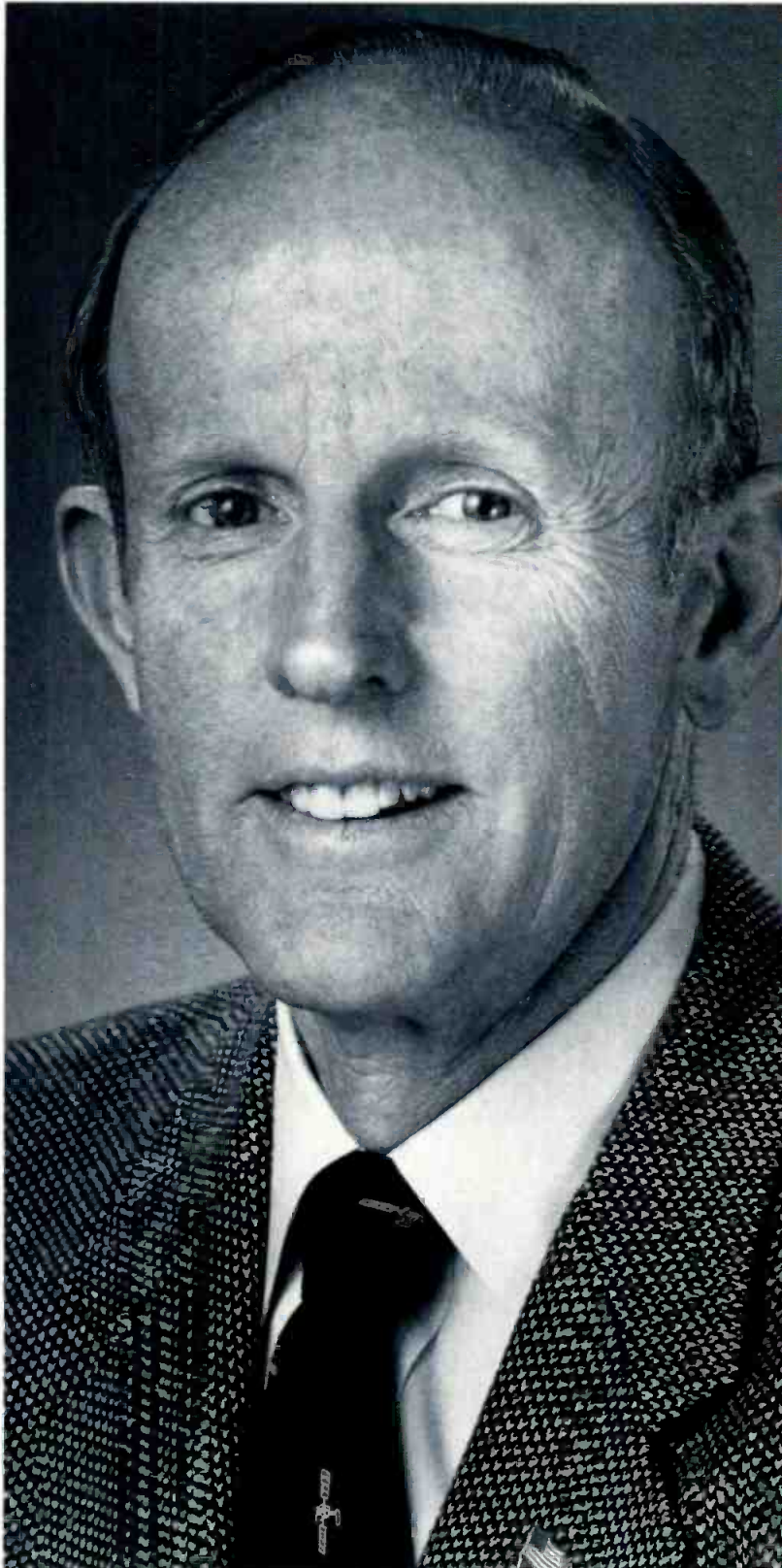
and sponsored by IBM, will be included in "The Olympic Factbook," the USOC-sanctioned guide from Visible Ink Press, for \$19.95.

Internet marketers settle with FTC

Two Internet marketers made a \$17,500 settlement with the Federal Trade Commission in a case involving deceptive advertising (BROADCASTING & CABLE, March 18). Consumer Credit Associates PC and Consumer Credit and Legal Services were cited by the FTC for deceptive ads about credit repair services posted on approximately 3,000 Internet news groups. John E. Petition and David B. Markowitz, executives of Consumer Credit and Legal Services, also were specifically cited. This is the tenth such case handled by the FTC.—RT

Technology

March 25, 1996



“Every Monday morning, the first thing I read is **Broadcasting & Cable**. I have been doing this for many years. I read all of the articles that are of interest to me, and I find that I am kept very up to date with what is going on in the industry.”

Stanley S. Hubbard
Chairman and CEO
Hubbard Broadcasting, Inc.

**Broadcasting
& Cable**

Headline News goes to the disk

CNN network makes \$3 million Avid buy

By Glen Dickson

CNN Headline News will be migrating to server-based production and playback for all of its news packages this spring with a \$3 million investment in Avid Technology's DNG (digital newsgathering) systems. The Turner network is the first news operation to purchase a complete Avid disk-based system to replace tape-based edit bays and cart machines. Avid has sold systems to start-up news operations at KHNL(TV) Honolulu, Northwest Cable News in Seattle and CNNfn in New York.

Headline News is buying two Avid MediaServers to record, edit and air all of its edited stories, with 16 Macintosh clients. Each MediaServer (a Silicon Graphics Challenge running Avid software) will have eight dedicated clients: six NewsCutter nonlinear editors and two single-channel AirPlay playback systems, all networked via AvidNet/ATM fiber protocol.

"We've allocated it so we have four Newscutters for feeds, six for editing, four AirPlays for A-control playback and two for viewing," says Gordon Castle, Headline News director of operations and special projects.

The plan is for Headline News to take incoming satellite feeds through a pair of NewsCutter units and record and digitize them on the MediaServer. From there, the digitized video can be accessed via ATM by other NewsCutters for non-linear editing. Each MediaServer initially will be configured with 16 hours of video storage, says Castle, but one probably will be expanded to 32 hours.

"Everything will get digitized only once, with one generation going through the server," says Castle. Finished packages will be cued for playback and aired from the server by the four AirPlay modules. The component digital video output then will run through Grass Valley and Sony transcoding equipment before it reaches Headline News's analog Grass Valley master control switcher for uplink.

Headline News isn't scrapping its tape machines, however. The material on the server also will be recorded on tape, says Castle, and Headline News will continue to load this backup material into its existing A control playback, which consists of multiple Betacam SP VTRs loaded by hand. Commercials still will play back off a Sony LMS cart



CNN Headline News will be using the Avid MediaServer and NewsCutter to digitize, record and edit video.

machine system, and archiving will continue on tape as well. "We are taking our traditional scheme and putting it in a backup role and putting all this new stuff on top of it," says Castle.

The first eight-client MediaServer system will be delivered at the end of this month, with installation starting April 1; the second will be delivered and installed a month later. Castle hopes to have the Avid equipment operational by June 1.

Castle says that Headline News began considering disk-based systems last summer, and looked at proposals from BTS, Quantel, Sony and Tektronix. "At the time, Avid was the only one that was delivering a system that could go above four users," he says.

Along with the DNG systems, Headline News is upgrading its existing "dumb terminal" Basys newsroom system with Avid's NetStation for Windows (Avid purchased Basys in fall 1994 and changed the product's name to NetStation). This will allow producers to create show run-downs and send them directly to the AirPlay units for insertion during live newscasts. Castle says that the NetStation purchase eventually could be followed by AvidNews, Avid's next-generation newsroom computer system, which should offer desktop editing in 1997.

"We hope AvidNews is everything it's touted to be...but we're not ruling

IBM unveils MPEG-2 encoder/decoder chips



IBM is releasing six MPEG-2 compression chips today (March 25) for OEM use in MPEG-2 digital video encoders, multimedia PCs and workstations, and digital set-top boxes. Early customers for the units include The 3DO Co., Vela Research and Wired Inc.

The three-chip IBM MPEG-2 IPB encoder chip set offers three possible configurations and variable

encoding rates, and uses MPEG-2 Main Profile, Main Level compression to support real-time encoding of CCIR 601 resolution in 4:2:2 chroma format. It is designed for use in broadcast-quality production and transmission applications. The price of the three-chip set is \$1,500 in multiple quantities.

The other chips are single-chip MPEG-2 decoders, including a video-only decoder and two audio/video decoders aimed at the set-top box market. Price for the audio/video decoder chips is \$30-\$35 in set-top box quantities of 100,000.

IBM will be showing the chip set in action at NAB '96 in its "MPEG-2 concentric booth," says MPEG-2 marketing manager Christine Harasymczuk.

—GD

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out other options," he says. "Today our legacy system is Basys, and CNN will remain on Basys, so we needed the tie-ins to be able to share file structure. None of the other newsroom systems offered significant advantages, and we lost that tie-in, so NetStation was an obvious interim step."

That interim step meant buying 100 new PCs for \$700,000, says Castle, who estimates that the entire production transition, including servers, newsroom computers, transcoding equipment and related infrastructure, will top \$5 million.

As it did for CNNfn, Avid will assemble the systems in its Tewksbury, Mass., headquarters for testing before delivery, then install and integrate the systems onsite. Since CNN has its own training department in Atlanta, Headline

News has sent staff to Tewksbury for instruction before the systems arrive.

"In the past, we've done just 'green-field' sites," says Jim Boutin, director of Avid's integrated solutions group. "This is the first new replacement for us, and it presents some challenges from our end; implementation in an existing site is totally different. This is also the first time we've done two servers in the same facility."

For now, those servers won't be sharing files. Instead, the eight clients for each MediaServer will talk only to that SGI Challenge. "The two servers are going to operate in parallel," says Castle. "So some media will be on one server and some will be on the other...the video log will tell you which MediaServer it's on."

According to Castle, in first quarter

1997 SGI is slated to introduce a disk-based sharing system "that will allow multiple Challenges to look at a drive farm as common storage." That would give Headline News's 16 clients access to either server.

Boutin confirms that SGI is developing this networked storage array system, but has no definite date for its implementation in Avid server products.

Castle is looking forward to the operational efficiencies that disk-based operations will bring to Headline News: "We are doing active cross-training to take advantage of what the future of television production will be, where at a desktop you can eventually write and edit and produce an airplay list for programming. We want to make sure we develop journalists who are ready for that challenge." ■

IndeNet begins its national rollout

Digital ad delivery system via satellite starts testing this week

By Glen Dickson

IndeNet has announced that 35 major-market TV stations have committed to installing the company's Digital SpotServers, which will be used to record digital spots distributed via satellite. According to IndeNet executives, the company has shipped its first production models and broadcasters will

begin beta-testing the units this week.

The Los Angeles-based start-up hopes to have the top 400 domestic stations signed by the end of the year. IndeNet says that its Channelmatic subsidiary, which manufactures the product, has production capacity of more than 180 SpotServers per month.

The IndeNet network is designed to replace the "dub and ship" method of ad

delivery to stations. The company is using Hughes's DIRECTPC direct satellite service to deliver MPEG-2 compressed digital spots distributed from the Hughes Galaxy IV satellite. The spots will be uplinked from IndeNet's network operations center in Chicago (formerly Mediatech). Two-foot dishes installed at the stations will receive the spots and pass them along to the SpotServer.

The Pentium-based SpotServers will use 4-gigabyte hard drives to store up to 100 30-second spots (at 10:1 compression), less with lower compression, which will then be dubbed to tape for use in existing cart-machine playback systems or fed into digital playback servers, says IndeNet chief technology officer Bob Strutzel. IndeNet plans to underwrite the cost of the SpotServers to the first 400 stations; the lease/cost structure to stations farther down the list is still undetermined.

The SpotServers will use a Vela Research MPEG-2 decoder to produce an analog NTSC output, allowing the spots to travel over a VLAN connection to VTRs. There, they will be dubbed to tape for use in traditional cart machines. IndeNet is employing the Louth automation protocol for the VLAN connection. Strutzel says that once networking protocols are ironed out, IndeNet also will offer an MPEG-2 component digital output for use with video file servers. ■

MIRA Mobile trucking to Vegas



MIRA Mobile Television will be showing its new 48-foot expandable-side mobile production unit at NAB '96. The truck's expandable side is four feet wide and more than 30 feet long, allowing the unit to seat 12 in the production area alone. The comprehensive array of hardware includes a Grass Valley 3000



digital switcher, an Abekas dual-channel DVE and stillstore, a 56-input Yamaha PM 4000 mixer and a BTS Venus 48x48 virtual matrix router. The truck is hardwired for 12 cameras and 10 VTRs.

—GD

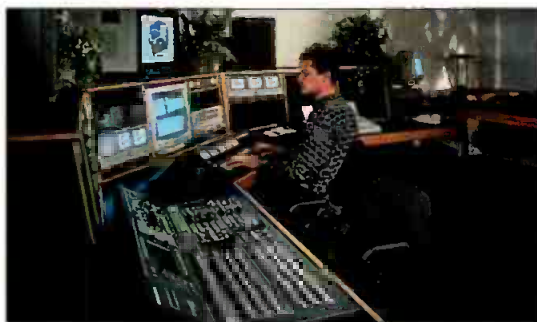
Cutting Edge

By Glen Dickson

NBC is purchasing 25 Abekas Dveous digital effects systems from Scitex Digital Video for use in the upcoming 1996 Olympic games. Multiple Dveous DVEs will be used in NBC's Olympics facilities in Atlanta and New York, which will be linked by fiber. Six twin-channel Dveous systems have been delivered to NBC's production videotape department at 30 Rockefeller Center in Manhattan; an additional 19 units will be installed throughout Olympics venues and the International Broadcast Center in Atlanta.

CNN Newsbeam, Turner's satellite newsgathering division, has struck a deal with GE Americom to acquire transponder 15 (Ku-band) on the GSTAR IV satellite. In a related development, CNN Newsource will use GSTAR IV's transponder 3 full-time to distribute its syndicated news feed to affiliates. Previously, the Ku-band transponder had seen double duty for both SNG use and feed distribution, says Frank Barnett, managing editor of CNN Newsbeam. CNN also has installed a Skyswitch communications hub on the Hughes SBS 6 to provide satellite voice communications for CNN Newsource affiliates, and extended its 4:30 p.m. feed, previously a half-hour, to 6:30 p.m.

Realtime Video, San Francisco, has spent almost \$1 million on a new component digital online suite. The new D-1 room includes a BTS Diamond Digital-20 serial component digital production switcher, an Abekas A57 DVE and A72 character generator and a Graham-Patten digital audio board. "Our new suite enables us to perform component digital online editing for any commercial or broadcast product for the first time



Realtime Video's digital online suite

now work on D-1 projects simultaneously and independent of each other, and we can network all aspects of any project from room to room."

Pioneer New Media Technologies has introduced a 500-compact disc changer designed to provide uninterrupted music playback to radio stations, music cable channels and post-production facilities. The new unit, the CAC-V5000, offers access to up to 616 hours of music and continues Pioneer's commitment to using two players to eliminate pauses and allow for cross fades. The CAC-V5000 accommodates 500 discs in five removable 100-disc magazines to allow rearrangement and replacement of discs without interruption.

