

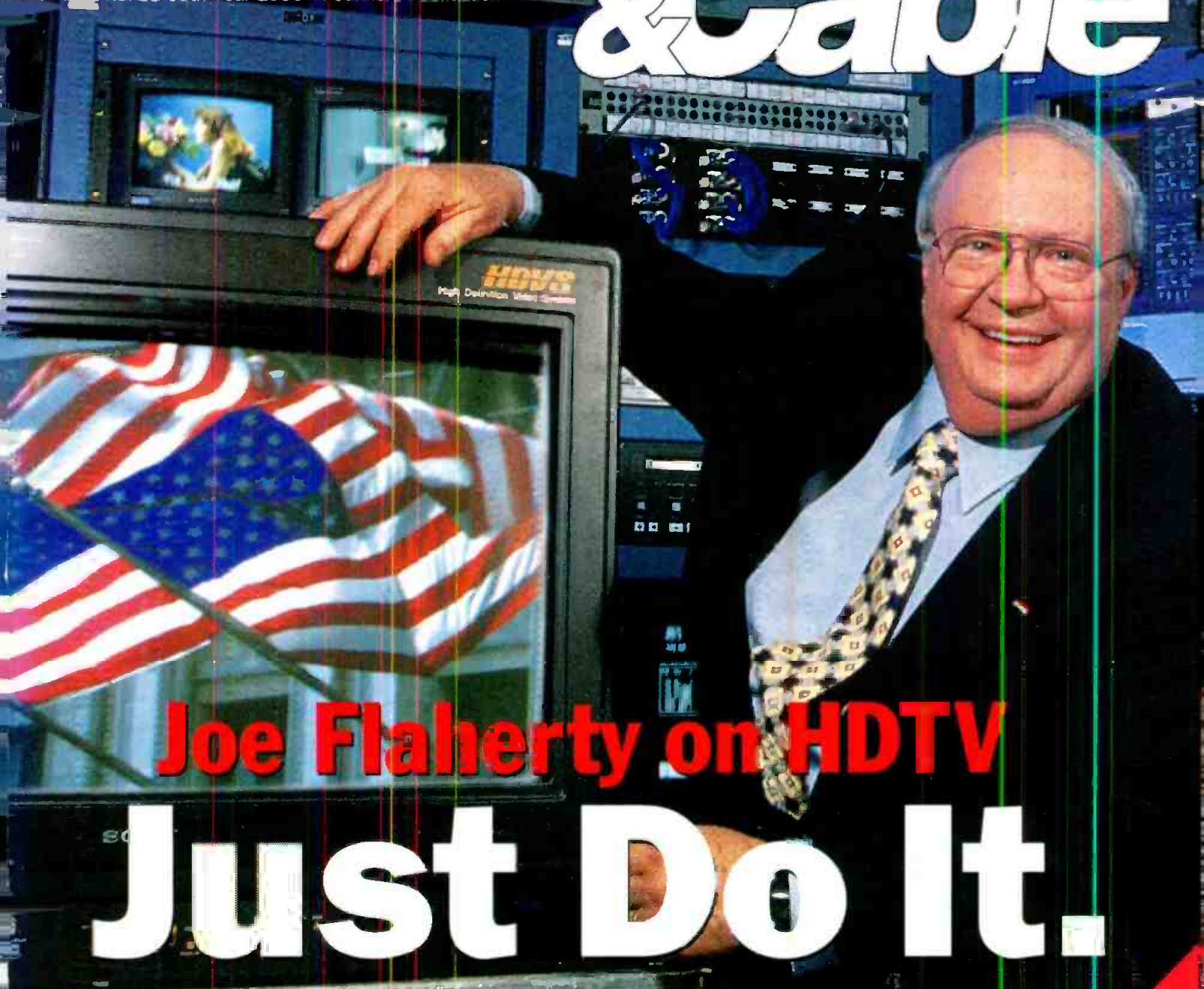
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Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 123 No. 16 65th Year 1996 A Cahners Publication



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Fast Track

Must Reading from

**Broadcasting
& Cable**

April 15, 1996

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CBS's Joe Flaherty is a statesman among engineers and an engineer among statesmen. "Mr HDTV" talks about what broadcasters could do and should do with a second channel for digital TV. *Cover photo by Dennis Brack/Blackstar* / **32**

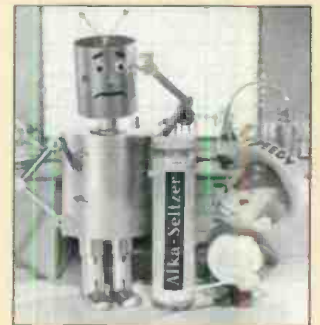


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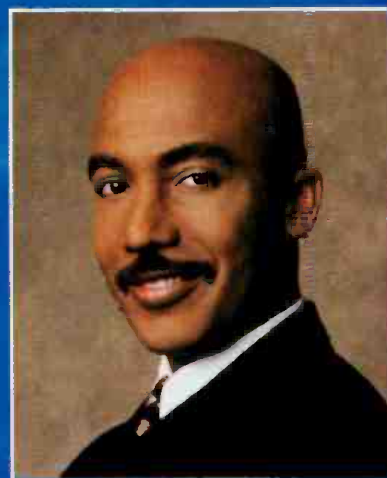
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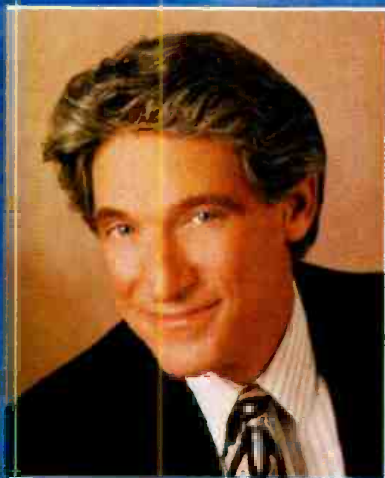
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Sinclair's \$2.3B powerhouse

\$1.2 billion purchase of River City gives company 29 TV and 34 radio stations

By Steve McClellan

When Sinclair Broadcast Group Inc. acquired River City Broadcasting LP last week for \$1.2 billion, Wall Street applauded. But the deal sent shivers down the spines of program syndicators and broadcast service providers.

To Sinclair, programming, employee overhead, sales reps and ratings reports are mere "cost centers" that must be reduced at all the merged company's 29 television and 34 radio outlets. "By virtue of the sheer critical mass we have as a company, these costs will drop over time as our leverage is implemented," Sinclair president and 24.7% owner David Smith told securities analysts following last Thursday's announcement of the deal.

And Smith intends for Sinclair's mass and leverage to grow. His "very practical objective" is to buy as many as 100 television stations "in the next few years."

With Sinclair forging the way, suppliers fear that other groups will grow and consolidate as well, using their own leverage to reduce costs.

"People supplying those services are not jumping for joy" over this deal, one TV programming executive says. "My guess is that when the news spread, those folks started their cocktail hour at about noon."

Some station executives say they are happy that a large group will exercise its leverage aggressively, noting that stations are frequently the victims of outrageous price hikes for high-demand syndicated fare.

The River City transaction will boost Sinclair onto the top 10 list of TV station owners, with control of 29 stations covering almost 15% of the country, Sinclair says. However, Sinclair and River City have six LMAs between them and overlapping stations in Bloomington, Ind., and Columbus, Ohio. Sinclair says its radio group will cover 9.7%.

Sinclair's six LMAs are in Birmingham, Ala.; Baltimore; Raleigh/Durham, N.C.; Pittsburgh; Milwaukee, and San Antonio, Tex.

This is "a very significant deal," says broker Steve Pruett of Communications Equity Associates. "There has never been a large company made up

purely of middle-market television stations." He points out that the new company's stations give it "the whole middle of the United States almost in contiguous markets."

Analysts peg the \$1.2 billion price at roughly 19.3 times the 1995 operating cash flow of River City, although Sinclair executives estimate that the price will work out to between 12 and 13 times 1996 cash flow. With tax adjustments, that multiple edges down to almost 10.

Analysts say the price is on the high side, but they also say it makes sense because of the leveraging opportunities and the fact that Sinclair affiliates will be diversified beyond Fox and independent stations and into the world of traditional affiliate television. "It's aggressive," one TV station broker says of Sinclair's purchase. The deal is one of the largest ever for broadcast-only property, he says.

Combined, Sinclair and River City earned \$224 million in operating income in 1995, which would place it fifth on the earnings list for broadcast groups last year. That would be only about \$20 million behind fourth-ranked

The making of a broadcast giant

A Sinclair/River City merger would create the nation's seventh-largest radio group and the largest TV group in terms of number of stations owned. The new Sinclair Communications Inc. will own or operate 29 TV stations covering 14.82% of U.S. households and 34 radio stations in nine markets, covering 9.7%, according to Sinclair and River City. Here is how the holdings break down:

SINCLAIR BROADCAST GROUP INC.

TVs only: WTTQ(TV) and LMA with WABM-TV, Birmingham and WDBB(TV) Tuscaloosa, Ala.; WDKY-TV Danville/Lexington, Ky.; WBFF(TV) and LMA with WNUV-TV Baltimore; WLFL(TV) and LMA with WRDC-TV Raleigh/Durham, N.C.; WPGH-TV and LMA with WPTT-TV Pittsburgh; WTE(TV) Columbus, Ohio; KOCA-TV Oklahoma City; WGGV-TV and LMA with WTVV-TV Milwaukee, and WTVZ(TV) Norfolk, Va.; is buying WYZZ-TV Bloomington, Ind./Peoria, Ill.; WSMH(TV) Flint, Mich.; KSMO-TV Kansas City, Mo., and WSTR-TV Cincinnati; has applied to build a TV station at ch. 23, Tuscaloosa, Ala. President David Smith also is 25% owner of WJIB(TV) Bloomington, Ind., and 18.75% owner of WTTA(TV) St. Petersburg, Fla.

RIVER CITY BROADCASTING LP

TVs: KOVR(TV) Stockton/Sacramento, Calif.; WTTV(TV) Bloomington and WTTK(TV) Kokomo, both Indianapolis; KOSM-TV Des Moines, Iowa; KDNL-TV St. Louis, Mo.; WSYX(TV) Columbus, Ohio; WLOS(TV) Asheville, N.C., and WFBC-TV Anderson, S.C., both Greenville/Spartanburg, S.C., and KABB-TV and LMA with KRRT-TV Kerrville, both San Antonio, Tex.

Radios: KBLA-AM Los Angeles; WVRV(FM) Wilmore, Ky./East St. Louis and KPNT(FM) St. Genevieve/St. Louis; KMEZ(FM) Belle Chasse, La./New Orleans and WWL-AM, WLGM-FM and WSMB(AM) New Orleans; KZRR-FM, KLSK-FM and KZSS(AM) Albuquerque/Santa Fe, N.M.; WBEN-AM, WWKB-AM, WKSE-FM, WMJQ-FM, WGR-AM and WWWS-AM Buffalo, N.Y.; WKRZ-FM, WGGY-FM, WILK-AM, WGBI-AM, WWSH-FM, WXPX-AM and WOEO(FM) Freeland, all Wilkes-Barre/Scranton, Pa.; WFBC-AM-FM, WORD-AM and WSPA-AM-FM Greenville, S.C., and WVRV-FM, WJCE(AM)-WOGY-FM Memphis and WLAC-AM-FM and WJCE-FM Nashville

David Smith

Sinclair chief executive David D. Smith has a reputation for ruffling feathers in many of his business negotiations. He has alienated a number of syndicators, but at the same time is cheered by some station managers who say syndicators are the first to raise rates exorbitantly when they have a hot show in the market.

But syndicators also say that Sinclair has grown to the point where it can almost single-handedly put a show on the air. Smith has also run afoul of executives at Fox, which has pulled affiliations from Sinclair in Raleigh and Norfolk, largely over program clearance issues.

Talking with analysts last week, Smith tried to soft-peddle his hard-nosed reputation, saying he does not anticipate disputes with CBS or ABC, with which several River City stations are affiliated.

Smith never tires of telling people he is in the business to make lots of money. But he is also attuned to the technical side of the broadcasting business. Smith, 45, helped his father, the late Julian S. Smith, build the family's first station, WBFF-TV Baltimore. It went on the air 25 years ago to the day that Sinclair signed its agreement (April 11) to buy River City Broadcasting. According to SEC documents, Smith helped build the Baltimore outlet and was in charge of technical maintenance until 1978. He then founded Comark Communications, a manufacturer of UHF transmitters. He rejoined the family company in 1984 to run WPTT-TV Pittsburgh. He has headed Sinclair since 1990. Smith's three brothers, Frederick, Robert and Duncan, are also executives and directors of the Baltimore-based company.

His mother, Carolyn Smith, is the principal owner (either directly or through trusts established for her grandchildren) of Glencairn, the company that owns Sinclair's LMA stations in Pittsburgh, Raleigh, Milwaukee and Birmingham.



Barry Baker

"I don't know what to tell you; it's just not true. The company is not for sale." That's what River City Broadcasting president and founder Barry Baker said April 5 regarding a rapidly spreading rumor that Sinclair was about to acquire his company.

He gave the same basic line to at least two other publications (probably more) tracking the story. Of course it wasn't the first time an executive has been less than candid with the press while negotiating a huge deal. "If it were your billion-dollar deal hanging in the balance, what would you do?" was the question posed by more than one observer. In any event, the usually talkative Baker was seen last week as having complementary strengths to those of David Smith of Sinclair.

Last week Smith called Baker, 43, one of the most successful entrepreneurs in the business, whose key strengths lie in sales and marketing. Thus, while Baker will work at boosting station revenue, Smith will continue to hammer at costs, both internal and external. Before forming River City Broadcasting in 1989, Baker ran Koplars Communications' KPLR-TV St. Louis for about five years. Earlier he managed radio stations, including KMJQ (FM) Houston, and was marketing manager at Upstate Cablevision in Syracuse, where he went to college.

—SM

CBS, whose TV and radio stations earned the company \$244 million.

Barry Baker, president/chief executive officer and co-founder of River City, will join Sinclair as president and chief executive officer of Sinclair Communications Inc., a newly formed Sinclair subsidiary comprising the River City and Sinclair television and radio properties.