Intelsat is sending its 707 satellite to a new orbital home after its successful launch by Arianespace. The VII model bird, which was slated to launch the Latin American DBS venture of News Corp., Televisa, Globo and TCI from 310 degrees east until News Corp. pulled out of its contract with U.S. signatory Comsat, now will be deployed to 359 degrees east, says the international satellite consortium. The 707, which carries 26 C-band and 14 Ku-band transponders, will become operational in April.

CBS has selected **Leitch** to produce its next generation of affiliate logo generation systems, CBS LIDIA III (local identification inserted automatically). LIDIA automatically inserts station logos over network promos and title cards, and when coming back from breaks. The new system,

based closely on Leitch's LogoMotion logo generator, is designed to offer easier logo capture, superior image quality and additional storage

outside our Quantel Henry suite," says Steve Maggioncalda, Realtime vice president of engineering. "We can

capacity compared with existing systems. LIDIA III units will begin shipping in April.

Angenieux is bringing a new assisted internal focus (AIF) studio lens to NAB '96. The 22X7.5 AIF (2/3") has a 22X zoom ratio with a focal length of



Angenieux's new AIF studio zoom lens

f7.5-165 mm (15-330mm with built-in 2X range extender) and a wide-angle f7.5 (60.75 degrees) and is fully compatible with 16/9 or switchable 16/9 to 4/3 cameras. The unit has a fast aperture of f1.5 for efficient light transmission and low-power consumption for use with portable cameras.

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General Manager. If you're looking for an opportunity to innovate, inspire and help achieve ratings dominance, this is it! WMC-AM/FM, Memphis is seeking a leader with vision and energy for successful, highly-rated combination: News/Talk 790 and FM 100 (Hot AC). State-of-the-art facilities: AM fully digital. Candidates should be knowledgeable in all facets of station operations - programming, production, sales, marketing and engineering, and should have strong history of accomplishment in large or medium-size markets. Also should be capable of developing effective strategic approaches for both station and motivating staff members. Stations are part of AM/FM/TV combination owned by dynamic, growing company. This is an excellent career opportunity for the right person. Qualified applicants should send letter of introduction and resume to Executive Vice President, WMC Radio Opening, P.O. Box 4420, Memphis, TN 38104-4420. Equal Opportunity Employer.

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Program Director at NPR affiliate WMUB. Three to five years management experience. Degree preferred or equivalent experience. Competitive salary, excellent benefits. Review of applications begins March 29, 1996. Women and minorities encouraged to apply. Miami University is an AA/EOE. Send resume, tape of on-air and production work and three letters of reference to: Search Committee for Program Director, WMUB Miami University, Oxford, OH 45056.

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Box 00736 EOE.

Project Director - FSN Project Management. TELE-TV, the media and technology consortium formed by Bell Atlantic, NYNEX, and Pacific Telesis, will provide a nationally branded package of traditional and new, on-demand and interactive entertainment, information and education services over the partnering companies' new broadband networks and wireless systems. To speed development on the information highway, we are looking for an individual with strong analytical, problem-solving and communication skills for the following opportunity in our Los Angeles facility. As Project Director, you will participate in the development and implementation of service and product strategy for Full Service Network platforms. You will assist in providing for the on-time development, delivery, and ongoing operation of products and services for Full Service Network platforms. Job responsibilities include developing Media project plans utilizing Microsoft Project software; tracking Video Service Operator (Pacific Telesis Video Services, Bell Atlantic Video Services, NYNEX Video Services) project plans and key interdependencies; establishing ongoing tracking mechanisms to monitor and report status against existing project plans; and communicating project status to senior management and key Media personnel on a regular basis. You must have a minimum of 7-10 years business experience, preferably with experience in project management and/or technical product management (matrix management experience a plus). Microsoft Project software experience would be a plus (but not required). Candidates with an MBA are preferred. An ability to understand technology and to converse with technical experts and to work independently with little direction and as a member of teams are necessary. Flexibility, the ability to manage in uncertainty and change, and a willingness to travel are also crucial for all candidates. TELE-TV offers highly attractive salaries and benefits including participation in a matching 401(k) and a progressive, dynamic, and energetic environment. For immediate consideration please send your resume with compensation requirements to: Human Resources, TELE-TV, 1925 Century Park East, Suite 1600, Los Angeles, California 90067. You must also fax your resume in confidence to (310)226-6789. No calls please. We are proud to be an employer who hires individuals from diverse backgrounds.

Mergers and Acquisitions - Radio-TV or cable. Must have key management contacts. High commissions. Fax resume and cover letter to President (708) 627-1233.

President/General Manager, Mountain Lake Public Broadcasting (WCFE-TV). WCFE-TV, serving northern New York, Vermont, and southern Quebec (including Montreal), seeks candidates for President/General Manager. Successful candidate will have proven track record in leading and managing a dynamic organization; ability to define and communicate a corporate vision; knowledge of relevant government policies/regulations and major issues affecting broadcasting and telecommunications; and commitment to mission of public broadcasting. Familiarity with Canadian market (and proficiency in French language) desirable. Applications should describe how training and experience relate to position outlined; include a detailed resume, with salary history; and list at least five references (with addresses and phone numbers) who can attest to the applicant's professional qualifications. Competitive salary and benefits package. Application deadline: April 30, 1996. Direct applications to: Chair, Search Committee, WCFE-TV, One Sesame Street, Plattsburgh, NY 12901. MLPB is an Equal Opportunity/Affirmative Action Employer.

Membership Manager. Principal duties include supervision of member services including donor acquisition, renewal, upgrade and major-giving programs. Quals: BA from accredited college or university plus 5 years fundraising, sales, or marketing experience required. Starting salary: \$37,024.00. Submit detailed resume to Tom AxteLL, General Manager, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, Nevada 89119 or Fax to (702) 799-5586. Position will remain open until filled. A screening packet will be mailed to competitive applicants. KLVX-TV Channel 10/Clark County School District is an Equal Opportunity Employer.

Local Sales Manager - CBS Affiliate in Houston, TX seeks innovative sales professional to lead a staff of eight account executives. Candidate will have five years' broadcast sales and management experience with proven skills in business development, training, supervision, motivation, and thinking outside the lines. A subsidiary of the A.H. Belo Corporation, we offer a comprehensive benefits package, competitive salary structure and the chance to work with a great team. Send resume to: John Rizzuti, Director of Sales and Marketing, KHOU-TV, P.O. Box 11, Houston, TX 77001-0011. KHOU-TV is an equal opportunity employer.

General Manager: KCAU-TV, ABC affiliate in Sioux City, is seeking qualified applicants. Responsible for established station with long-standing tradition of program and community service. The successful candidate will have strong leadership, financial, and personnel management skills. A minimum of ten years experience in television broadcasting is necessary. Five or more years of sales management experience is desired. Send salary requirements and resume in confidence to: Raymond Cole, Executive Vice President, 7th and Douglas Street, Sioux City, IA 51101. EOE.

Local Sales Manager wanted at FOX 22 in Raleigh, N.C. Looking for an aggressive individual to manage a team of professionals in the top 30 market. Must lead the staff to new record revenue levels. Heavy emphasis on retail marketing/promotions and new business development. Minimum two years previous television sales management experience required. EOE. Send resume to: WLFL-TV/Fox 22, 3012 Highwoods Boulevard, Suite 101, Raleigh, N.C. 27604. Attn: General Sales Manager.

Development Manager, WGUV-AM/FM/TV seeking qualified applicant for position of Development Manager. Qualifications: Possess 5 years demonstrated experience with planned giving, direct mail, telemarketing, endowments, membership or broadcast fund raising. Three years management experience preferred. Must be a team player and well organized. Ability to serve as teacher for students. Must be able to work in management team environment. BA/BS in relevant field preferred or appropriate combination of experience and education. Responsibilities: Ability to create, develop and implement new and unique fund raising opportunities; work well with large volunteer staffs; lead department to new levels of success and optimize performance of all existing fund raising activities. Manage department budgets and staff. Oversee all development for two PBS TV stations, one NPR FM station, one NPR AM station and ancillary fund raising activities. Salary range \$40,400 - \$69,300. Send resume and three references to: Michael T. Walenta, General Manager, WGUV-AM/FM/TV, 301 West Fulton, Grand Rapids, MI 49504-6492. Resumes may also be e-mailed to ZZZ8699@gvsu.edu. Resumes must be postmarked no later than April 15, 1996. Indicate how you heard of position. EOE.

Chief Executive Officer/General Manager. Illinois Valley Public Telecommunications Corporation, licensee of non-commercial community station WTVP-TV, seeks CEO and General Manager. Must have appropriate academic background, demonstrated senior management abilities in broadcasting, education or telecommunications media. Demonstrated success in interrelating with various constituencies, administrative leadership, resource development, operational management. Expected to be well-informed in assessing emerging technologies and integrating them when appropriate in our public service mission. Submit application letter, resume and five references by May 1, 1996 to: Executive Search Committee, Illinois Valley Public Telecommunications Corporation, 1501 West Bradley Avenue, Peoria, Illinois 61625. EOE.

Fox Affiliate, Austin, Texas, seeking Local Sales Manager to successfully lead our sales team. Candidate should have strong work ethic proven ability in TV sales, new business development and agency/client relations. Strong leadership skills a must. At least 5 years experience in TV sales required. Management experience preferred. Send resume and cover letter to: Human Resources, Attention Local Sales Manager, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. No phone calls, please. EEO Employer.

HELP WANTED SALES

ODETICS BROADCAST

Join one of the 100 best work environments in the U.S.

CONTRACTS ADMINISTRATOR

Seeking individual with 3+ years experience working in a technical sales department preparing proposals for computer based process control systems or similar products our Anaheim, CA location. Experience in the television broadcast industry either as user or as a supplier of broadcast equipment is desirable.

Position requires working with field sales team, customers and design engineers to prepare proposals and supporting documentation for tape and digital disk on-air presentation systems. Good communication and writing skills and working knowledge of computer software for letter writing and proposal spreadsheet organization and presentation are essential.

BROADCAST EQUIPMENT SALES MANAGER, ASIA REGION

Minimum 5 years experience in television broadcast equipment sales with 3 years selling in Asia. Experience should include management of a distributor/agent/representative network and residency, past or present in the Asia Pacific region.

Position is based in our Singapore office and will require extensive travel within the Asia Pacific Region working with a network or reps to promote and sell Television On-Air Presentation Equipment to broadcast facilities.

Odetics' Broadcast Division is the leader in broadcast television On-Air Presentation Systems. Odetics, Inc., a public company listed on the Nasdaq stock exchange has been listed twice as "One of the 100 Best Companies in America to Work For."

If you're skills and experience meet the requirements above, please forward your resume to:

E-Mail address: IKK@odetics.com, Fax# (714) 780-7999 or mail to:
Linda Krumme, Odetics, Inc., 1515 South Manchester, Anaheim, CA 92802.

EOE

M/F/H/V

WACH-TV FOX 57 has an immediate opening for a Local Account Executive. Maintain and increase volume with established accounts and aggressively seek new customers. Superb research support in Greene Marketing and TapScan. Strong presentation skills, degree in Sales/Marketing and media sales experience required. Send resumes to Byron J. Miller, WACH FOX 57, 1400 Pickens Street, Columbia, SC 29201. WACH-TV is an Equal Opportunity Employer.

Traffic Manager. Sunny coastal Florida TV station is seeking a Traffic Manager with a minimum of two years experience. Qualified persons must have knowledge of the JDS system, log editing, inventory management, order input and continuity. Qualified persons please send resumes in confidence to Box 00745 EOE.

Traffic Manager. KDSM-TV FOX 17, a River City Broadcasting station, located in Des Moines, Iowa is seeking a Traffic Manager. This person would be responsible for overseeing a three person department. Responsibilities of the department include inputting orders, formatting the log, controlling inventory, trafficking commercials etc. strong computer skills are a must, familiarity with Columbine Traffic System a plus. Excellent benefits. Women and minorities are encouraged to apply (EOE). Send resume to: Station Manager, KDSM-TV FOX 17, 4023 Fleur Drive, Des Moines, Iowa 50321.

The Kansas Television Network, KAKE-TV, KUPK-TV and KLBV, has an opening for National Sales Manager. A Chronicle Broadcasting station group located in Wichita, KS. The successful candidate must have a minimum of 3 years of successful local station or rep selling experience. Please send resume and cover letter to Steve South, VP/GSM, KAKE-TV, P.O. Box 10, Wichita, KS 67201. No phone calls please. Equal Opportunity Employer.

Regional Account Executive. We're "going FOX" and we're expanding. Great place for experienced Buyer or Sales Assistant to break into sales. Great lifestyle market, exceptionally low housing costs. Resume to Joe Marcoe, WICZ-TV, P.O. Box 40, Vestal, NY 13850. EOE. No phone calls, please.

National Sales Manager: KCAU-TV, ABC affiliate in Sioux City, Iowa is seeking qualified applicants. The successful candidate will possess strong negotiation skills, leadership abilities, and a proven television sales track record. While previous national sales experience is preferred, strong local/regional experience will be considered for those seeking an opportunity to move up. Send resume to: General Manager, 7th and Douglas Streets, Sioux City, IA 51101. EOE.

Local Sales Manager. Top 50 CBS affiliate seeking Local Sales Manager. Responsibilities will include managing local sales staff, daily pricing decisions, inventory, and handling new and current business relationships with clients. Successful candidate needs to be creative and highly motivated. A minimum of 3 years experience in local sales, a proven track record in new business development, computer skills, solid rate and inventory management skills, and solid knowledge of current research information are required. Strong presentation skills and good interpersonal skills are critical in this position. College graduate and previous management experience preferred. Please send resume to Yvette Harris, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

Local Sales Manager. Sinclair Broadcast Group and FOX affiliate, is seeking an individual capable of positively motivating and challenging the local sales staff and building relationships with local clients and agencies. Applicants must have 3-5 years in broadcast sales, preferably in sales management. Must be proficient in computer skills and written/oral communications. College degree preferred. Send resumes to: WSMH-TV, Attention: Aaron Olander, Station Manager, Box 310669, Flint, MI 48531. The deadline for resumes is April 19, 1996. EOE.

Local Account Executive. WHNS-TV FOX 21, First Media Television, FOX affiliate in the 35th market, is expanding its sales staff with the addition of a broadcast media sales person. Broadcast sales experience is not required; however it is preferred. Some outside sales experience is required with focus on developing new business. Applicant should have more than working knowledge of computers and will be expected to develop complete sales knowledge of sales tools available. Applicants should be energetic with a positive attitude, strong work ethic and desire to succeed in a competitive, growing market. Send resume to: WHNS-TV, Attn: Personnel-Sales, 21 Interstate Court, Greenville, S.C. 29615. EOE. M/F/H.

General Sales Manager. This is a tremendous opportunity for a highly motivated individual looking to join a progressive FOX affiliate. Proven sales record, strong, persuasive, and negotiation skills should round out the strong leadership qualities and even stronger desire to succeed that would be brought to the job. Knowledge of budgeting, pricing, and forecasting complimenting strong managerial skills would make for an ideal candidate. Send resume to General Manager, WRSP-TV, 3003 Old Rochester Road, Springfield, IL 62703 or fax to (217) 523-6792. EOE.