Baker and a number of other River City executives, including radio division head Kirby Confer, will relocate to Baltimore, where Sinclair is based.

The deal is structured as an asset purchase, which allows Sinclair to take tax deductions (which it says are worth about \$200 million) over a 15-year period. During that time, the company can write off the value of both broadcast licenses and goodwill.

Analysts say the company will take on about \$1 billion in new debt, most of it from bank borrowings underwritten by Chase Manhattan Bank.

Boston Ventures Management, the largest outside investor in River City, is investing \$115 million in the merged company, while River City itself will issue another \$150 million in seller paper. Sinclair's out-of-pocket cash contribution to the deal totals a mere \$60 million, or 5% of the purchase price.

The Smith family will retain about 29 million of 38 million outstanding shares of stock, or about 75% of the publicly traded company, said to be worth about \$2.3 billion after the River City transaction. Approximately 175 key managers from River City and Sinclair will have equity stakes in the merged company.

BIG DEALS THIS YEAR

■ **\$774 million** merger of Citicasters Inc. into Jacor Communications Inc. Deal involves two TV stations and 19 radios (14 FMs and five AMs). Jacor also is buying Noble Broadcast Group Inc.'s 12 radios (seven FMs, five AMs) for **\$152 million**.

■ **\$410 million** merger of Granum Holdings LP into Infinity Broadcasting Corp. Deal involves 12 radio stations—eight FMs and four AMs—in biggest radio-only deal this year.

■ **\$270 million** sale of eight TVs from Brissette Broadcasting Corp. to Benedek Broadcasting Corp. (biggest TV-only deal this year)



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Hundt: No rush on kids TV

FCC chairman says he will wait for fifth commissioner before acting

By Chris McConnell

FCC Chairman Reed Hundt says he is ready to shelve the contentious debate over a quantified children's TV standard until a fifth commissioner arrives at the FCC.

"I don't have any particular feeling that we're going to get a compromise that's going to generate a standard," Hundt said last week. "I think that's going to depend on getting a fifth commissioner."

Waiting for that commissioner could put the children's TV standards issue on hold for months, with most in Washington doubting that a fifth commissioner will be named until after the presidential election in November.

The new commissioner would be casting a tie-breaking vote, since the departure of former FCC commissioner Andrew Barrett has left the commission in a 2-2 standoff on the issue. Commissioners James Quello and Rachelle Chong oppose any quantified children's TV standard, while Hundt and Commissioner Susan Ness favor setting a standard, if only as a "processing guideline" that would leave other options open for obtaining license renewal.

Commissioners have stepped up efforts in past weeks to resolve the children's TV proceeding before a new round of TV station license renewal applications arrives at the FCC in June, but the two sides so far have been

unable to negotiate around the question of including a minimum number of hours in the rule.

"I just don't see any chance of that being resolved," Hundt said.

Chong has sought to bridge the gap with a proposal that includes a "promise vs. performance" plan in which broadcasters would offer their

own commitments on children's educational programming at license renewal time. Hundt has suggested a similar approach, but the two sides still differ on whether to quantify what broadcasters would have to promise in order to obtain a license renewal.

"Rachelle doesn't really want that to generate a standard," Hundt said. "So here we are. I'd say on that issue we're going to be waiting for the fifth [commissioner]."

Hundt added that he is willing to review license renewal applications on a case-by-case basis in the meantime.

He voiced more hope for agreement on other aspects of the children's TV proceeding, such as a tightened definition of children's educational programming. Hundt suggested that the commission could proceed on those issues while deferring a vote on any quantified standard until a tie-breaking vote arrives.

"I think that's where we go on this standard," Hundt said.

The three other commissioners hope they may yet reach a compromise on the standard without waiting for a tie-breaking vote. "We're still discussing a compromise," said Chong.

Others at the FCC also voiced reluctance to vote on the less contentious aspects on the children's TV proceeding while deferring a vote on the standards issue. Such a strategy, they said, would lessen the pressure on Hundt to compromise on the question of setting a quantifiable standard. ■

Federal case over spectrum ads

A commercial on spectrum auctions, sponsored by the National Association of Broadcasters, is so unfair that the government should resurrect the fairness doctrine, according to a lawsuit filed last week by the Media Access Project in a California federal court.

The lawsuit asks KNBC-TV Los Angeles to "present additional television programming addressing all sides of this issue quickly enough to assist its members and other listeners in becoming informed about this issue."

The lawsuit also asks that the FCC order KNBC-TV to comply with the fairness doctrine. The doctrine, which was effectively repealed in 1987, required broadcasters to present opposing points of views on controversial issues.

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FCC worries ATV advocates

Grand Alliance backers concerned over commission call for comments

By Chris McConnell

Advanced-TV proponents fear that the FCC may be tinkering too much with their proposal for a new digital broadcasting standard.

Commission officials next month plan to propose adopting the Grand Alliance digital system as the next U.S. broadcast standard. But early drafts of the proposal ask for more than a simple up or down vote from interested parties.

FCC officials plan to invite comments on an array of issues including whether adopting the Grand Alliance standard should bar the use of other broadcast technologies and whether broadcasters should be required to use the system if the FCC adopts it. Planned questions also include whether any technical aspects of the Advisory Committee on Advanced Television



Grand Alliance participants are waiting for the FCC to embrace their transmission technology.

Service (ACATS) recommendation should be left to the marketplace rather than mandated in a standard.

"Mandate is a bad word over here," says one official, adding that the commission is required to ask such questions when setting a new technical standard. "We're definitely working on a notice, not a rule," the official says.

Advanced-TV proponents worry that such questions sound like the FCC

is balking at adopting their system as a replacement for the analog NTSC standard. "We're being jilted at the altar here," says General Instrument's Bob Rast, who oversaw the system design work by the seven-company Grand Alliance. "What message is the marketplace going to take when [the FCC] puts [the proposal] out?"

An FCC official counters that the commission is not abandoning the work of the advisory committee. The official adds that different industries want the FCC to codify different technical requirements and that the proposal's questions are aimed at determining what should be standardized and what should be left to the marketplace to settle.

But such questions will face scrutiny by the FCC commissioners before the commission issues its proposal. Sources say Commissioner James Quello opposes the line of questioning. Other officials, while not commenting specifically on the planned questions, say Commissioner Susan Ness opposes any FCC retreat from supporting the Grand Alliance system. ■

Hundt says hands off digital TV

By Chris McConnell

FCC Chairman Reed Hundt says that as television broadcasters enter the digital age, regulators should stay away from interfering in the new service.

With one exception.

"We should state what the public interest obligations are," says Hundt, who at this week's NAB convention plans to pitch broadcasters his plan for a reduced regulation/re-enforced public interest trade-off. He might get some support for the plan from Vice President Gore, who also will be speaking in Las Vegas this week.

"I think that the public interest [requirement] attached to the airwaves has gone down considerably in the past 40 years," says Greg Simon, Gore's chief domestic policy adviser. Although he doesn't say what Gore will discuss this week, Simon says it is part of the government's job to "give

the public more for their money."

Hundt adds that it also is part of the FCC's job to insure broadcasters are capable of meeting such obligations.

His plan is to help boost business at local stations by deregulating and then specify what serving the public interest means. In the analog era, he cites plans to review duopoly rules (including prohibitions against UHF/VHF combinations), re-examine policies for defining markets and protect the must-carry laws. Hundt says he plans to ask the White House to commit "the highest and best resources" to defending the must-carry law in the Supreme Court.

Hundt's policy plans also call for recognizing what he sees as the diverging interests of networks and their affiliates.

"In the new deal we have the networks evolving so that they are only part-time broadcasters," says Hundt. "They are also part-time cable operators, satellite companies, content providers and movie studios." He says

that the diversified networks act as a competitor to local broadcasting as well as a supplier to it.

Hundt's plans for the digital TV era call for opposing rules on how broadcasters should use the digital technology. For instance, he does not want to require them to deliver high-definition programming and he does not want to charge fees for any subscription services they deliver on the digital channel.

"You want broadcasters to get as much money as possible from digital TV," Hundt says.

He also hopes the technology will ease the burden of delivering public interest programming. He says free time for congressional and local government candidates is not available in the analog world, but could be in a multiplexed digital era. "In a digital world, where you multiply the number of hours by five...then you have a totally different opportunity," Hundt says. ■



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The going public of Michael Jordan

Westinghouse/CBS chief is emerging as industry leader

By Don West

Michael Jordan's decision to move into the CBS office suite once occupied by William S. Paley was typical of the man. It was practical (empty since Paley's death in 1990, the once elegant area had become a repository for used furniture). And it was quietly symbolic (announcing that a new leader had taken over). In both respects, it's been an easy fit.

Mike Jordan should be equally at home at the NAB convention this week. Indeed, the engineer-turned-businessman who runs Westinghouse (and now CBS) seems to settle in comfortably wherever he goes. And early on, he's making a difference.

Jordan's first evidence of industry consciousness came in relation to the Advanced Television Test Center, which was foundering after being the hub of technological development for the Grand Alliance digital-HDTV system. Advised that the rent was due and the landlord at the door, Jordan authorized an immediate \$25,000 and later a beginning CBS contribution of \$250,000 to keep the lab open. "It's



Jordan on the V-chip: 'We needed to take the lead rather than having it done to us.'

essential to maintain the momentum and support for a realistic transition to HDTV," he said in an interview from Augusta, Ga. (the Masters) last Friday.

Jordan's enthusiasm for the technology extends to its applications as well. He has all CBS-owned stations on track for a fast transition to HDTV, and during his keynote address this week to the Association for Maximum Service Television will urge other broadcasters to follow suit. Among his motivations is the success of direct-to-home television, a digital medium.

"DBS is a superior product," he said,

"and over time you cannot allow the competition that edge. I think we have to go." It becomes a consumer issue, fundamentally, Jordan believes. "You want to have the best product in the market."

And he also thinks that making the shift to digital TV will be "a lot easier than most people think." Westinghouse's own technological contribution to the cause—a silicon-car-

bide transistor that reduces transmission costs by allowing cooler operation—will be broadcasting an HDTV signal from Las Vegas affiliate KLAS-TV to the NAB convention center this week.

Jordan also involves himself with CBS's programming decisions, but more on the money side than the creative. "My strength is the strategy, putting the pieces together—taking chances where we ought to take chances, finding the right people and supporting them."

He's familiar with Washington affairs but isn't anxious to be a major player there. He is leading the way in regard to the V-chip, which he supported even before Congress passed a law demanding it. "We knew consumers were concerned about sex and violence. We had to take a proactive stand. There was never any doubt in my mind that this was the right thing to do. We needed to take the lead rather than having it done to us," he says. But, he added, "it's not going to satisfy the social activists who want greater and greater control."

Jordan also says that deregulation has strengthened the hand of over-the-air television in competing with other media. He cites the elimination of the financial interest and syndication rules as vital to the ability of the networks to extract value from the \$2 billion they spend for programming: "It has changed the battlefield."

Mike Jordan goes into Las Vegas as he goes to work each day, armed with two certainties: "I know what I believe and I know what we should be doing." Increasingly, those qualities are having an impact in the larger world of broadcasting as well. ■

NBC gets Clipbox for Olympics

NBC has purchased a Quantel Clipbox and will use the video server to edit video and play back graphics and video to air during its coverage of the 1996 summer Olympics. NBC's Clipbox, a six-port unit with six hours of uncompressed serial component digital storage, is linked to two Quantel Editbox nonlinear editors and a Playbox module, which controls the recording and playback of material.

"For the kind of stuff we're doing, you want the highest possible quality," says David Schmerler, NBC vice president of news production operations. "It will be the center of a graphics room where everything is CCIR 601."

The Clipbox was delivered on April 5 and went online last Thursday, says NBC's Phil Paully, director of engineering for broadcast creative services. NBC is the first Clipbox buyer in the U.S. RTL-4 in Holland, MTV Europe and BSkyB in England, Fuji Television in Japan, and CLT in Luxembourg have bought the server, and Quantel spokesperson say another 25 Clipboxes are on back order. NBC's Clipbox configuration (including the Editboxes and Playbox) cost roughly \$2 million, says Paully.

The Clipbox will play a pivotal role in NBC's "virtual broadcast center" during the summer games, says Paully, as the network uses a fiber-optic connection with Atlanta to insert graphics and edited packages from its upgraded post-production facilities in New York.

After the Olympics, the Quantel server will be used by NBC News in the production of *Dateline NBC* and to play back real-time graphics on Election Night 1996, says Schmerler.

—GD



NBC may move freshman comedy '3rd Rock from the Sun' to Sundays next season.

Fall is in the air

Renewals, cancellations for '96-'97 season taking shape

By Steve Coe

The first of the networks' fall schedule announcements is still a month away (NBC announces on May 13), but already there are indications of which series will be renewed and which will be canceled. ABC's program announcements are scheduled for May 20; Fox's on May 21, and CBS's on May 22.

NBC

NBC may have the fewest series decisions to make, but it is probably facing the biggest programming strategy decisions. Chief among the network's considerations is whether to eliminate the movie on Sunday nights and instead schedule a night of series to counterprogram ABC and CBS. The network will have two movie nights on the schedule; one of those nights is Monday.

This Sunday, April 21, NBC will test an all-series schedule for the night with *3rd Rock from the Sun* at 8, *Newsradio* at 8:30, *Mad About You* at 9, *Frasier* at 9:30 and *Law & Order* at 10. All the episodes, other than *Frasier*, are originals. Sources say the lineup is a potential blueprint for Sunday nights, with the exception of *Frasier*, which is expected to remain on Tuesdays. According to sources, the network also is considering moving *3rd Rock* to Monday at 8 as the replacement for the long-running *Fresh Prince*.

Series on the NBC schedule that are expected to be renewed for next sea-

son: *Frasier*, *Wings*, *Larroquette*, *Friends*, *The Single Guy*, *Caroline in the City*, *Boston Commons*, *Mad About You*, *Newsradio*, *Seinfeld*, *ER*, *Law & Order*, *Unsolved Mysteries* and *Homicide*. The network has not decided how many installments of *Dateline* will be aired in the fall.