Eastern North Carolina CBS Affiliate has an immediate opening for an experienced Account Executive. Roy H. Park Broadcasting is growing and this station is a market leader. If you are enthusiastic, detail oriented, and want to live in a beautiful area of the country, send your resume and salary history to: Ross Howard, LSM, WNCT-TV, P.O. Box 898, Greenville, NC 27835. No Phone Calls. EOE.

Account Executive wanted for Western Arizona Warner affiliate. Draw/Commissions, Medical and Dental plans available. Fax resume to Stan (520) 526-8110. G.C.T.V. Inc. EOE.

General Sales Manager: Outstanding opportunity with new affiliate of Allbritton Communications Company to build a dynamic sales organization for Birmingham, Alabama's new ABC affiliate. This sales team leader will possess the ability to apply creative management and marketing techniques to build solid business relationships and develop new revenue opportunities. Special organizational ability to manage multi-location sales operations required. Proven record of achievement in broadcast television sales in management position achieving budgets, both revenue and expense, and effective staff motivation and management necessary. Goal-oriented management philosophy and style required. Five years experience in broadcast sales preferred. Send cover letter and resume to TV Alabama, Inc., P.O. Box 360039, Birmingham, AL 35236, an affiliate of Allbritton Communications Company. No phone calls please. We are an Equal Opportunity Employer.

Creative Director. NBC affiliate, WNDU-TV has an immediate opening for a full-time experienced Creative Director to write, produce and direct commercials and sales department projects. Successful candidate will have extensive experience in all aspects of production, writing and conceptual skills and be very well organized to handle a number of projects. Send resume to: The WNDU Stations, Attn: Human Resources, Position #00143, P.O. Box 1616, South Bend, IN 46637. No calls!

Account Executive- Need aggressive sales person who is hungry to sell UPN prime, news, specials and develop new business. Ideal candidate will have experience as follows: television sales (2 years); sales marketing and promotions; NSI, BAR, Scarborough. Send to: Local Sales Manager, UPN 20/WDCA, P.O. Box 9662, Washington, DC 20016. Equal Opportunity Employer.

Account Executive/Underwriting Manager. Principal duties include preparing sales materials for corporations, foundations, and associations; identifying prospects, making appointments, and securing funding for station goals; coordinating donor recognition activities; and maintaining compliance with FCC rules and regulations. Quals: Bachelor's degree from an accredited college or university in banking and finance, communications, business management or marketing/merchandising/retail management, and 3 years experience in a related field such as advertising, marketing, communications, media relations, publicity, public relations, or journalism. Starting salary: \$38,875.20. Submit detailed resume to Tom Axtell, General Manager, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, Nevada 89119 or Fax to (702) 799-5586. Position will remain open until filled. A screening packet will be mailed to competitive applicants. KLVX-TV Channel 10/Clark County School District is an Equal Opportunity Employer.

Client marketing/sales promotion professional for a top 10 UPN affiliate who can create and execute marketing opportunities for clients and function as creative resource for new business clients. Needs to be excellent on details and be an experienced, creative producer. Send resume and tape to: Director of Sales, UPN 20/WDCA, P.O. Box 9662, Washington, DC 20016. Equal Opportunity Employer.

HELP WANTED HUMAN RESOURCES

Human Resources Manager: Great opportunity available at the new ABC affiliate in Birmingham, Alabama to work as integral part of the management team and provide overall broadcast television station direction and supervision of all human resources activities at several facilities. Includes development and implementation of all employment-related policies and compensation and benefits structure. Responsible for ensuring compliance with government regulations. Requires formal education or experience equivalent to, a bachelor's degree and five years of progressively responsible experience in human resources management, including supervisory experience. Send cover letter and resume to TV Alabama, Inc., P.O. Box 360039, Birmingham, AL 35236, an Affiliate of Allbritton Communications Company. No phone calls please. We are an Equal Opportunity Employer.

HELP WANTED MARKETING

WHIO-TV in Dayton is seeking a results oriented, hands-on, Creative Services Director. Responsibilities include directing all creative and marketing needs of this dominant CBS affiliate. Commitment to research driven marketing is essential. If you are confident in your knowledge and ability to market a proven local news product, send tapes and resumes to: John Woodin, General Manager, WHIO-TV, 14141 Wilmington Avenue, Dayton, Ohio 45420. No phone calls please. WHIO is an Equal Opportunity Employer.

HELP WANTED TALENT

On Air TV Broadcasters. Needed to fill local, national and international jobs thru state-of-the-art Internet talent placement service. All ages/experience/positions. Free info. 800-803-5303.

**WANT TO RESPOND TO A
BROADCASTING & CABLE
BLIND BOX ?**

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

To place an
ad in the Broad-
casting & Cable
Classified Section,
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Antoinette Fasulo

Tel: 212-337-7073

Fax: 212-206-8327

AFASULO@B&C.CAHNERS.COM

HELP WANTED TECHNICAL

Television

Broadcast Technical Opportunities

The information revolution is being televised and brought to you by NBC and Microsoft. This major linking brings together the best in broadcasting with a leader in personal computer software and a major provider of Internet online services.

The outcome is MSNBC Cable, a 24-hour news and information service. MSNBC has the following opportunities for candidates who offer 2+ years of relevant experience:

MASTER CONTROL/TRANSMISSION OPERATOR

Establish and insure quality of remote feeds via satellite downlinks along with accompanying IFB and PL. Maintain integrity of outbound signal path, support Video Cipher scrambling system, shade cameras and support Odetics during off hours.

TECHNICAL DIRECTOR

Live to air switching on GVG 3000 integrating tape, Picturebox Still Store, Abekas A51 DVE, Chyron, cameras and live remotes. Technical crew leadership ability a must.

MAINTENANCE ENGINEER

Prior experience supporting live production operations and broadcast plan infrastructure, as well as bench repair and operator support of the following family of devices: Quantel Paintbox and Picturebox, GVG 3000 Switchers and editors, Chyron Inifit, Sony and Ikegami cameras, Odetics, Panasonic MII tape machines, computer automation and RF systems.

AUDIO ENGINEER

Demonstrable mixing experience in a live environment integrating mics, telephones, remotes and tape. Knowledge of remote communications (IFB, PL, mix minus) and audio patching is essential.

EDITORS

News experience in machine-to-machine, on-line (GVG) and Avid editing.

COMMERCIAL INTEGRATION

Operate Odetics TCS 90 and maintain database. Perform commercial and program video tape dubs.

CHYRON

In control room operation of Chyron Inifit, Max and Maxine

LIGHTING ASSOCIATE

Maintenance of studio lighting (fixtures, dimmers, grip equipment) and ability to light for multicamera production.

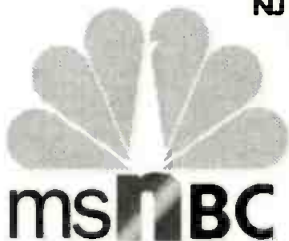
TECHNICAL ASSOCIATE

Experience in the following areas: stage manager, studio camera, prompter and tape playback.

GRAPHIC ARTIST

Creation of electronic graphics in a news environment using a Quantel Express Paintbox and Picturebox and Macintosh work stations. 3D animation experience a plus.

We offer competitive salaries and a comprehensive benefits package. For confidential consideration, please send your resume and salary requirements to: **Employee Relations-Tech, MSNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024; fax (201) 585-6275.** We are an equal opportunity employer.



ENGINEERING FACILITIES COORDINATOR

KABC-TV is seeking an Engineering Facilities Coordinator who will report to the News Department Business Manager. Candidate must have strong clerical experience. Duties will include typing, filing, ordering supplies, processing timesheets and expense vouchers. Experience with a Teleprompter is a plus.

For immediate consideration, please send your resume to: **K. Talley, News Business Manager, KABC-TV, Dept. EFC-BC, 4151 Prospect Avenue, Los Angeles, CA 90027.** No phone calls please. Equal Opportunity Employer.



WJW TELEVISION CLEVELAND, OHIO

WJW-TV is looking for an Engineering Chief who is proactive, knowledgeable, experienced and able to motivate. This New World Communications station has a heavy emphasis on news and the systems that support same. Minimum of five years experience in technical operations preferred but not required. Send resume to:

Louis Gattozzi
Vice President of Operations
WJW Television
5800 South Marginal Road
Cleveland, Ohio 44103
We are an Equal Opportunity Employer.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____,

245 West 17th St.,
New York, New York 10011

Director, Technical Operations & Special Events

CBS seeks an experienced technical operations professional to establish production and transmission facilities at the sites of major unfolding news events.

As big news can happen at any time anywhere in the world, you must be able to travel extensively, and sometimes with only a few hours' notice. In addition to assuming all technical operations responsibilities, you will also plan technical facilities for scheduled news event coverage, such as the upcoming political conventions. When not traveling, you will be responsible for various capital projects including the installation of new Ku band satellite uplinks and upgrades to CBS News Bureaus around the world.

To qualify, you must have strong television technical operations experience to include audio, video, communications and data technologies. A BSEE is desirable, but candidates with impressive equivalent experience will be considered. We offer a competitive salary and a comprehensive benefits package. Please send your confidential resume, including salary history and requirements, to: Director, Technical Operations Staffing, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.



Director of Technology Services - WTVS Detroit PBS affiliate seeks individual responsible for the total system planning for present and future technology needs and management information systems as these apply to station administration, customer service, programming, education division initiatives, requirements for advanced television, and fund development programs for membership and corporate marketing. Please send a resume, cover letter and salary requirements 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 Systems Administrator. KSDK St. Louis #1 NBC affiliate is searching for a Computer Systems Administrator to oversee the operation, training, maintenance and installation of all non-air related personal computer (PC) equipment and related peripherals. Individual will also oversee the operations and maintenance of the AS400 computer, newsroom computer system, LAN equipment and network designs and systems installation. Will report to Chief Engineer but will assist all departments with special computers projects as assigned. Minimum 5 years broadcast designs and systems installation experience. Degree or equivalent schooling preferred. Send resume with salary requirements in confidence to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Chief Engineer: First Class License. Thorough knowledge of UHF/RF operation and maintenance, as well as production and post-production systems. Must be hands on, organized and able to communicate. Computer experience a must. Not a desk job. Good opportunity for an assistant chief to become chief. Great Florida market. Family environment. An Equal Opportunity Employer. Send cover letter and resume to Box 00742.

Maintenance Technician: KSDK, St. Louis #1 NBC affiliate. Work on broadcast Beta, D3 tape machines, studio and master control equipment, as well as ENG, microwave, and satellite systems. Five years experience with operation and repair to the board level. FCC General Class License and SBE Certification preferred. Send resume to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market St., St. Louis, MO 63101. No calls please. EOE.

Maintenance Engineer. Video maintenance technician with knowledge of Sony Betacam, broadcast and professional systems service/repair, needed immediately. Forward resume to Director of Engineering, WOIO/WUAB, 1717 East 12th Street, Cleveland, OH 44114. No phone calls please. Equal Opportunity Employer.

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 3 years experience is required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them 708-299-4206, to the attention of V. Schwantje.

Staff Level Position: with strong background in broadcast video, audio and facility construction. A national radio and TV network is expanding its technical staff. Travel required. Fax resume and salary history to Jack Valinski, National Operations Manager, Metro Networks at 713-840-7039. Equal Opportunity Employer.

EFP/ENG Videographer (Television). International Christian Relief Organization is looking for an EFP/ENG Videographer with broadcast quality skills. Minimum 3-5 years EFP/ENG experience needed. Looking for field experience in shooting stories and features. Must show creative abilities and be able to tell a story with camera shots and angles. Must be able and willing to travel extensively with short notice. If interested send resume to Box 00724 EOE.

HELP WANTED NEWS

CREATIVE SERVICE DIRECTOR

Aggressive Ft. Myers FOX affiliate with 6 & 10 PM newscasts is looking for a hands on, news oriented manager to guide both news promotion and commercial production. If you have a minimum of 5 years experience in news promotion and love being at a highly competitive station, we offer a great staff, excellent equipment and a lifestyle that's hard to beat. Send non-returnable tape and resume to:

Chris Andrews, V.P./G.M.

WFTX-TV
621 SW Pine Island Road
Cape Coral, FL 33991.

We are an Equal Opportunity Employer.

TO PLACE AN Ad IN BROADCASTING & CABLE
Classified SECTION, Call ANTOINETTE Fasulo
PHONE 212-337-7073 FAX 212-206-8327

We are looking to add two Photographers to our award winning staff. You need to be a go-getter with live experience. Someone who loves hard news and knows how to grab our viewers' attention. Please send us a tape of your award winning video along with a resume and a list of references to: Lew Short, Chief Photographer, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. P.S. you may fax resume to 501-375-1961. Tapes are non-returnable.

Senior Producer. Fast-growing health and medical unit looking for experienced News Producer to supervise team of writers, producers and graphic artists. Strong people skills, visual sense and copy editing skills a must, plus minimum 5 years major market experience. Rush your resume and non-returnable reel to Carla Jackson, Reuters Health Information Services Inc., Worldwide Plaza, 825 Eighth Avenue, 31st Floor, New York, NY 10019. EOE.

Reporter: Aggressive journalist needed who has the ability to take complex news issues and turn them into easy-to understand television stories. Must have the ability to enterprise news stories on a daily basis. Must have ability to perform on live television. College degree and 2 years experience reporting for television are preferred. Send resume and tape that shows stories you enterprised plus live reporting to: Chuck Samuels, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an Equal Opportunity Employer.

Reporter. WHOI-TV, the ABC affiliate in Peoria, Illinois has an opening for an aggressive General Assignment Reporter. Candidate must have two years television news reporting experience, great writing skills, lotsa live experience, team player and work well under intense deadline pressure. We do lots of hard news stories and multiple live in every show. Don't apply if you're in T.V. for the glamour. This reporter will dig, dig, dig for exclusive hard news stories and lead the newscast every night! If you want to work that hard, rush resume and tape to: John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, Illinois 61610. EOE. Position closes Wednesday, March 27, 1996.

Reporter. Enterprising pro to cover hard news and politics on Saipan. Very aggressive news department on booming tropical paradise. This promises to be an adventure you'll never forget. Minimum two years experience required. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

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

Producers. Fast-growing health and medical unit looking for experienced News Producers. Strong writing and production skills a must, plus minimum 3-5 years major market experience. Rush your resume and non-returnable reel to Carla Jackson, Reuters Health Information Services Inc., Worldwide Plaza, 825 Eighth Avenue, 31st Floor, New York, NY 10019. EOE.

Producer/Director - Sportschannel Chicago is seeking an organized, adaptable television professional for a live nightly wrap-up show. In this role, you will produce the show on some nights and direct on others. 4 years of television experience and strong writing skills are required. Please send resume and salary requirements to: Sportschannel Chicago, Attn: P/D, 820 West Madison, Oak Park, IL 60302. EOE. No phone calls please.