NBC series still awaiting word on pickup are *In the House*, *Malibu Shores* and *Jag*. Series that will not be back are *Hope & Gloria*, *Home Court*, *Brotherly Love*, *Sisters* and *Fresh Prince*.

NBC plans to order two or three new dramas and four or five new comedies from its development slate. It is likely the network will schedule three hour-long shows for its troubled Saturday night. Other possibilities for Saturday include shifting the movie night there.

CBS

CBS series returning next season include *Murphy Brown*, *Cybill*, *Chicago Hope*, *The Nanny*, *Dave's World*, *Dr. Quinn*, *Touched by an Angel*, *Walker, Texas Ranger*, *60 Minutes*, and *Diagnosis Murder*, although the latter may not be on the fall schedule. Shows still under consideration include *Almost Perfect*, *Can't Hurry Love*, *High Society*, *Good Company*, *Due South* and *Rescue: 911*. Of those on the fence, the most likely to return is *Almost Perfect*.

Shows on the schedule or on hiatus that have been canceled or are not likely to be renewed are *Picket Fences*, *My Guys*, *The Bonnie Hunt Show*, *Louie*, *The Client*, *Courthouse*, *Matt Waters*,

American Gothic and *Central Park West*. The last two will run this summer but, barring a near-miraculous resurgence in viewership from their first go-rounds on the schedule earlier this season, will not return in the fall.

When NBC tests its all-series lineup this Sunday, CBS will give *Touched by an Angel* a trial airing at 8 with an eye toward next season.

ABC

ABC may add up to eight new hours of programming as it attempts to reinvigorate its aging lineup and stave off CBS, which may move into second place in households next year. ABC is looking to add an hour at 8 on Mondays leading into *Monday Night Football*, a half-hour on Tuesday, two half-hours on Wednesday, the entire three-hour Thursday lineup and an hour on Saturday.

Returning ABC series include *Roseanne*, *Coach*, *Home Improvement*, *Grace Under Fire*, *Family Matters*, *Step by Step*, *America's Funniest Home Videos*, *Hangin' with Mr. Cooper*, *Lois & Clark*, *NYPD Blue*, *Ellen*, *Boy Meets World*, *20/20*, *Primetime Live* and *Monday Night Football*. Likely returnees are *The Drew Carey Show* and *The Naked Truth*.

Still under consideration or not returning are *The Dana Carvey Show*, *Second Noah*, *High Incident*, *Murder One*, *The Faculty*, *The Jeff Foxworthy Show*, *Maybe This Time*, *The World's Funniest Videos* and *Before They Were Stars*.

Fox

Fox, whose dramas have grown in popularity and ratings while the network has had trouble getting new sitcoms to stick on the schedule, will focus heavily on half-hours for fall. And the network must decide whether to dump its reality lineup on Saturdays in another attempt to program the night with scripted series. Sources say Fox will leave well enough alone on the night.

Returning series include *Melrose Place*, *The X-Files*, *The Simpsons*, *Beverly Hills, 90210*, *Party of Five*, *Married...With Children*, *Living Single*, and *America's Most Wanted*. Among likely renewals are *Cops* and *New York Undercover*. Shows whose futures likely will depend on the strength or weakness of development include *Martin*, *Ned & Stacey*, *Partners*, *Profit*, *The Kindred*, *Strange Luck* and *Sliders*. Shows not returning are *Tae Show*, *Local Heroes*, *Space*, *Too Scumthing*, *The Preston Episodes* and *The Crew*. ■

ABC combines sports with ESPN under Bornstein

By Jim McConville

ABC Sports, which 10 years ago moved from its Roone Arledge to its Dennis Swanson era, now enters a new epoch, passing the torch to ESPN President Steve Bornstein, who will oversee the combined ABC Sports and ESPN divisions. Swanson, who has headed ABC Sports since 1986, will retire next month.

A consequence of last summer's Disney/CapCities/ABC merger, ABC Sports now will report to ESPN. Although ESPN will manage ABC Sports production, programing, scheduling and rights negotiations, the ABC Sports sales arm will remain under ABC-TV network sales and will continue to report to David Westin, president of ABC-TV Network Group, according to CapCities/ABC President Bob Iger.

In a memo last week to ABC department heads, Iger said that combining the two sports divisions has been on the drawing board since the Disney/CapCities/ABC merger was announced last August. The move, Iger says, will help to consolidate functions: "We have long felt there needed to be a closer relationship to better coordinate [the two divisions'] goals and activities."

Once it became clear where the ABC reorganization was headed, Swanson, who gained financial security from the ABC/Disney merger, decided to take early retirement at 58. A 20-year ABC veteran, he is credited with launching the *Oprah Winfrey Show* at ABC O&O WLS-TV Chicago while general manager there in 1983. In 1978, when he was news director at KABC-TV Los Angeles, the station won a Peabody award.

Bornstein joined ESPN in 1981 and was named president in 1990. Since then, ESPN has increased its subscribers to 68 million and has added ESPN2, ESPN Radio, the ESPN Net Sports Zone and ESPN International.

Where Bornstein, 43, plans to take the combined groups hasn't been spelled out, but he says it's clear that ESPN and ABC Sports will remain "separate and distinct businesses." ■

Closed Circuit

LAS VEGAS

Meeting of the minds

FCC Chairman Reed Hundt has scheduled meetings with broadcast leaders Tuesday at the NAB convention. Sources say the chairman will meet with representatives of Argyle Television, Cosmos Broadcasting and Chris Craft Industries. The three groups are headed by, respectively, Bob Marbut, James Keelor and Herbert Siegel. Hundt also is expected to meet with more broadcasters later. Agendas for the meetings were unknown at press-time, although some speculated that children's TV rules could come up.

NBC/MCI test VOD feed

NBC and MCI are conducting what NBC President Bob Wright calls an exclusive affiliate video-on-demand test. Wright will make the announcement today (April 15) at the National Association of Broadcasters convention in Las Vegas, where he is giving a keynote speech, a copy of which was obtained by Broadcasting & Cable. The test will link 20 of NBC's Texas affiliates to the NBC News Channel facility in Charlotte, N.C., by way of a new high-speed multimedia communications system developed by the two companies. The system will provide news and promotional clips to the affiliates on demand. "We think it will increase the use of news feeds from NBC News Channel," Wright says. NBC affiliate relations departments on both coasts also will be linked to the system. In his speech, Wright also will announce the launch of NBC Asia, a general entertainment and news service that will join the up-and-running CNBC Asia.

WASHINGTON

Off the hook

Broadcasters had feared that the FCC might try to install new public interest rules in its implementation of the 1996 Telecommunications Act's broadcast license term provisions. Not to worry. The FCC late Friday issued an order eliminating competing broadcast applications

unless the FCC decides not to renew a license. Congress said the FCC should grant renewal applications if it finds that stations have committed no serious violations and have served the public interest. Although some at the commission had feared that the public interest language might spur a new definition of broadcast obligations, the commission took no such action. The FCC also proposed implementing parts of the law that create broadcast license terms of eight years.

What standards?

CableLabs is issuing specs this week for the first of three phases in its effort to define cable modem standards. The thing is, all the specs were supposed to be in place by now and the most important part of the standard—the upstream and downstream interfaces—won't be issued until late this year. Meanwhile, Motorola is about to become the third major modem player to start shipping boxes. Bob Cruickshank, CableLabs' director of data applications, says there's no problem: "If we end up building thousands in order to determine what the best product features are, that's not a waste."

C-SPANing the globe

C-SPAN will launch its first programming block on a UK cable system April 21. "This will be the first time that we will regularly be on an international satellite and available for affiliates across Europe to pick up," says Susan Swain, C-SPAN vice president. C-SPAN programming will be part of a Sunday afternoon program block on the UK's Parliamentary Channel, which reaches an estimated 1.3 million households.

ATLANTA

Price of fame

O.J. Simpson may be having trouble marketing his videotape, but his trial made Turner Broadcasting System \$41 million richer due to increased advertising revenue, according to a Securities and Exchange Commission filing.



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Life after the Telcom Act



Passage of the Telecommunications Act of 1996 made the past year one of the most successful in the history of the National Association of Broadcasters, according to NAB President Eddie Fritts.

The Telecommunications Act not only relaxed ownership rules for both TV and radio, it lengthened license terms to eight years. Even the renewal process itself was streamlined by the new law.

But the NAB's role in the Telecommunications Act was somewhat limited. Fritts and other NAB lobbyists were forced to sit out of the debate over TV ownership deregulation when the NAB board almost ruptured over the issue. The networks supported the 50% national audience cap proposed by House Republicans, but the affiliates vehemently opposed the plan and threatened to reduce the networks' representation at the NAB. In the end, Congress lifted the national audience cap for TV stations to 35% of the nation's households.

Also, the NAB fell short of its avowed goal of complete ownership deregulation for radio. Although national numerical radio caps were eliminated by the new law, a single broadcaster may own no more than eight stations in the largest markets. In the smallest markets, the cap is five stations for a single broadcaster. Although most radio companies have plenty of room to grow under the new ownership rules, some of the nation's largest radio groups already are

bumping up against the local caps in some markets.

Despite the setbacks, broadcast lobbyists credit the NAB with successfully carrying the ball on the so-called spectrum flexibility issues. Fritts and the NAB's chief lobbyist, Jim May, won critical language granting broadcasters the right to exploit the second channel (now set aside for digital service) for other uses, such as data transmission.

The new law sets no deadline for the return of the second channel, nor does it require broadcasters to pay for use of the additional spectrum.

But even before President Clinton signed the Telecommunications Act into law, some members of Congress proposed making broadcasters pay for the digital spectrum. On the eve of the NAB's annual convention in Las Vegas, Fritts talked to BROADCASTING & CABLE's Christopher Stern. Fritts's message is that although broadcasters may now have the upper hand in the debate over the second channel, the fight is far from over.

Since broadcasters last convened in Las Vegas, Congress passed the Telecommunications Act of 1996. What is your message about the new law?

The general theme will be that we've had an immensely successful year and it's been successful primarily because broadcasters have risen to the forefront in congressional involvement—both collectively and individually. Point two: There are no final victories and no final defeats. The bill also gave rise to the spectrum issue, which is by far a greater challenge to our industry than was the telecommunications bill.

Are you going to tell broadcasters that the fight for the second channel is going their way?

What I'm going to say, quite frankly, is that the fight will be a long one and it will not be quickly or easily resolved. It's not part of the normal legislative process. Although we're making good progress, I don't anticipate that the spectrum issue will be resolved until we're actually assigned the channels and beginning the move. In other words, even if we prevail in this congress, we expect to see it in future congresses.

What are the highlights for broadcasters of the Telecommunications Act?

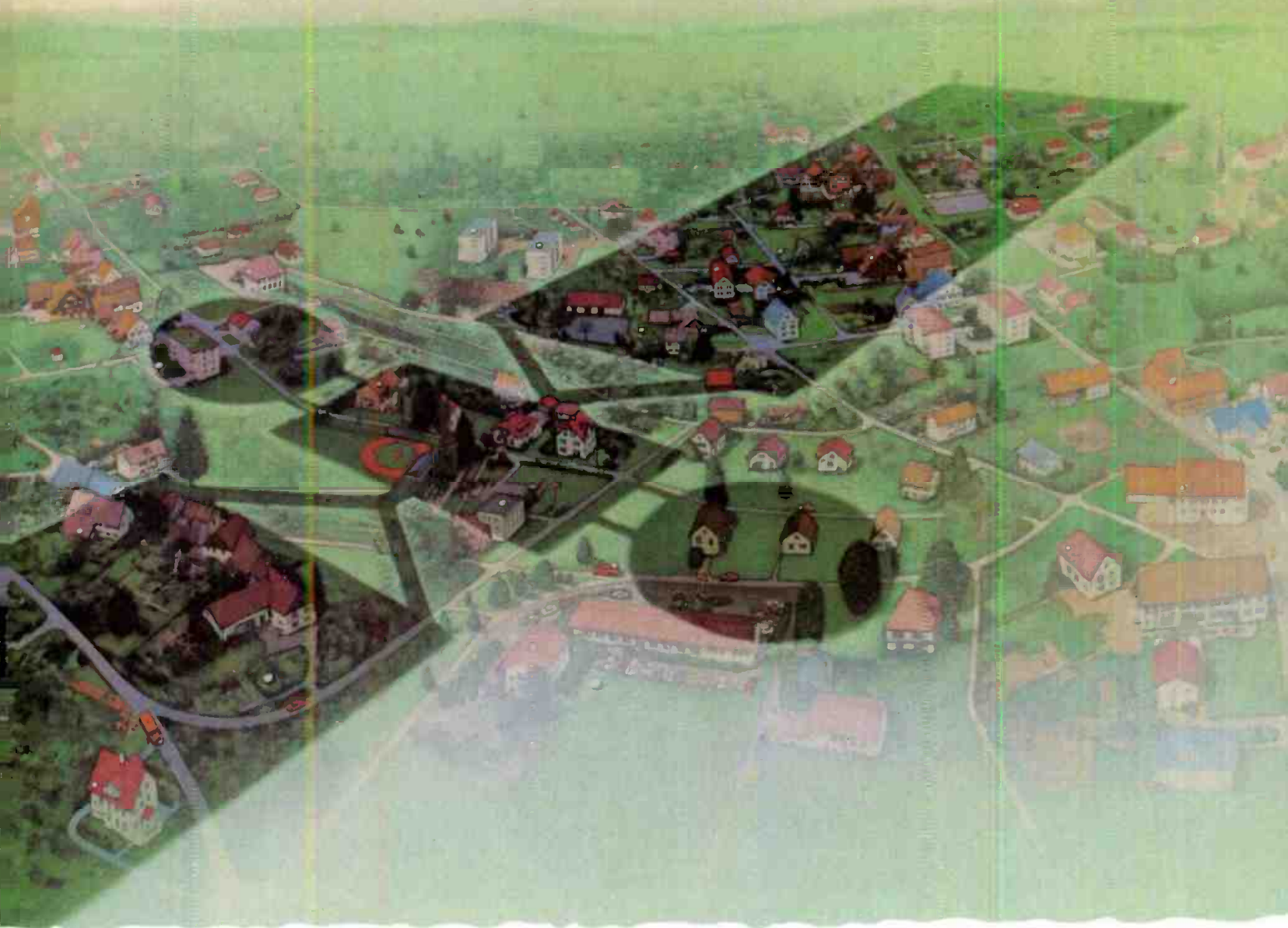
Clearly, for radio, the eight-year renewals, two-step renewals, relaxation of the ownership rules and a stairstep by market size in terms of local ownership are very significant. For television: relaxation of the 25% ownership cap, some rulemakings at the FCC to look at multiple stations per market, eight-year renewal, two-step renewal and spectrum flexibility, which was a major consideration of that legislation.