Producer. We need a producer who knows how to put together a fast paced, comprehensive, extremely local broadcast with a small staff. We are an expanding operation in the 38th market which expects to grow with our success. You need to have a minimum of one year, hands-on, news producing experience. Send resume with references and a recent aircheck to: Mike Rolfe, News Director, WOTV, 5200 West Dickman Road, Battle Creek, MI 49106. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

Pollack/Belz Broadcasting is accepting applications for News Director at our soon-to-be acquired KIEM-TV (NBC), Eureka, California. This position requires an individual who can wear many hats with experience in reporting, editing, training and anchoring. Our small market, beautiful coastal area provides a great opportunity for a motivated, hands-on type of leader. Send resume and non-returnable tape to: Hank Ingham, KIEM-TV, P.O. Box 5115, Eureka, California 95502. EOE.

Opportunity to work in one of the most exciting sports markets in the country. WFLD, a FOX O&O TV station in Chicago, has an immediate opportunity for an Executive Producer for Sports. Individual will be responsible for all Bears football related programming, and will oversee daily sports, pre/post game 1/2 hour shows, and all sports specials. Minimum 3-5 years major market experience. Managerial and production experience required. Qualified applicants should forward tape and resume to: Mary Talley, Director of Personnel, WFLD/FOX 32, 205 North Michigan Avenue, Chicago, IL 60601. No phone calls please. EOE/M/F/D/V.

News Photographer - KSTW, Seattle's CBS affiliate is seeking a photographer whose primary responsibility will be to shoot footage of breaking stories from the KSTW Sky Eye Helicopter. Degree in Photography/Photojournalism required plus three to five years of progressive experience at an affiliate level. NPPA experience preferred. Send your tapes and resumes to: KSTW-Channel 11, 2320 South 19th Street, Tacoma, WA 98405, Human Resource Department.

News Director-WSEE-Erie, PA. Miami hired our N.D. now we need strong, dynamic leadership. We have all the tools and an experienced, seasoned staff. You must have news room management experience, lots of energy, and want to win. Send resumes in confidence to: Jim Wareham, WSEE-TV, 1220 Peach Street, Erie, PA 16501. Fax: 814-454-5541. EOE.

News Director: Unique opportunity for a news professional with history of successful news operation and a vision for the future to build an aggressive news and public affairs operation for new affiliate of Albritton Communications Company as the new ABC affiliate in Birmingham, Alabama. The search is on for a dynamic, energetic team leader and player who can utilize people skills, experience and the industry's newest technology to develop and implement a plan that will produce the edge that counts with viewers in several Alabama markets. Market experience helpful. Send tape, cover letter, and resume to TV Alabama, Inc., P.O. Box 360039, Birmingham, AL 35236, an Affiliate of Albritton Communications Company. No phone calls please. We are an Equal Opportunity Employer.

News - KSTW, Seattle's CBS affiliate is seeking an Anchor/Reporter to join our news team. Degree in Communications or related field plus a minimum of 5 years experience at an affiliate level as an Anchor/Reporter. Send your tapes and resumes to: KSTW-Channel 11, 2320 South 19th Street, Tacoma, WA 98405, Human Resource Department.

Local Talk Show Producer. Seeking experienced Producer for daily live morning talk magazine. Qualified candidates will have a minimum of 3 - 4 years experience producing live television in a variety of formats. Bachelor's degree in Communications or related field also required. Send resume and tapes by March 29 to: Sarah Norat-Phillips, Director of Programming, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an Equal Opportunity Employer.

Investigative Reporter. Lots of local, regional, federal and international subject matter on a booming tropical island paradise. Very aggressive news department has won five ACE awards. George Polk, Silver Gavel Award. We want a hard-hitting pro with knowledge of libel law and five years experience. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

Help Wanted: Reporter. Nashville's top network affiliate is looking for a top notch General Assignment Reporter. If you are a storyteller and a team player, send us a tape. Tape and live reports that win viewers are musts. Minimum three years reporting experience. Send non-returnable tape, resume and letter of interest to Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer.

Flagstaff, Arizona television station is seeking applications for a future weekday Weather Anchor. Candidates must have working knowledge of television weather forecasting, Meteorologists preferred. Should be familiar with Accu-Weather or other computer generated weather graphics system. Please send 3/4" tapes and resumes to: Nick Matesi/News Director, KNAZ-TV, 2201 North Vickey, Flagstaff, AZ 86004. No phone calls. EOE.

Bureau Chief. We need a seasoned Reporter/Manager for Saipan, US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical isle abounds with hard news. No social hour stuff. Outstanding company benefits. If you have what it takes to meet deadlines, beat the competition...rush your tape and resume to: Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

Associate Producer. Top 20 market is looking for a first-rate Associate Producer. Previous newscast producing experience is required. If you can recognize a good story, write like you talk and use video wisely, you could be a candidate for this position! KDNL is St. Louis' new ABC affiliate. Those interested in applying should send a tape and resume to: KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. Attention: Carol Scheer, Executive Producer.

Assignment Manager. Responsible for story assignments. Prepares the morning run downs of story possibilities and presenting them to the Managing Editor, Executive Producer and Show Producers. Assigns reporters and photographers based on the morning planning meeting. Responsible for making beat calls, answering calls to the desk, checking faxes and monitoring police/fire scanners, planning the next days story coverage in consultation with the Managing Editor. The Assignment Manager must have sound journalistic skills and be able to meet strict deadlines and work flexible hours. College degree preferred in related field. May require working in the field and flying in a helicopter. No phone calls! Send resume to: Russ Kilgore, WESH-TV, 1021 North Wymore Road, Winter Park, FL 32789.

"Channel 6 For the Heartland" is looking for a Producer who will produce early a.m. shows or weekend evening newscasts. Must be a team player and possess solid news judgement, as well as a working knowledge of modern newscast production; including use of graphics, satellite and ENG technology and program pacing. Prefer experience on newsroom computer system and a bachelor's degree in journalism with an emphasis in broadcast news. Fill out application at or send resume to: WOWT - Channel 6/Human Resources, 3501 Farnam Street, Omaha, NE 68132-3356. Resumes may also be faxed to (402) 233-7886. EOE.

Promotion Producer - LMA'd WB affiliate needs experienced Promotion Producer. Create cutting-edge image, sitcom, and movie spots. If you can make your wildest dreams come alive on videotape, send them with a resume to Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY-TV is an Equal Opportunity Employer.

HELP WANTED PROMOTION

WRITER/PRODUCERS

• NBC, America's #1 Network is looking for Writer/Producers to join TV's #1 promotion team. Extremely creative and hard working producers are needed to write and produce series campaigns and topical promos for NBC comedies, dramas and specials. Writing skills and editorial prowess and a strong passion for television is a must.

• If you feel you can make the cut, send tape and resume to:



NBC, Room 235
3000 West Alameda Avenue
Burbank, CA 91523

• NBC is an Equal Opportunity Employer

Promotions Manager: Energetic and creative person to promote news, station image and TV programs. Good writing skills and all aspects of promotion production for TV, radio and print a must. Hands on use of Avid Composer and 3/4" editing equipment a plus. People skills important. Resume and non-returnable tape to K. Ferrell, KTVA (CBS), 1007 West 32nd Avenue, Anchorage, AK 99503. Close 4/5/96. EOE.

Promotion Producer/Director/Editor. WHNS-TV FOX 21, First Media Television, FOX affiliate in the 35th market, is accepting applications for the position of Promotion-Producer/Director. Responsible from creative concept to finished implementation of "On-Air" promotion production. Hands on editing proficiency required and graphics experience on Quanta Delta preferred. Creative writing skills required. Send resume to: WHNS-TV, Attn: Personnel-PR/Dir., 21 Interstate Court, Greenville, S.C. 29615. EOE. M/F/H.

Promotion Manager: Great opportunity with new affiliate of Allbritton Communications Company to develop and implement a promotion and marketing plan and manage an "in house team" for Birmingham, Alabama's new ABC affiliate. The successful candidate will have a proven track record of creative marketing ability and technical expertise with hands-on experience in all facets of advertising to promote the on-air product. Market knowledge helpful. Experience in a start-up operation and re-launch of a network affiliate a plus. Send tape, cover letter, and resume to TV Alabama, Inc., P.O. Box 360039, Birmingham, AL 35236, an Affiliate of Allbritton Communications Company. No phone calls please. We are an Equal Opportunity Employer.

HELP WANTED ADMINISTRATION

Film and Video Traffic Supervisor - KLVX-TV seeks supervisor to manage tape library, schedule satellite recordings, prepare program logs, coordinate media lending to schools, and facilitate dubbing requests. Quals: BS in related field from accredited school (i.e. library science, instructional media, education, etc.) or Associate degree from accredited school plus 4 years experience library media activity (i.e. film, video, etc.) or, HS grad or equivalent (i.e. GED, college transcript, foreign equivalent, etc.) plus 8 years experience library media activity; 4 years supervisory or management experience. Preferred Quals: Supervision or management experience in film or video center related activity. Salary: \$28,308.80 - \$34,424.00. Submit detailed resume to Tom Axtell, General Manager, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, Nevada 89119 or Fax to (702) 799-5586. Resumes must be received/postmarked no later than Friday, April 5, 1996. A screening packet will be mailed

Administrative Assistant: Great opportunity available at the new ABC affiliate in Birmingham, Alabama to perform administrative and clerical duties for broadcast television station management team including handling correspondence, processing programming contracts and support functions regarding establishing and maintaining new studio facility. Requires three years of progressively responsible general office experience, legal secretarial experience a plus; knowledge of broadcast television industry preferred; requires proficiency in WordPerfect or similar software; requires accurate typing skills, 60 words per minute. Strong communications, organizational, telephone, interpersonal, composition, proofreading, and editing skills. Send cover letter and resume to TV Alabama, Inc., P.O. Box 360039, Birmingham, AL 35236, an Affiliate of Allbritton Communications Company. No phone calls please. We are an Equal Opportunity Employer.

HELP WANTED PRODUCTION

ON AIR COORDINATOR

Due to rapid expansion, the Fox Network is currently looking for an On Air Coordinator for our Network Operations facility in Los Angeles, California. This non-technical, entry-level position is an excellent opportunity for an individual with experience in Broadcast Operations, preferably in Master Control or Traffic. Experience with live shows or Satellite transmission a plus. Must be willing to work overtime, weekends and holidays.

We offer challenging career opportunities, competitive salaries and excellent benefits. For immediate consideration, please send your resume with salary history to: Fox Broadcasting Company, P.O. Box 900, Personnel Dept. MA-8694, Beverly Hills, CA 90213. Equal Opportunity Employer.



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

WANTED PRODUCER/WRITER

Broadcast production company seeks experienced, motivated producer/writer for auto-theme ENG field productions. Must know cars intimately, have minimum 3 years experience in broadcast production and must work in Nashville. Compensation based on experience. Send tape and resume to:

RTM, Inc.,
P.O. Box 681688,
Franklin, TN 37068-1688.

ASSISTANT DIRECTOR OF CREATIVE SERVICES

KABC-TV is seeking an Assistant Director of Creative Services to help manage the daily operation of this department. Successful candidate must be a highly creative experienced promotions whiz with a solid production background and have great people skills. Must be able to handle a high level of pressure and tight deadlines. Please send resume and videotape to: **B. Burton, Director of Creative Services, KABC-TV, Dept. ADCS-BC, 4151 Prospect Avenue, Los Angeles, CA 90027.** No phone calls please. Equal Opportunity Employer.



Producer/Editor. ABC affiliate in beautiful Colorado Springs seeking Weekend Producer/Weekday Editor. B.A. in journalism or related field required, 1 year experience producing and/or editing in commercial TV station. Good writing skills, solid organizational skills, creative, technically minded and good team player. Resumes and tapes to: EEO Officer, KRDO-TV, PO Box 1457, Colorado Springs, CO 80901.

Production. KOTV is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos, spots, and long format. We're well equipped w/GVG 141, GVG 200, GVG Kaleidoscope, and Digital Betacam. We're looking for great technical strength, positive attitude, and the creativity to match. No phone calls please. Rush letter of application, resume, and non-returnable demo reel to: Personnel Dept. KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F; an A.H. Belo Broadcasting Company.

Producer/Director NBC-affiliate, group-owned station in Yuma, Arizona seeks a dynamic candidate with the ability to direct weekend newscasts, shoot and edit commercial production; Familiarity with studio and post-production procedures; Technical directing and news production experience a plus; must possess excellent communication and people skills. Position offers benefit package with promotional opportunities at sister stations. Send resume and tape to: Russell Spencer, Production Manager, KYMA-TV, 1385 South Pacific Avenue, Yuma, Arizona 85365, or fax to (520)782-5401. E.O.E.

Full-Time CG Operator: KOTV seeks a full-time CG Operator with 1 year of experience in a similar position. We need 60WPM typing speed, good layout skills, system management skills, and the ability to thrive under pressure. We do 4 1/2 hours of graphic intensive, pre-production heavy news per day, plus a late-night call-in show. We offer top ten market equipment, a great company, and the friendliest city to live in. If you're into CG, ready for a challenge, and like being a team player, rush letter of application, resume, and non-returnable resume tape to: Senior Director, KOTV Inc., 302 South Frankfort Avenue, Tulsa, Ok 74120. EOE. M/F; an A.H. Belo Broadcasting Company.

Broadcast Design Director: KOIN-TV in beautiful Portland, Oregon is seeking a highly motivated, creative individual to oversee the production, implementation and maintenance of all aspects of our on-air look. The successful candidate must have 2-3 years of experience in graphic design at a television station. They must be able to translate the requests of promotion and news producers into compelling television art. Experience with motion graphics and electronic artwork a must. It's a great opportunity with a great company in a great place to live. Send application, resume, samples and tape to KOIN-TV, Design Director Search, 222 SW Columbia, Portland, OR 97201. Call (503) 464-0600 for application. KOIN-TV is an Equal Opportunity Employer. Deadline 4/12/96.

Technical Director - KCAL9 has a challenging opportunity for an individual with 3+ years experience, preferably in a Top 10 market, technical directing of live programming, including news, talk shows or theatrical productions. Must have a background in crew management and familiarity with Grass Valley 300 switchers, Kaleidoscope, Abekas A53-D and Quantel PictureBox. Excellent interpersonal skills are essential. Prefer a background in editing, knowledge of communication electronics and digital expertise. We offer a salary commensurate with experience and outstanding benefits. Please mail/fax your resume to: KCAL9, Attn: Human Resources, Dept. #BC/TD, 5515 Melrose Avenue, Los Angeles, CA 90038. Fax (213) 460-5019. No follow-up phone calls will be accepted. Principals only. EOE. KCAL9.

Studio Director/Supervisor. Studio Director/Supervisor needed for a major league station in a medium size market near Chicago. Responsibilities include directing news, hiring, training, scheduling and evaluating staff of twenty in a diverse production operation with international exposure. Experience required in staff supervision and directing live newscasts. If you're a motivator, we want to hear from you. Working knowledge of GVG 300, Chyron Infinite!, Kaleidoscope and Basys helpful. Send resume and non-returnable reel to: The WNDU Stations, Attn: Human Resources, Position #00122, P.O. Box 1616, South Bend, IN 46637. No calls!

Producers/Associate Producers- Midwest top 35 affiliate dedicated to news is looking for personnel to fill future openings. Successful candidate have college degree with at least one year of experience, sound news judgement and are aggressive, hungry and willing to learn. Send resume with cover letter describing yourself and your news philosophy. Reply to Box 00743 EOE.

Operations Manager Full Time. WAFF TV, the NBC affiliate in Huntsville, Alabama is looking for an experienced manager to oversee the news production unit and station look. Ideal candidate would also have some experience in programming, promotions and special events. Send application to: WAFF TV, PO Box 2116, Huntsville, AL 35804. Absolutely no phone calls. WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

PROGRAMMING SERVICES



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

BUSINESS OPPORTUNITIES

Olympic Site. Church interested in trading space at Prime Peachtree Street locations during Atlanta Games for TV equipment. Offices, live location, mega-parking available. Contact Susan Cordell (404) 874-8664.

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.

RENTAL SPACE

Studio Rental 30'x 50' studio available for TV production. Mole-Richardson lighting grid, 15'x-10" blue wall, and generic set. Available days, evenings and weekends. Use separately or with our Beta/1" production suite. Call for equipment list and rates. (617)433-2727.

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**DIRECTOR OPERATIONS
COUNTRY MUSIC TELEVISION (CMT)**

IMMEDIATE opening for individual to oversee the daily operations of all CMT networks including CMT Europe, CMT Latin America, and CMT Asia. Ideal candidate will have a minimum of ten years experience in the radio, television, or cable industry with at least 5 years at a management level. Must have a B.S. in Management, Marketing or related field, or equivalent experience and have worked in programming, marketing, sales, production and promotion. Knowledge of country music artists/trends desirable. Interested persons should send resume and cover letter with salary history in confidence to:

COMMUNICATIONS GROUP HUMAN RESOURCES

ATTN: RECRUITER
2806 Opryland Drive
Nashville, TN 37214

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HELP WANTED MARKETING

CABLE MARKETING MANAGER



TV GUIDE is seeking a Cable Marketing Account Manager with strong sales, analytical and interpersonal skills to support the efforts of the Cable Marketing Sales team. Candidate will be based in New York City and report to the National Cable Account Manager.

Successful candidate must have the creative spark and analytical skills to develop and implement affiliations with cable companies offering TV GUIDE to their customers as part of cable service. Individual must have a solid understanding of the system-side of the cable business and the training skills needed to work closely with customer contact personnel. Candidate will interface closely with the Subscription Department's marketing team.

TV GUIDE offers a comprehensive compensation and benefits package, including 401k. Please submit resume, cover letter, and salary requirements to:

TV GUIDE Magazine
#4 Radnor Corporate Center
Code #1133
Human Resources Department
Radnor, PA 19088
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HELP WANTED PROMOTION

THE WEATHER CHANNEL

The nation's 3rd most watched cable network is entering an exciting new phase. We're evolving our brand and are looking for energetic, talented producers to help get us there.

2 Producers/Directors - to handle marketing & sales demos, on-air promotion and/or commercials. Must be marketing savvy professional with superior writing skills and strong creative execution. Minimum 3 years experience encompassing all aspects of preproduction, direction, and post.

2 Writer/Producers - handling daily topical promos. Must be strong copywriter, able to motivate viewers to stay tuned. Ability to crank into overdrive during major weather events as well as keep it fresh during the day-to-day grind. Minimum two years experience in daily news promotion.

Send tape and resume to:

Creative Services Manager
The Weather Channel
2600 Cumberland Parkway
Atlanta, GA 30339
Fax: 770-801-2522

EOE/M/V/D

HELP WANTED SALES



One of New England's fastest growing cable advertising organizations seeks qualified candidates.
Excellent comp. & benefits.

ACCOUNT EXECUTIVES - min. 1 year successful sales experience. Positions in Meriden, New London, and Manchester, CT & Rhode Island.

PRODUCTION MANAGER FOR CT - Mngmt. & BETA production experience req. Budget prep., develop new revenue streams.

TRAFFIC/BILLING - computer & math skills req. Wknd., holiday, O/T may be req.

ADMIN. ASST. - p/t, math, writing, typing. Excel/Word required.

PLAYBACK OPRL. IN RI - 1 yr. exp in editing & insertion. Varied shifts, O/T, weekends. may be required.

A Cox Communications Company
Resumes only to:
Business Manager,
CableRep New England
801 Parker Street, Manchester, CT 06040
List job preference and salary history.
EOE

**VICE PRESIDENT,
NETWORK DISTRIBUTION**

Cable start-up seeks qualified affiliate sales executives to join an exciting new international cable television network. Must have proven track-record in cable affiliate sales. This new service is set to launch first in America/South America, with planned expansions to Europe, Africa and worldwide. This exciting new cable network is headquartered in the US, and sales people are needed for US domestic cable affiliate sales as well as for regions located around the world.

FAX RESUME: 305-358-5684
Miami, Florida

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Classified Section, Call ANTOINETTE FASULO
PHONE 212-337-7073 FAX 212-206-8327

ALLIED FIELDS

HELP WANTED INSTRUCTION

College Teaching: Undergraduate faculty position beginning late-August 1996 to teach assorted journalism/broadcasting courses and advise students in cable-ready programming. MA in journalism required. Materials by April 5 to Dean, Midland Lutheran College, Fremont, NE 68025.

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.

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

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.

Attention Entry Level Television Reporters! For hot job leads or demo tape preparation, call MCS 619-788-1082.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

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STOCK ANSWERS.
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Video Switches, 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185. Call Nigel Macrae at (702) 386-2844.

Transmitter Harris BT25L2 Vintage 1980, exciter, transmitter, low pass filters, color notch filter, power supply, spare tubes, spare parts. AETN located in Fox, Arkansas. Inspection: April 1-5, 1996, bids opening on April 8, 1996, 1:00 PM. Send to: 6620 Young Road, Little Rock, AR 72209. For more information, contact Teresa Fason at (501)682-4134 or Gary Schultz at (501)682-4187.

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2 - MCI 8 Track 1/2 inch tape recorders. Both with remote control boxes, alignment tape and 1 reel of 1/2 inch tape. Low hours on heads. \$2,500 each plus shipping costs. Call John. 213-930-9062.

FOR SALE STATIONS

FL-FM Class A (new) great terms	\$470K
NC-FM & 2x AM's Charlotte Mkt.	\$1.9M
GA-FM, cash flow near Jax	\$750K
GA-AM full-timer, Atlanta Mkt.	\$675K
FL-AM full-timer near Tampa	\$395K
PA-AM cash flow near Philly	\$675K
FL-AM small market with cash flow	\$295K
AL-AM full-timer near Birmingham	\$295K

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

Southern California AM/FM Combo, Class A, ideal for owner-operator, desert location with potential for a second Class A purchase. Cash flow positive, currently absentee-owned, \$600,000. Fax reply of interest with details on financial qualifications to Patrick Communications at 410-740-7222.

Central Florida small combo; Gulf and Atlantic Florida LPTVs; Central Florida suburban AM, profitable. Others Florida, Georgia. Beckerman Associates, 813-971-2061.

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

6 KW FM CP on Florida Gulf Coast C-1 100,000 watt FM w/positive cash flow just minutes from Houston, Texas on Gulf Coast. Can be upgraded further. Will sell as package or separate. Call The Connelly Company (813) 823-7771 or fax (813) 823-7772.

3000 watt FM in healthy midwest market. \$295,000. Bank financing with \$75,000 down. Reply Box 225, Rockville, IN 47872. No calls.

Fort Lauderdale and Fort Myers, Florida LPTVs for sale. Rare opportunity, great values. Reply on your company letterhead to Box 00729.

BROADCASTING TOWER

Tower space for rent on 270-foot stick, covers Southern Maryland, Maryland's Eastern Shore and Virginia's Northern Neck. Call 800-884-1990 daytime.

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.

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 *italics*.

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

OWNERSHIP CHANGES

Granted

Atlantic City, Bal. (BAL-960227HG)—James E. Cuffee for wuss(AM) 1490 khz: involuntary AOL to Allan B. Mendelsohn (court-appointed trustee). *March 11*

Accepted for filing

Fort Scott, Kan. (BTCH-960307ED)—Double Mac Inc. for KOMB(FM) 103.9 mhz: involuntary transfer of control from Lloyd James McKenney to Myla McKenney, Timothy McKenney and L. Michael McKenney (co-trustees of the trust of Lloyd James McKenney). *March 7*

NEW STATIONS

Dismissed

Indian River Shores, Fla. (BPH-940211-MB)—Todd P. Robinson for FM at 97.1 mhz, ERP 6 kw, ant. 100 m. *March 13*

Indian River Shores, Fla. (BPH-940209-MB)—Charles N. Shapiro and Debra Shapiro for FM at 97.1 mhz, ERP 3 kw, ant. 116 m. *March 13*

Indian River Shores, Fla. (BPH-940209-MC)—Carl Como Tuter for FM at 97.1 mhz, ERP 6 kw, ant. 100 m. *March 13*

Indian River Shores, Fla. (BPH-940209-ME)—Anthony deHaro Welch for FM at 97.1 mhz, ERP 6 kw, ant. 100 m. *March 13*

Indian River Shores, Fla. (BPH-940209-MF)—Treasure Coast Media for FM at 97.1 mhz, ERP 6 kw, ant. 100 m. *March 13*

Indian River Shores, Fla. (BPH-940210-MC)—Cosmopolitan Broadcasting Co. for FM at 97.1 mhz, ERP 4 kw, ant. 100 m. *March 13*

Bartonville, Ill. (BPH-911118MK)—Willis Jordan for FM at 99.9 mhz, ERP 3 kw, ant. 100 m. *March 8*

Returned

Savannah, Ga. (BPED-950921MF)—Savannah College of Art and Design for noncommercial educational FM at 88.1 mhz, ERP 12 kw, ant. 59 m. *March 8*

Bridgeport, Neb. (BPH-960205MB)—Tracy Broadcasting Corp. for FM at 101.3 mhz, ERP 100 kw, ant. 301 m. *March 11*

Friday Harbor, Wash. (BPED-950522-MA)—San Juan Educational Broadcasters for educational FM at 90.9 mhz, ERP 1.7 kw, ant. 12.6 m. *March 12*

Granted

Indian River Shores, Fla. (BPH-940210-MF)—Indian River Shores Radio Partners for FM at 97.1 mhz, ERP 6 kw, ant. 100 m. *March 12*

Bartonville, Ill. (BPH-911115MQ)—Howard G. Bill for FM at 99.9 mhz, ERP 3 kw, ant. 100 m. *March 8*

Festus, Mo. (BPED-950703MA)—Golden Sound Broadcasting for educational FM at 89.3 mhz, ERP .55 kw, ant. 37 m. *March 8*

Carrington, N.D. (BPH-931109MC)—Two Rivers Broadcasting Inc. for FM at 98.3 mhz, ERP 100 kw, ant. 264 m. *March 12*

Filed/Accepted for filing

Killen, Ala. (BPED-950619MA)—North Alabama Educational Foundation for non-commercial educational FM at 90.5 mhz, ERP 9 kw, ant. 90 m. *March 8*

Viola, Ariz. (951108MF)—KM Communications for FM at 95.7 mhz, ERP 100 kw, ant. 300 m. *Nov. 8*

Houston, Ark. (951102ME)—Chester P. Coleman for FM at 96.3 mhz, ERP 6 kw, ant. 80 m. *Nov. 2*

Ola, Ark. (951026MA)—Kerm Inc. for FM at 101.3 mhz, ERP .85 kw, ant. 260.6 m. *Oct. 26*

Pollock Pines, Calif. (BPED-960118MM)—American Educational Broadcasting (Carl J. Auel, trustee/33 1/3% owner, 1601 Belvedere Rd., 204E, West Palm Beach, FL 33406) for noncommercial educational FM at 89.9 mhz, ERP .948, ant. 174 m., 2.0 km S of Pollock Pines. AEL has applied for FM in Hawthorne, Nev. Auel owns WLWJ(AM) Royal Palm Beach, Fla.; 50.1% of KKMC(AM) Gonzales, Calif.; 50% of WCHP(AM) Champlain, N.Y., and WWLO(AM) Gainesville Fla.; 33 1/3% of KKVV(AM) Las Vegas and parts of KYIX(FM) South Oroville and KXXX(AM) Paradise, both Calif., and is building AM in Christmas, Fla. Auel also 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*

Silverton, Colo. (951020MA)—Hewey L. Terrell for FM at 107.3 mhz, ERP 100 kw, -249 m. *Oct. 20*

Adel, Ga. (BPH-960301MA)—Glenn Finney

(7137 Heather Ln., Macon, GA 31206) for FM at 92.1 mhz, ERP 6 kw, ant. 100 m., .4 km NE of Rte. 37 on Nelister Rd. *March 1*

Pearson, Ga. (951108MK)—KM Communications Inc. for FM at 101.9 mhz, ERP 6 kw, ant. 100 m. *Nov. 8*

Canton, Ill. (951011MA)—Neil A. Rones and Luann D. Dahl for FM at 101.1 mhz, ERP 6 kw, ant. 100 m. *Oct. 11*

Atlantic, Iowa (BPH-960222MB)—Mitchell Communications Inc. (John C. Mitchell, president/owner, 1001 Farnham, Omaha NE 66102) for FM at 95.7 mhz, ERP 25 kw, ant. 100 m., 4.5 km NE of Walnut, Iowa. John C. Mitchell owns 80% of KGFW(AM)-KQKY(FM) Kearney, and KODY(AM)-KXNP(FM) North Platte, Neb.; 80.1% of KOIL(AM) Bellevue, KGDE (FM) Lincoln and KKAR(AM) Omaha, all Neb., and KOKQ(FM) Council Bluffs, Iowa, and has applied for FM in Hastings, Neb. *Feb. 22*

Atlantic, Iowa (BPH-960221MC)—Wireless Communications Corp. (Merlyn Christensen, president/20.4% owner, 1908 E. 7th St., Atlantic, IA 50022) for FM at 95.7 mhz, ERP 25 kw, ant. 83 m., 100 m. W of Olive St. and 1.45 km N of US Rte. 6. Wireless owns KJAN(AM) Atlantic. *Feb. 21*

Atlantic, Iowa (BPH-960222MD)—Meredith Communications LC (Stephen O. Meredith, president/14.8% owner, 413 Chestnut St., Atlantic, IA 50022) for FM at 95.7 mhz, ERP 25 kw, ant. 100 m., 4.1 km E of Walnut, Iowa. Meredith Communications owns KSOM (FM) Audubon, Iowa. *Feb. 22*

Petoskey, Mich. (960311AA)—Stone Communications Inc. for AM at 750 khz. *March 11*

Depoe Bay, Ore. (951124MB)—Ginna Jones for FM at 105.5 mhz, ERP 6 kw, ant. -66 m. *Nov. 24*

Seaside, Ore. (951108ME)—Dave's Broadcasting Co. for FM at 98.1 mhz, ERP .600 kw, ant. 53 m. *Nov. 8*

Mansfield, Pa. (951108MA)—Farm & Home Broadcasting Co. for FM at 92.3 mhz, ERP .80 kw, ant. 196 m. *Nov. 8*

BY THE NUMBERS

BROADCAST STATIONS		Service	
Service	Total	Total	
Commercial AM	4,906	Commercial VHF TV	559
Commercial FM	5,285	Commercial UHF TV	622
Educational FM	1,810	Educational VHF TV	123
Total Radio	12,001	Educational UHF TV	240
VHF LPTV	561	Total TV	1,544
UHF LPTV	1,211	CABLE	
Total LPTV	1,772	Total systems	11,660
FM translators & boosters	2,453	Total subscribers	62,231,730
VHF translators	2,263	Homes passed	91,750,000
UHF translators	2,562	Cable penetration*	65.3%
Total Translators	7,278	*Based on TV household universe of 95.4 million.	