What are you going to tell broadcasters about the V-chip?

That we're going to join with our friends in the entertainment community to do our best to come forward with a system of compliance that gives parents more information about programing that would affect their children.

What if a broadcaster stands up and says, "A year ago you

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said the V-chip was a clear violation of the First Amendment; now we seem to be embracing it. What's changed since the last time we met?"

We haven't changed our opinion on the constitutionality of the V-chip. We're reserving our options insofar as filing First Amendment suits, but since it is law, we're going to attempt to comply with the law along with our colleagues in the entertainment industry.

What do broadcasters want the final V-chip ratings system to look like? Is there anything you're going to be pushing for?

Yes. All of us agree that we should have a system that is simple, that is modeled after the [Motion Picture Association of America's] ratings system. It should be easily understood by parents, broadcasters and the entertainment community. We are working diligently to move in that direction.

Is this system going to be shaped in a way that's going to create a burden for local broadcasters, or is it really going to be the distributors that are responsible?

I want to preface all of this by saying that no final decisions have been made. The distributors will be responsible for labeling their programing; the local broadcaster will have the ultimate decision. For instance, we envision that the local broadcaster, who obviously has the FCC sitting in judgment of its license renewal as the local distributor of that programing, would have the right to toughen the standard, if so desired, for its local community.

Do you think that's something they may want to do?

I have no idea. But legally you have to allow a local station to have the final authority to change any rating that it wants to if it wants to toughen standards.

That might be something that's played out region by region around the country.

What's acceptable in New York City may not be acceptable in another part of the country.

What about kids TV? I understand that you are attempting to work out a compromise with the FCC. Is it your hope that you'll be able to work something out before the convention?

I'm satisfied that we will not be able to work out anything before the convention. I would say on children's television that we have had a constructive dialogue with all five FCC offices. We are not at this time prepared to tender a proposal to our board for ratification.

Is that something you would like to do?

At some point we're going to have to look at a variety of options systematically. That's why I've asked the various commission offices to give us their best thinking in writing. If we continue to talk concepts, we likely will never come to the table until we see something in writing. Then we can sit down and see what an actual rule would look like.



Does it work to your benefit to keep this in theories and concepts, and hold off on an actual rule for as long as possible?

I don't know. We're attempting to enter into a constructive dialogue with all the offices and to make them understand that we think broadcasters are, in fact, complying with the Children's Act as we read it.

Content seems to be a major issue this year. Has there ever been another time when the content of the television airwaves has loomed larger as an area of congressional concern?

I guess every member of Congress—or perhaps every family in America—would like to program their own TV station. In my memory, broadcasters never have been under siege like we are today. That's why it's important for every broadcaster to educate Congress but

also educate their community as to the value of free over-the-air television.

Why are Congress, the President and Senate Majority Leader Bob Dole so interested in programing TV? Have they always been this interested, or do we live in extraordinary times?

I think that in their heart of hearts they've always had this notion; it just seems to have surfaced more prominently in the past year or so.

What about Senator [Ernest] Hollings's [D-S.C.] proposal to create a violence safe harbor, modeled on the indecency safe harbor. Is that something you are concerned about going to the Senate floor for a vote?

We have great admiration for Senator Hollings, but we are strongly opposed to a safe harbor for violent programing, particularly in light of the major concession that the industry made with regard to implementation of the V-chip. We do not think that legislation is necessary until we see how the V-chip works.

Is there any way to get the White House and the FCC to accept the V-chip as the limit for government activity in the area of content?

It goes without saying that we are strongly opposed to the limitation of content in any form. We still think that there are constitutional rights that have to be afforded to broadcasters. We have great concern about any encroachment in the area of content. We are embracing the new telecommunications law; we are joining with our colleagues in the entertainment community to attempt to comply with that law, and if we have government intrusion beyond the voluntary efforts to which we have agreed, then I fully expect that we will be in court on those grounds.

Are you concerned at all about efforts by Reed Hundt and Representative Ed Markey [D-Mass.] to attach some kind of additional public interest to the awarding of the digital TV licenses?

Whatever public interest obligations we have now, we will accept the same obligations on the new channel. I would not support any measures that go beyond the public interest standards we have already embraced. ■

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DARS runs into problems at FCC

S-band service poses interference with Canadian telemetry frequencies

By Chris McConnell

Proponents of digital audio radio satellite service (DARS) could be in for a spectrum shortfall.

The FCC next month hopes to consider rules for the satellite-based radio service. But just how much of the 50 mhz of S-band spectrum now allocated to DARS will wind up in the hands of four pending applicants is uncertain. Although the applicants had hoped to divide the spectrum among themselves, FCC Chairman Reed Hundt favors auctioning at least some of the frequencies. And commission officials now are evaluating how much of the 50 mhz band can be used for a satellite DARS service without interfering with Canadian frequencies.

"There's a big problem with what's going on in Canada, and we're going to have to tailor our results to what they're doing," says Hundt. International Bureau Chief Scott Harris, whose bureau last week was still working on the DARS rules, agrees that difficult spectrum issues exist with the Canadian allocation.

The spectrum snag stems from a U.S. decision to assign the satellite-delivered service to frequencies that are used for aeronautical telemetry in Canada. Because the U.S. allocation is for a satellite service, Canadian spectrum users fear that the satellite's signal will cover Canadian as well as U.S. territory and interfere with the Canadian operations.

Conversely, Canada has placed its digital audio allocation in the L band,

where aeronautical telemetry operations are conducted in the U.S. Observers say the inconsistency has led to a spectrum standoff between the two countries that threatens the viability of at least some of the U.S. DARS band as a satellite radio service.

DARS proponents in the U.S. say that the coordination problem should not keep them from getting started. The four applicants have proposed a variety of multichannel, satellite-delivered services. Washington-based CD Radio, for instance, is planning a subscription-based, 30-channel music offering. Another applicant, New York-based Primosphere, will offer an advertising-supported service of 23 music and six non-music channels. The other applicants are Digital Broadcasting Satellite Corp. and American Mobile Radio

FCC wants to increase station, cable fees

Thanks to Congress there will be no overall increase this year in the \$116.4 million in annual regulatory fees charged by the FCC, but broadcasters and cable operators would see their fees rise slightly, according to a proposal issued by the FCC last week.

Broadcasters would pay less than \$20 million in annual user fees for the benefits of FCC regulation, according to the commission proposal. Regulatory fees for AM, FM, UHF and VHF stations would all increase slightly under the proposal. Cable would pay \$31 million, and user fees would increase from 49 cents per cable subscriber to 50 cents.