Sources: FCC, Nielsen, Paul Kagan Associates

Winona, Tex. (BPH-960220MH)—BK Radio (Bryan King, 50% owner, 1809 Lightsey Rd., Austin, TX 78704) for FM at 102.7 mhz, ERP 6 kw, ant. 100 m., 5.1 km SE of Winona. BK has applied for FM in Gregory and is building KAHX(FM) Ingleside, Tex. *Feb. 22*

Winona, Tex. (BPH-960222ME)—Michael Harris (P.O. Box 34, Tyler, TX 75710) for FM at 102.7 mhz, ERP 2.5 kw, ant. 155 m., 2.06 km SSW of intersection of Hwy 14 and 2015, S of Hawkins, Tex. *Feb. 22*

Winona, Tex. (960222MF)—Huggins & Gransee Broadcasting for FM at 102.7 mhz. *Feb. 22*

Winona, Tex. (BPH-960222MG)—Metro-sound Inc. (Charles C. Davis, president, 1740 Westminster, Ste. 101, Denton, TX 76205) for FM at 102.7 mhz, ERP 6 kw, ant. 100 m., 3.1 km SE of Winona near intersections of CRs 353, 354 and 355. Davis Family Trust, 49% owner of applicant, owns FM in Sherman and 51% of AM in Denison-Sherman, Tex. *Feb. 22*

Winona, Tex. (BPH-960222MH)—John C. Carsey (1100 Guadalupe, Austin, TX 78701) for FM at 102.7 mhz, ERP 6 kw, ant. 100 m., S of Hwy 14 on Hwy 2016 NW of Winona. Carsey has applied for FMs in Healdsburg, Calif., and Karnes City, Tex. *Feb. 22*

New Martinsville, W.Va. (BPH-960223-MA)—Seven Ranges Radio Co. Inc. (D. Robert Eddy, president/43.2% owner, P.O. Box 374, St. Marys, WV 26170) for FM at 99.5 mhz, ERP 1.8 khz, ant. 138 m., Ohio Township Rd. 425, Caldwell Farm, .5 km W of Hannibal, Ohio. Seven Ranges owns WRRR-FM and WVVW(AM) St. Marys, and has interest in application for FM in Williamstown, W.Va. *Feb. 23*

New Martinsville, W.Va. (BPH-960228-MD)—Nelson Hachem (P.O. Box 83, Proctor, WV 26055) for FM at 99.5 mhz, ERP 6 kw, ant. 100 m., Hannibal Ridge, Ohio. Hachem owns WETZ(AM)-FM New Martinsville. *Feb. 28*

Salem, W.Va. (BPH-960228MC)—West Virginia Radio Corp. of Salem (Dale B. Miller, president/50% owner, 1251 Earl L. Core Rd., Morgantown, WV 26505) for FM at 103.3 mhz, ERP 3.3 kw, ant. 135.2 m., 1.6 km S of Big Isaac, W.Va. *Feb. 28*

FACILITIES CHANGES

Returned

Oxnard, Calif. (BPED-950110MB)—Santa Monica Community College District for KCRU(FM) 89.1 mhz: increase ERP to .85 kw, change ant. to 260 m. *Jan. 26*

Baker, Fla. (BPED-950907IB)—Okaloosa Public Radio Inc. for WTJT(FM) 90.1 mhz: change ERP to 50 kw, ant. 117 m., class to C2. *March 13*

Granted

Fairbanks, Ark. (BPED-950713MG)—Fairbanks Educational Broadcasting Foundation for KUWL(FM) 91.5 mhz: change ERP to 3 kw, ant. to -5 m. *March 15*

Marion, Ark. (BPH-951108IB)—Flinn Broadcasting Corp. for KFTH(FM) 107.1 mhz: increase ERP to 2.75 kw, ant. to 146 m. *March 12*

Palm Springs, Calif. (BP-950920AA)—KPSI Radio Corp. for KPSI(AM) 1450 khz: change TL to Dinah Shore Dr., Cathedral City, Calif., make changes in ant. system. *March 12*

Grand Junction, Colo. (BMPH-951120-IP)—Blackridge Broadcasters Inc. for KMKE(FM) 102.2 mhz: change ERP to 100 kw, ant. to 445 m. *March 13*

Atlanta, Ga. (BMPET-950207KE)—Community Television Inc. for WATC(TV) ch. 57: change TL to atop Sweat Mtn., NE Cobb County, near Roswell, Ga. *March 13*

Mansfield, Ohio (BPED-960126IG)—Mansfield Christian School for WVMC(FM) 90.7 mhz: change class from D to A, ERP to .017 kw, ant. to 69 m. *March 8*

Roseburg, Ore. (BP-951109AD)—Markham Broadcasting Inc. for KQEN(AM) 1240 khz: make changes in ant. system, change TL. *March 12*

Latta, S.C. (BPH-951113IA)—Winfas of Virginia Inc. for WCMG(FM) 94.3 mhz: change ERP to 10.5 kw, ant. to 153 m., city of license from Marion to Latta, class to C3, TL. *March 11*

Lampasas, Tex. (BP-951213AB)—Ronald K. Witcher for KCYL(AM) 1450 khz: change power, TL, ant. system. *March 15*

Accepted for filing

Sun City, Ariz. (BMPH-960213ID)—Resource Media Inc. for KEDJ(FM) 106.3 mhz: change ant. system. *Feb. 13*

Seward, Ark. (BP-960223AC)—White Falcon Communications Inc. for KSWD(AM) 950 khz: change TL, ant. system. *Feb. 23*

Wynne, Ark. (BMPH-960212IF)—East Arkansas Broadcasters Inc. for KWYN-FM 92.5 mhz: change ant., ERP. *Feb. 12*

Riverside, Calif. (BPH-951107IC)—Amaturo Group of Texas Ltd. for KAKT(FM) 92.7 mhz: change ERP to 6 kw, TL to 9 km N of Riverside, off Hwy 18. *Nov. 7*

Sacramento, Calif. (BMPED-960124IH)—Family Stations Inc. for KEDR(FM) 88.1 mhz: change ERP, ant., TL. *Jan. 24*

Homestead, Fla. (BMPH-960229IC)—New Age Broadcasting Inc. for WXDJ(FM) 95.7 mhz: change ERP, ant., TL, class, directional ant. *Feb. 29*

Herrin, Ill. (BMPH-960221IG)—3-D Communications Corp. for WVZA(FM) 92.7 mhz: change class from A to B1. *Feb. 21*

Woodstock, Ill. (BPH-960206ID)—Pride Communications LP for WZSR(FM) 105.5 mhz: make changes. *Feb. 6*

Ames, Iowa (BPED-960307MA)—Residence Association of Broadcasting Services Inc. for KUSR(FM) 91.9 mhz: change structure height, ant., TL, ERP, frequency, class. *March 7*

Wichita, Kan. (BPCT-960312KG)—Clear Channel TV Lic. Inc., NV Corp. for KSAS-TV ch. 24: change ERP to 344.3 kw visual, ant. to 328 m., TL to 4 mi. S and .375 mi. E of Halstead, Kan. *March 12*

Slayton, Minn. (BPH-960213IA)—Wallace Christensen for KJOE(FM) 106.1 mhz: change structure height, ant., TL, ERP. *Feb. 13*

Aberdeen, Miss. (BMPH-960207IB)—Tenn-Tom Broadcasting Corp. for WWZO-FM

105.3 mhz: change ERP. *Feb. 7*

Port Gibson, Miss. (960304AA)—Evan Doss Jr. Corp. for WKPG(AM) 1320 khz: change frequency, power. *March 4*

Potosi, Mo. (BMPH-960212IA)—Joseph and Donna Bollinger for KHCR-FM 97.7 mhz: change ant., ERP, structure height. *Feb. 12*

Grants, N.M. (BMPH-960207IC)—Philip D. Vanderhoof for KAIU(FM) 92.7 mhz: change class from C2 to A. *Feb. 7*

Depew, N.Y. (BPH-960208ID)—WBLK Broadcasting Corp. for WBLK(FM) 93.7 mhz: change ant., ERP. *Feb. 8*

Rockingham, N.C. (BPH-960116IL)—Richmond County Board of Education for WRSH(FM) 91.1 mhz: change TL. *Jan. 16*

Salisbury, N.C. (BPED-951103ME)—New Horizons Foundation Inc. for WNDN-FM 91.1 mhz: change transmitter location, ant. *Nov. 3*

Ellendale, N.D. (BPET-960229KE)—Prairie Public Broadcasting Inc. for KJRE(TV) ch. 19: change ERP to 40.5 kw visual. *Feb. 29*

Frederick, Okla. (BPH-960208IC)—Tomar Broadcasting Inc. for KYBE(FM) 95.3 mhz: change ant., ERP. *Feb. 6*

Corvallis, Ore. (BPH-960206IE)—Madgekal Broadcasting Inc. for KFLY(FM) 101.5 mhz: change class from C2 to C. *Feb. 6*

Myrtle Point, Ore. (BMPH-960212IC)—K/S Riggs Broadcasting Inc. for KAHY(FM) 94.1 mhz: change class from A to C3. *Feb. 12*

Meadville, Pa. (BMPED-960209IA)—Allegheny College for WARC(FM) 90.3 mhz: change structure height, ant., TL, ERP. *Feb. 9*

Philadelphia (BP-960306AB)—Pennsylvania Media Associates Inc. for WFIL(AM) 560 khz: change TL, ant. system. *March 6*

St. Mary's, Pa. (BPH-960118IE)—The Elk-Cameron Broadcasting Co. for WKBI-FM 94.3 mhz: change ERP, frequency, class. *Jan. 18*

Williamsport, Pa. (BPCT-960214KF)—Pegasus Broadcast Associates LP for WILF(TV) ch. 53: change ERP to 1320 kw, ant. to 244 m. dielectric. *Feb. 14*

Charleston, S.C. (BMPCT-960229KF)—Caro Corp. for WBNU(TV) ch. 36: change ERP to 439.5 kw visual. *Feb. 29*

Alcoa, Tenn. (BP-960229AA)—Blount County Broadcasting Corp. for WBCR(AM) 1470 khz: change TL, ant. system. *Feb. 29*

Memphis, Tenn. (BPED-960124II)—Southern Communication Volunteers for WEVL(FM) 89.9 mhz: change ERP, ant. *Jan. 24*

Tahoka, Tex. (BPH-951016IG)—100.3 Radio Inc. for KIOL-FM 100.3 mhz: change transmitter site, ERP to 48 kw, ant. to 263 m., community of license from Lamesa to Tahoka. *Oct. 16*

Tooele, Utah (BMP-960307AA)—KTUR Inc. for KTUR(AM) 1010 khz: change ant. *March 7*

Burlington, Vt. (BMPCT-960212KG)—Champlain Valley Telecasting Inc. for WFFF-TV ch. 44: change ERP to 1460 kw visual, ant. to 839.8 m., TL to Mount Mansfield, 32.1 km from Burlington. *Feb. 12*

Marlboro, Vt. (BMPH-951130IF)—Dynacom Corp. for WAIG(FM) 101.5 mhz: change ERP, ant., TL, structure height. *Nov. 30*

—Compiled by Jessica Sandlin

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THIS WEEK

Through March 26—*Association of America's Public Television Stations* annual meeting and Capitol Hill Day. Doubletree Hotel, Crystal City, Va. Contact: (202) 887-1700.

Through March 26—*Cabletelevision Advertising Bureau* cable advertising conference. New York Marriott Marquis, New York City. Contact: Nancy Lagos, (212) 751-7770.

March 25—"The Jurisprudence of Ratings," conference on the V-chip and related issues presented by the *Cardozo Arts & Entertainment Law Journal* and the *Howard M. Squadron Program for Law, Media and Society*. Benjamin N. Cardozo School of Law, New York City. Contact: (212) 790-0292.

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 *Belcore (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.

OpenMike

Digital clarification

EDITOR: I just read your March 18 editorial "The loyal opposition." I never meant to say, nor do I believe I ever said, that I was against the concept of going digital. What I said was that I was against the concept of giving up our VHF channels and going UHF in order to go digital.

I understand from RCA that when they do build digital TV sets, they plan on having every digital set also be analog-compatible. If we stay VHF or UHF on our present channels, once enough new sets are out there to make it worthwhile to go digital, we can then throw a switch.—*Stanley S. Hubbard, president, Hubbard Broadcasting Inc., St. Paul*

Contact: Kris Weiland, (703) 506-3290.

April 2—"The Business of Entertainment: The Big Picture," sixth annual conference on media and entertainment sponsored by *Variety* and *Schroder Wertheim & Co. Inc.* 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 2-4—Brasil Link, Brazilian pay-TV conference presented by *Global Exposition Holdings*. Expo Center Norte, Sao Paulo, Brazil. Contact: (713) 342-9826.

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 12-14—49th annual *Associated Press TV-Radio Association of California-Nevada* convention and awards presentation. Disneyland Hotel, Anaheim. Contact: Rachel Ambrose, (213) 626-1200.

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 15-17—Cable and Satellite '96, industry exhibition presented by *Reed Exhibition Companies*. Earl's Court 2, London. Contact: +44 (0) 1734 599595.

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

April 16—"Those Were the Days," *Hollywood Radio and TV Society* newsmaker luncheon. Beverly Wilshire Hotel, Beverly Hills. Contact: Neith Stickells, (818) 789-1182.

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 17—*Broadcasters' Foundation* Broadcast Pioneers breakfast. Las Vegas Hilton, Las Vegas. Contact: Gordon Hastings, (203) 862-8577.

April 18—*National Association of Broadcasters* radio license renewal seminar. Las Vegas Convention Center, Las Vegas. Contact: (800) 342-2460.

April 18-19—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Viacom, San Francisco. Contact: Molly Coyle, (312) 634-2353.

April 19-24—MIP TV, international television program marketplace, presented by the *Reed Midem Organisation*. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

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

April 20—*AP-RTNDA-Emerson College* regional convention and awards dinner. Boston Marriott Long Wharf Hotel, Boston. Contact: Bob Salsberg, (617) 357-8100.

April 21-23—*Midcom/Midcab/Midsat '96* Middle East international communications exhibition and conference. Abu Dhabi International Exhibition Centre, Abu Dhabi, U.A.E. Contact: (+9714) 310551.

April 22—17th annual Sports Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Marriott Marquis Hotel, New York City. Contact: David Beld, (212) 586-8424.

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 '96/CES Habitech '96, multimedia trade show presented by the *Electronic Industries Association/Consumer Electronics Show*. 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.

July 14-17—CTAM '96 national marketing conference, presented by the *Cable Television Administration and Marketing Society*. Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

SEPTEMBER

Sept. 24—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

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)

Ushering NBC into cyberspace

It sounds like one of those apocryphal tales: a young man, disillusioned with his lot after law school, longs for something more exciting, writes to his favorite TV network and launches a new career.

But that's just the way it happened to Marty Yudkovitz, who earned his JD from Columbia University in 1979 and wrote the letter after a dreary stint of several years at Kelly, Dry & Warren in New York. "Every deal was exactly the same," he recalls of that "routine New York City legal existence."

The thought that prompted the letter to John Rose, head of the Law Department at NBC, was that it would be nice to work in TV. And now, 12 years after joining the network, Yudkovitz's corporate life is anything but routine, and the deals in which he gets involved these days tend to be ground-breakers, such as the partnership he's now overseeing with Microsoft Corp.

Initially, things weren't much livelier at NBC Law, where he focused on commercial and contract business. He wanted to be in a more creative arena of the network business. "I don't have a great deal of respect for rules. That's good when you have to build something," Yudkovitz observes.

A request for transfer landed him the post of senior counsel for NBC's 1988 Seoul Olympics business unit in 1986. It was his first involvement with a start-up effort, and he liked it. "For a business person, it's the ultimate. It just absorbs you. It was just a high that's pretty hard to match, your first Olympics."

Once the network's 1988 Olympics campaign was completed, Yudkovitz moved into a very different start-up frontier as first general counsel and vice president for business affairs at CNBC. The business unit doing that start-up had seven months to get CNBC going, and Yudkovitz handled contracts for the 60-70 on-air people to be hired, along with those for producers and directors. This time he also was involved in making strategic decisions and, once again, he found it exhilarating: "It was a rush, starting from scratch. We didn't even have a facility."

After more than a year helping CNBC to get started, Yudkovitz was moved back into the Olympics business as vice president of business affairs for the 1992 summer Olympics. This time he was obviously very much involved in the business end of things—the trying intricacies of contracting with top pop music talent, including Elton John and Tina Turner, who did video spots



*Multimedia is
"what our core
business [will] look
like in 10 years."*

Martin Jay Yudkovitz

President, NBC Interactive Media, New York; b. April 2, 1954, Kingston, Pa.; BA, political science, Rutgers University, 1976; JD, Columbia University Law School, 1979; attorney, Kelley, Dry & Warren, New York, 1979-84; NBC, New York: senior attorney, Law Department, 1984-86; senior counsel, 1988 summer Olympics unit, 1986-88; first general counsel/VP, business affairs, 1988-90; VP, business affairs, 1992 summer Olympics unit; senior VP, strategic development, 1992-present; senior VP, NBC Multimedia, 1994-95; current position since November 1995; m. Carolyn White, October 1986; children: Alex, 3; Daniel, 11 months.

as part of Coca-Cola's sponsorship. "A project from hell," he calls it in retrospect.

Then he was involved in helping to mop up after the disastrous pay-per-view Triplecast had run its course. In retrospect, he says, the Triplecast was "an interesting project in some ways," and he points to the distribution it achieved notwithstanding the financial fallout.

His next post—senior vice president of strategic development—set the direction his career has taken since then. It's a title he retains today, and he remembers that it was difficult to convince NBC upper management that multimedia was a business opportunity the network was in a natural position to capitalize on. "At the beginning, I had to drag NBC kicking and screaming into my vision that this wasn't just a new business, it was what our core business would look like in 10 years."

Fostering that vision was a large part of his job as senior vice president of NBC Multimedia, a title he added to his portfolio in 1994. The trip Yudkovitz took to visit executives at Microsoft in Redmond, Wash., last week is a measure of the distance NBC's corporate attitude has come during the past few years. It's also an indication of the unique direction his career has taken since those dull days after Columbia Law.

Now past the deal-making stage, the issues with Microsoft center on how best to integrate the respective resources of both companies. "Microsoft is the best partner in the world, just not the easiest partner," Yudkovitz says. "We both come from highly defined cultures—and very different. My job is to bridge that gap."

He says that overseeing development of the deal with Microsoft is "an absolutely everyday challenge" while managing the rest of NBC's online business. But he sees MSNBC as "a way of unlocking a huge asset called NBC News, an enormous machine being marshaled through Brokaw and Dateline."

Yudkovitz enjoys the challenge of trying to bring NBC Multimedia into its own as a breakthrough business. "My job is to make the deal, build a business and run that business," he says. "I'm exceptionally competitive, and nothing drives me like the competitive challenge to win."

Apart from his business life, Yudkovitz lives to ski. His other favorite pastime is electric guitar: "I haven't given up my rock 'n' roll mentality from my early teens." —RT

BROADCAST TV

Joe Fraley, NSM, KBSI(TV) Cape Girardeau, Mo., named GSM.

Kristi Widmar, field producer/part-time reporter, WDAF-TV Kansas City, Mo., named reporter.

Steve Forgy, sports director, WPMT(TV) York, Pa., joins KTXL(TV) Sacramento, Calif., as weekend sports anchor/reporter.



Berra

Bill Berra, news director, KTVI(TV) St. Louis, joins KSAZ-TV Phoenix in same capacity; **Rich Erbach**, assistant news director, KTVI(TV) St. Louis, named news director.

Appointments at *Entertainment*

Tonight, Hollywood: **Claudia Cagan**, senior segment producer, *The Stephanie Miller Show*, joins in same capacity; **Shelley Ballance**, director, research, *The John and Leeza Show*, joins in same capacity; **Janet Annino**, segment director, named supervising producer.

Lynn Gillis, marketing/research consultant, joins KJRH(TV) Tulsa, Okla., as sales marketing director.

Daniel McDonald, research director, KTXA(TV) Fort Worth, joins WPSG-TV Philadelphia as research and marketing director.

Dan Cohen, NSM, KDSM-TV Des Moines, Iowa, named GSM.

Trey Fabacher, NSM, WFTC-TV Minneapolis, named LSM.

Ray Maselli, VP/GM, WYTV(TV) Youngstown, Ohio, named division VP, Benedek Broadcasting Corp. there.

Thomas Honer, account executive, WSET-TV Lynchburg, Va., named sales manager.

Gerald Griffing, account executive, WNYW(TV) New York, named NSM.

J. Scott Dempsey, sales manager, Capital Cities/ABC National Television Sales, Charlotte, N.C., joins Detroit office in same capacity.

Regina Carswell, reporter/substitute anchor, WILX-TV Onondaga, Mich., joins WXIX-TV Cincinnati as reporter.

Ethan Kelly, NSM, WSYX(TV) Columbus, Ohio, joins WLUK-TV Green Bay, Wis., in same capacity.

Greg Pittman, NSM, KTXA(TV) Fort Worth, joins KUVN(TV) Garland, Tex., as GSM.

Gloria Lee, creative services director, KTVX(TV) Salt Lake City, joins KXTV(TV) Sacramento, Calif., in same capacity.

Deborah Onslow, senior VP, WXXI-TV Rochester, N.Y., joins WGBY-TV Springfield, Mass., as GM.

PROGRAMING



Madrigal

Renee Madrigal, executive director, international marketing, New World Entertainment, named VP, creative advertising.

Amy Goldberg, director, development, Cornelius Productions, joins

Saban Entertainment, Los Angeles, in same capacity.

Cheryl Miller Houser, VP, entertainment/multimedia, Buckeye Communications, joins Non Fiction Films, New York, as VP, production.

Lisa Hackner, manager, current programming, Telepictures Productions, Burbank, Calif., named director, development.



Lehman

Kevin Lehman, controller, Liberty Sports, Dallas, named VP/treasurer.

Robert Maresca, director, advertising and corporate communications, Tyco Toys Inc., joins Hanna-Barbera Cartoons Inc., Hollywood, as VP, marketing.

Kathleen Conkey, litigator, Lankenau, Kovner & Kurtz law firm, joins King World Productions, New York, as VP, legal affairs, reality-based programming.

Libby Weaver, senior correspondent, *Extra*, Burbank, Calif., named weekend anchor.



Askansas

Paula Askansas, executive director, media relations and promotions, Columbia TriStar Television, Culver City, Calif., named VP.

Paul Germain and **Joseph Ansolabehere**, animation producers,

have signed with Walt Disney Television Animation, Burbank, Calif., to develop and produce animated television series.

RADIO

Chris Conley, program director/on-air host, WSHH(FM) Pittsburgh, joins KHHH(FM) Denver as program director.

David Laurell, columnist, *Burbank Leader*, Burbank, Calif., joins KIEV(AM) Glendale, Calif., as promotions manager.



Marince

Gary Marince, program director and operations manager, WWSW-AM-FM Pittsburgh, joins Media Marketing Technologies (M|TECH), Los Angeles, as VP, product development.

Jennifer Yee,

account manager, KVMY(FM) Mesa, Ariz., named marketing director.

Bill Greenwood, correspondent, ABC News, Washington, joins ABC Radio, Washington News bureau, in same capacity.

Appointments at KFNN(AM) Mesa, Ariz.: **Mike Loebel**, GSM, named VP, special projects; **Joe Acker**, LSM, KIDR(AM) Phoenix, joins as GSM.

Beth Valentine, director, new business development, Major Sports Marketing, Chicago, joins WNUA(FM) there in same capacity.

Richard Trejo, sales manager, KTPI(FM)/KVOY(AM) Lancaster/Palmdale, Calif., named GM; **Beth Tappan**, sales manager, KQMS(AM)/KSHA(FM) Redding, Calif., named station manager.

Bob Faulkner, advertising executive, College Sports Communication, joins

Prime Sports Radio, Irving, Tex., as regional manager, affiliate sales.

CABLE

Lorine Card, director, government and community affairs, Northeast, Continental Cablevision Inc., Boston, named director, federal relations.

Appointments at C/NET, San Francisco: **Jai Singh**, executive editor, news, *InfoWorld*, joins C/NET, San Francisco, in same capacity; **Clair Whitmer**, software news editor, *InfoWorld*, joins as news editor; **Nick Wingfield**, senior writer, *InfoWorld*, joins in same capacity.



Wheeler

Joe Wheeler Jr., senior VP, production and operations, Turner Entertainment Networks, Atlanta, named executive VP.

Appointments at Century Communications, New Canaan, Conn.:

Robert Helmuth, director, marketing, American Digital Communications, joins as director, marketing and sales, Southwest; **Joe DiBacco**, regional manager, Mid-Atlantic and Northeast, named VP, cable division, Southwest.

Jim Fellhauer, acting division president, Southwestern Cable TV, San Diego, named president.



Derick

Appointments at Falcon International Communications, Los Angeles: **W. Gene Musselman**, managing director, Philips Communications and United International Holdings, Prague, joins as

managing director, São Paulo, Brazil, and executive VP/COO, TVA (a Falcon affiliate); **M. Christopher Derick**, international consultant, joins as president/CEO.

Appointments at Galavision, New York: **Lucia Ballas-Traynor**, national advertising sales manager, named director; **Tracy Rivera**, administrative assistant, named sales coordinator.

Appointments at Comcast Cable Communications Inc., West Palm Beach,

Fla.: **Marla Greenstein**, district sales manager, Encore Media Corp., joins as GM, Primestar; **Kimberly Zuleba**, account executive, Hi-Tech Communications, joins as public relations manager.

ASSOCIATIONS/LAW FIRMS

Michelle McClure, associate, Rendall and Associates, Raleigh, N.C., joins Irwin, Campbell & Tannenwald, P.C., in same capacity.

Marilyn Mohrman-Gillis, general counsel, Association of America's Public Television Stations, Washington, named VP, policy and legal affairs.

Appointments at Television Bureau of Advertising, New York: **Carolyn Cutler**, director of instructional technology, New York School of the Deaf, New York, joins as chief, finance and administration; **Claire Walter**, art director/senior designer, Data-Flow Inc., New York, joins as manager, creative services; **Anthony Cassara**, president, Paramount Stations Group, elected to TVB board of directors.

Paul J. Sinderbrand, partner, Sinderbrand & Alexander, Washington, joins Wilkinson, Barker, Knauer & Quinn there in same capacity.

TECHNOLOGY

Appointments at ITS Corp., McMur-ray, Pa.: **Ken Foutz**, VP, production development and manufacturing, broadcast systems, named corporate VP, production development; **David Neff**, VP, broadcast systems, named corporate VP, marketing; **Greg Nissly**, named corporate VP, manufacturing; **Ron Ogradowski**, VP, market development, named corporate VP, contract implementation; **Ken Schultz**, VP, microwave division, named corporate VP, sales.

Bud Rigley, president, Broadcast Management International, joins The Systems Group, Hoboken, N.J., as VP, sales and marketing.

Todd Takato, director, sales engineering, Toshiba Video Communications and Informations Systems, Chicago, named assistant VP, Video Communications Group.

Appointments at Comark, Colmar, Pa.: **Richard Fiore Jr.**, national sales manager, named VP, domestic sales; **Perry Priestley**, international sales manager, named director, international sales, Thomcast (parent), Canada and Latin America.

Richard Badler, executive VP/account

director, Golin/Harris Communications, Chicago, joins General Instrument Corp., there, as VP, corporate communications.

Richard King, executive VP/FM, Novell System Group, joins Night Technologies International, Provo, Utah, as CEO/president.

TELEMEDIA

Appointments at NewsProNet on TVNet, Atlanta: **Sasha Norkin**, senior producer, WCVB-TV, and associate professor, broadcast journalism, Boston University, Boston, joins as news production and special event coverage consultant; **Marina Angleton**, executive producer, special projects, KVBC(TV) Las Vegas, joins as news series and special projects consultant.

Appointments at The Box, Miami Beach, Fla.: **John Figueroa**, VP, affiliate sales and marketing, Western region, named VP, affiliate relations; **Andy Terentjev**, VP, affiliate sales and marketing, named VP, business development; **George Jostlin**, Western regional director, named VP, affiliate relations; **Gabriel Berger**, VP, Eastern region, Request TV, joins as VP, affiliate relations, Eastern region; **Catherine Jackson** joins as manager, affiliate relations.

Stephen Peebles, senior director and department co-director, media relations, Rhino Entertainment, Los Angeles, named senior director, creative editorial and online media.

David Greenwald, senior account manager, Flair Communications Agency, San Francisco, joins KidStar Interactive Media, there, as senior integrated media specialist.

DEATHS

Charles S. Bivins Jr., 48, VP/GM, Federal Broadcasting's WSTM-TV Syracuse, N.Y., died March 5 of a heart attack. Bivins joined WSTM-TV as a member of the studio crew in 1971. Two years later he was named producer/director, and in 1984 he became program director. Bivins progressed through the ranks at the station, and in January he was named vice president and general manager. Since 1987, he also had served as an adjunct professor at the S.I. Newhouse School of Communications at Syracuse University.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Don Imus's off-color jokes about President Clinton's alleged extramarital affairs **went too far**, according to the White House. The Associated Press reported Friday that White House Press Secretary Mike McCurry called C-SPAN and asked that it refrain from re-airing remarks Imus made at the Radio and Television Correspondents Association's 52nd annual dinner. C-SPAN declined. President Clinton and the First Lady were present when Imus made jokes that McCurry characterized as "tasteless." The Clintons were not the only ones skewered by Imus, who said CBS's Dan Rather's news delivery is so stiff that it seems like he's making a hostage tape.

Cable TV ad revenue grew to \$3.7 billion last year, up 19.3% from \$3.1 billion in 1994, according to the Cabletelevision Advertising Bureau. Cable network advertising for fourth quarter 1995 reached \$1.1 billion, a 22.9% hike over the \$909 million in the same period in 1994. The CAB predicts that cable ad revenue will reach \$4.1 billion this year.

The FCC this month granted a Tribune Broadcasting Co. subsidiary a permanent duopoly waiver to allow common ownership of stations in Los Angeles and San Diego. Tribune subsidiary KTTY Inc. is acquiring KTTY(TV) San Diego, a station that has been in Chapter 11 bankruptcy for two years. Tribune also owns KTLA(TV) Los Angeles. The commission cited the San Diego station's financial status in granting the waiver.



Betty Hudson, executive producer at NBC Productions, New York, has been named senior VP, corporate communications, for the Reader's Digest Association, Pleasant-

ville, N.Y. Hudson started her career as a copywriter for WCBD-TV Charleston, S.C., in 1971 and joined NBC in 1979 as VP for corporate projects, becoming senior VP, corporate communications in 1989. She was president of the International Radio & Television Society from 1988 to 1990.

Both new networks had ratings

highlights last week. The WB's *Savannah* scored a record share average, and UPN's new Wednesday night lineup showed growth since its debut. In its Sunday, March 17, telecast, *Savannah* scored a 3.5 rating/6 share in Nielsen national numbers; its previous high share was a 5. UPN's new Wednesday night lineup scored a 3.9/7 in national numbers for March 13, with a special episode of *Star Trek: Voyager* at 8 and the series debut of *Swift Justice* at 9. The former got a 4.9/8; the latter, a 2.8/5.

Andy Hill is leaving CBS after five years as president of the network's in-house production arm. His departure reportedly was hastened by conflicts with Leslie Moonves, president of CBS Entertainment. CBS Productions has been a top supplier of the network's prime time fare, including the dramas *Touched by an Angel*; *Dr. Quinn, Medicine Woman*; *Walker, Texas Ranger*, and sitcoms *Dave's World* and *Can't Hurry Love*.

Chris Ender, VP, media relations, Columbia TriStar Television Distribution, has been named VP of media relations, CBS Entertainment, replacing Susan Tick, who has held the position since 1988. Tick will remain with the network as a consultant.

Despite the headlines generated by its debut, ratings for ABC's *The Dana Carvey Show* fell off 30% last week over the previous week's premiere. Risqué content in the first episode prompted two Pepsi-owned divisions to pull their advertising and name from the series, designed to feature a rotating lineup of advertisers in its title as a parody of sponsor-titled programming. The second episode, with its title-sponsor Pepsi's Mug Root Beer, ranked third in its Tuesday 9:30 p.m. slot, with a 9.9 national Nielsen household rating/16 share, a 26% drop from its *Home Improvement* lead-in.

MCA Television has given up its fight for *Justice*, the first-run courtroom reality series the studio intended to launch in the fall. Although cleared in nearly 60% of the country, MCA officials say it wasn't getting the news-adjacent or prime access slots needed to make the half-hour show economically feasible for the studio, which is in the

midst of a major overhaul of its TV division.

The Partner Stations Network's upcoming reality strip ***Lifeguard* has been beached**, a victim of sluggish sales and a tight market for new first-run product. The half-hour show, unveiled last December, was pitched as an upbeat reality entry featuring reenactments of life-saving rescues in exotic locales. PSN and Warner Bros.' Telepictures Distribution gave up on the project after failing to secure clearances in key major markets.

The Academy of Television Arts & Sciences has established the Archive of American Television, which will preserve extensive one-on-one video conversations with industry legends, stars, producers and others who have contributed greatly to the industry. ATAS has approved initial funding for a pilot program that will cover the first four or five tapings with undetermined subjects. Additionally, producers Grant Tinker and David Wolper have agreed to serve as honorary chairs of the AAT, with the responsibility of raising \$1 million to fund the first phase beyond the initial pilot program.

Paragon Entertainment has renewed its agreement with Central Myth to develop and produce made-for-TV movies and miniseries. Most recently, Central Myth's partner Joseph Broido was executive producer for Paragon's production of *Frequent Flyer*, which aired on ABC and ranked 11th for the week of March 4-10.

Corrections: A Feb. 19 story incorrectly reported that a Long March rocket explosion in January 1995 destroyed EchoStar Communications' first DBS satellite. The Long March rocket was carrying an ApStarII Hughes 601 satellite. The explosion, however, did delay EchoStar's satellite launch, which was scheduled for the next Long March rocket. ■ In the chart accompanying the March 18 Howard Stern story, the orange bars represent fall '95 ratings for adults 25-54, not 18-34, and the light blue bars represent Stern's first ratings period with adults 18-34, not 25-54.

HOLLYWOOD

CBS and PBS

As CBS works toward scheduling three hours of children's educational programming for fall 1997, the network may look to PBS for help to expand in that area. According to Judy Price, VP, children's programming and daytime specials, CBS has held preliminary conversations with the public broadcaster about producing a series for the network to qualify under the children's programming guidelines. CBS has two hours of educational programming set for this fall, with another hour expected the following year. A partnership would benefit both networks, given CBS's need for additional educational programming and PBS's mandate to explore options for generating additional revenue.

Donny return

Studio sources say Donny Osmond is the latest contender in the daytime TV arena with a talk/variety vehicle packaged by the Creative Artists Agency. Osmond is now starring in a touring production of Andrew Lloyd Webber's *Joseph and the Amazing Technicolor Dreamcoat*.

Hooking viewers

King World Productions' upcoming hour strip *Off the Hook* is being fine-tuned by producers with the aid of focus groups and other research. Sources say the syndicator had some trouble selling broadcasters on a teen-oriented dance show mixed with magazine-style segments, so the *American Bandstand*-style dance elements have been scaled back and the target audience pushed up to twentysomethings. King World is shopping for new hosts to replace the previously announced duo of newcomers Damon Pampolina and Nova Francis.

NEW YORK

Westwood One cans Grant

Slightly more than a year after their debut, Westwood One Entertainment has canceled its two syndicated week-

Bonneville makes family-friendly push

Salt Lake City-based media company Bonneville International is making a big push into Hollywood. The company has formed Bonneville Worldwide Entertainment to develop, produce, and distribute family-friendly film, television and home media projects. "We've been involved in production, distribution and financing before, but this is the first real foray into distribution and sales on a large scale," says Chris Harding, executive vice president/divisional manager of Bonneville Worldwide Entertainment. Bonneville plans to produce six to eight pictures a year, one or two of which will be full-length feature films. Bonneville says the productions will have a "positive spin" and eschew violence and an excess of sexual content. —MK

end shows hosted by veteran radio talker Bob Grant of WABC(AM) New York. Westwood One had featured Grant live from 10 a.m. to 1 p.m. on Saturdays and a best-of show on Sundays with clips from Grant's weekday afternoon shows on WABC. WABC Program Director Phil Boyce said Grant's Saturday show "was growing in affiliates," but contended that "it is difficult to make money with any weekend" syndicated program. News of Grant's cancellation comes the same week WABC dropped SW Network's syndicated talk show hosted by Alan Dershowitz after Dershowitz called Grant a "racist" and "despicable talk show host" during a recent broadcast (see story, page 52).

WASHINGTON

Set-tops by October

After years of disappointing delays, digital set-top boxes will be hitting homes as early as this October, says Geoff Roman, senior vice president of General Instrument. GI has a 1 million-box order with TCI, which will deliver the new technology to homes in the San Francisco Bay area; Arlington Heights, Ill.; Hartford, Conn., and Richmond, Ind. GI also has delivery orders for Cox, GTE, and Rogers Cablesystems in Canada. Despite past delivery date promises that fell through, and skepticism by other vendors that the boxes won't be in homes until mid-1997, GI is certain this prediction is accurate. "The pieces are finally coming together,"

says Roman. "Our confidence is based on the fact that we have real boxes in our test labs that you can touch and watch display real video."

Rule reform

FCC commissioners last week were reviewing a proposal to implement the cable reform provisions of the 1996 Telecommunications Act. The act calls for deregulating the extended basic tier (MTV, Lifetime, ESPN, etc.) rates of large systems in three years and also deregulates rates of systems subject to effective competition from telcos offering comparable service except DBS. Commissioners were still working on a definition for effective competition, but sources voiced hopes the commission would issue an order and a notice of proposed rulemaking on the new cable rules this week.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"I am working—I'm scouting locations for our 'Surfside' series."

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Getting there

What was "glacial movement" on children's TV two weeks ago had escalated to a slow walk by last weekend. All three sides (the Hundt-Ness side, the Quello-Chong-Barrett side and the broadcasters' side) are trying to snatch victory from the jaws of defeat.

The way we see it, FCC Chairman Reed Hundt is sitting pretty. His opposition is about to dwindle from three to two, and his President looks good to reduce the two to zero after November. At that point children's TV will be about what Hundt says it is. In the meantime, he and colleague Susan Ness are in a position to use the renewal process to establish a de facto children's standard.

The industry wants at all cost to avoid a quantifiable standard that could set a precedent for all kinds of FCC mischief in quota setting. At the same time, it says most broadcasters are already offering an average of four hours per week (Hundt wants three) while (a) CBS/Westinghouse has already promised a minimum of three hours, (b) ABC/Disney is expected to top that, (c) NBC is in the three-hour range and (d) Fox tops four hours.

This is a situation that looks ripe for refinement. It may well be that broadcasters have already solved or are in the process of solving the problem the FCC wants satisfied. As we read the chairman's attitude, he is looking prospectively toward a new generation of children's programming, not punitively backward on the way things were. The idea of broadcasters pledging future performance—as Hundt himself suggested in his "Contract for Kids and Community" speech last July—looks better every day.

Honor roll

Journalists discomfited by less than choice assignments or cutbacks in resources could get some perspective from the

life of a broadcaster in Algeria. According to the Committee to Protect Journalists' latest study, that country is the world's most dangerous beat (of the 51 print and electronic journalists killed last year, 24 were in Algeria). Particularly dangerous was employment at state-run television ENTV, where nine journalists, from investigative reporters to producers to sports commentators to secretaries, were murdered.

The following is the honor roll of broadcast journalists killed in the line of duty around the world in 1995 (many others were imprisoned, attacked, harassed or censored):

Vincent Francis, Worldwide Television News; Pamphile Simbizi, National Radio & Television of Burundi; Marcello Palmisano, RAI; Ivan Dario Pelayo, radio station Llanoramico; Alberto Antoniotti Monge, broadcasters association president; Adil Bunyatov, Reuters; Sasa Kolevski (missing, presumed dead), Bosnian Serb Television; Goran Pejcinovic, Bosnian Serb Television; John Schofield, BBC; Vladislav Listyev, Russian Public Television; Igor Kaverin, radio station Svobodnaya Nakhodka; Farkhad Kerimov, Associated Press TV; Natalya Alyakina, radio service RUFA; Mohyedin Alempour, BBC; Ali Abboud, Radio Chaîne; Nacer Ouari, Rachida Hammadi, Houriya Hammadi, Mekhlouf Boukzer, Mourad Hmaizi, Omar Gueroui, Said Brahimi, Radja Brahimi, Mustapha Belkacem, ENTV (state-run Algerian TV); Ali Boukerbache, Media-TV; Yasmina Brikh, Algerian Radio.

More good news than bad: The news media scored a victory with the decision by the Judicial Conference to allow cameras in federal appeals courts. It is one more step toward the public trials for which the Constitution calls and that modern-day technology—read television—makes possible on a national scale. The victory represented something of a half loaf. For one thing, there was some confusion last week about whether the ruling applied only to civil cases. For another, the conference recommended that district court judges keep their doors closed to cameras. That may be good news for court artists, but it is not for the rest of the journalistic community.

As this mixed decision illustrates, some doors still remain closed. Broadcasters will just have to keep knocking.

Donald V. West, editor/senior vice president

Washington 1705 DeSales Street, N.W. Washington, DC 20036
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, executive editor

Mark K. Miller, managing editor

Kira Greene, assistant managing editor (special projects)

John S. Eggerton, assistant managing editor

David R. Borucki, art director

Kim McAvoy, contributing editor

Elizabeth Rathbun, Chris McConnell,

Christopher Stem, assistant editors

Michael Katz, staff writer

Doris Kelly, assistant to the editor

Rick Higgs, systems manager

Denise P. Smith, Kenneth R. Ray, graphic artists

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

Stephen McClellan, bureau chief

Rich Brown, associate editor (cable)

Richard Tedesco, assistant editor (Telemundo Week)

Donna Petrozzello (radio), James McConville,

Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;

213-549-4100; Fax 213-937-4240

Steve Coe, bureau chief

Cynthia Littleton, staff writer

London Paramount House, 162-170 Wardour St. W1V3AT;

44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, Debra Johnson, international editors

Broadcasting & Cable

The Newsweekly of
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Founded 1931

Neal Vitale, group vice president

Cahners Publishing Company

Robert Krakoff, chairman-CEO Reed Publishing USA

Richard Vitale, vice president, operations and planning

Dan Hart, group controller

Michael Borchetta, circulation director

Sharon Goodman, director of manufacturing
and distribution

Louis Bradfield, distribution director

Charles M. Colfax, production manager

212-463-6558; Fax 212-463-6563

Jane Rogers, vice president, research

Gillian Lewis, research director

Circulation Inquiries

Broadcasting & Cable: 800-554-5729

Broadcasting & Cable Yearbook: 800-521-8110

Sol Talshoff, Founder and Editor (1904-1982)

Lawrence B. Talshoff, Chairman Emeritus

Peggy Conlon, publisher

New York 212-337-6940; Fax 212-337-6947

Randi T. Schatz, international sales director

Millie Chiavelli, director of cable advertising

Robert Foody, director of technical advertising

Yvonne Pettus, account executive

Stacie Mindich, marketing services manager

Joan Miller, executive secretary

Sandra Frey, executive assistant

Antoinette Fasulo, classified advertising manager

Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national marketing director,

director of syndication advertising

Rosalie Corley, account executive

Chuck Bolcom, account executive,

technology/cable sales,

Walnut Creek, CA 510-210-0814; Fax 510-210-0823

Kathleen Shuken, administrative assistant

Yukari Media (Asia): 81 6 956 1125;

Fax 81 6 956 5015

Jennifer Montefiore, BCC (United Kingdom & Europe):

44 171 437 0493; Fax 44 171 437 0495

Mike Hancock, Cahners Publishing Company

(United Kingdom & Europe) Equipment Advertising:

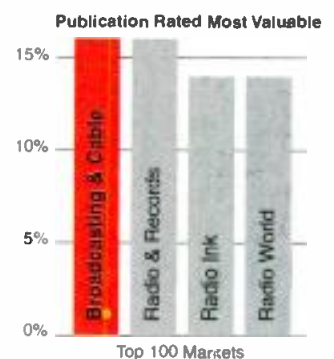
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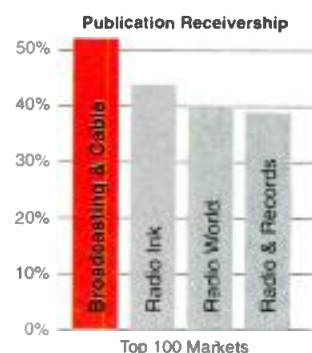


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