Commissioner James Quello questioned the cable fee increase in a separate statement last week: "While this increase is, on its face, minimal, I question the need for any increase in a fee for a service that will be increasingly deregulated over the next three years. Given the large and growing number of cable subscribers, this 1 cent increase [would] generate substantial revenue." Cable systems would be allowed to pass the fee directly on to their customers, Quello noted.

User fees account for approximately 66% of the FCC's \$175 million annual budget for 1996. Since Congress and the Clinton administration have failed to reach an agreement on a federal budget for this year, there is still no official 1996 budget for the FCC.

—CS

	FY '95 fees	Proposed FY '96 fees
AM Radio licenses		
Class A	\$1,120	\$1,125
Class B	\$620	\$630
Class C	\$250	\$255
Class D	\$310	\$315
Construction permits	\$125	\$125
FM Radio		
Classes C, C1, C2, B	\$1,120	\$1,125
Classes A, B1, C3	\$745	\$755
Construction permits	\$620	\$625
TV VHF Commercial		
Markets 1-10	\$22,420	\$22,700
Markets 11-25	\$19,925	\$20,175
Markets 26-50	\$14,950	\$15,125
Markets 51-100	\$9,975	\$10,100
Remaining markets	\$6,625	\$6,300
Construction permits	\$4,975	\$5,025
TV UHF Commercial		
Markets 1-10	\$17,925	\$18,150
Markets 11-25	\$15,950	\$16,150
Markets 26-50	\$11,950	\$12,100
Markets 51-100	\$7,975	\$8,075
Remaining markets	\$4,975	\$5,025
Construction permits	\$3,975	\$4,025
Satellite television stations (all markets)		
	\$620	\$625
Construction permits, satellite television stations	\$225	\$230
Low-power TV, TV/FM translators and boosters	\$170	\$170
Broadcast Auxiliary	\$30	\$30
Multipoint Distribution Service (per call sign)	\$140	\$140
Cable Antenna Relay Service	\$290	\$295
Cable Television systems (per subscriber)	\$49	\$50
Earth stations	\$330	\$335
Satellites (including DBS)	\$75,000	\$63,500

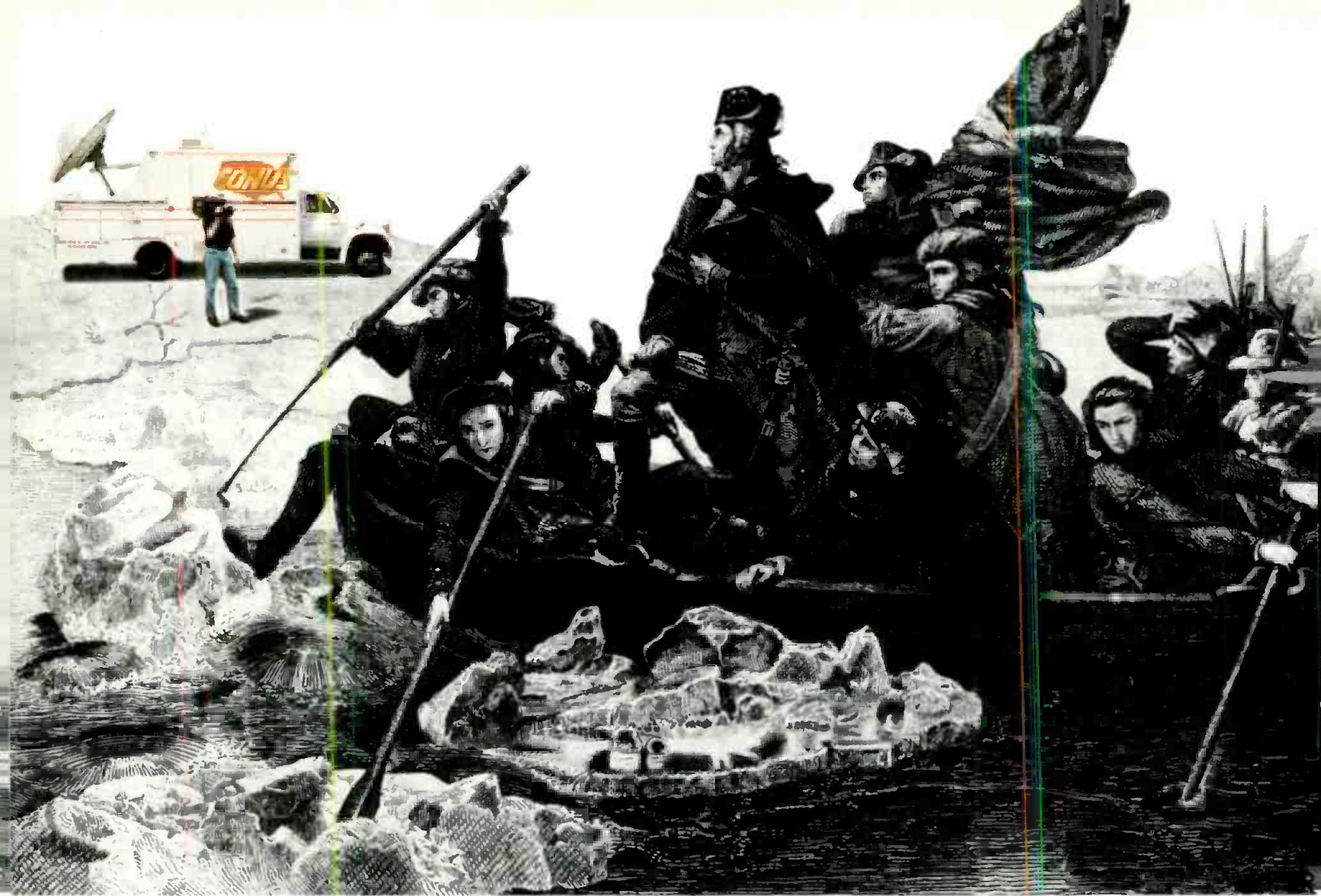


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Corp. (AMRC).

AMRC's Lon Levin says that the Canadian spectrum coordination issue is one the proponents should address once they have moved closer to launching a service. "We don't think the problem is so major," says another industry observer.

Broadcasters, who fear the satellite service will siphon listeners and advertising from AM and FM, counter that the problem is significant. "I don't see why the Canadians would allow one satellite operator to utilize the S band," says Sconnix Broadcasting's Randy Odeneal, who chairs an NAB task force on digital audio broadcasting.

"It's been a political problem, pure and simple, from the beginning," says Stephen Edwards of Rogers Broadcasting Ltd., which hopes to launch a terrestrial digital audio service in Canada.

The FCC last year suggested addressing the problem by initially leaving the lower 10 mhz of the DARS band unassigned. If the commission accepts no further DARS applications, such a plan

B&C in Las Vegas

BROADCASTING & CABLE will produce a special midweek edition from the NAB convention on Wednesday, April 17. The magazine's editorial and advertising departments will be represented at the convention by Neal Vitale, Peggy Conlon, Don West, Harry Jessell, Mark Miller, John Eggerton, Steve McClellan, Glen Dickson, Donna Petrozzello, Chris McConnell, David Borucki, Rick Higgs, Gary Rubin, Robert Foody, Chuck Bolkcom, Yvonne Pettus, Antoinette Fasulo, Stacie Mindich and Sandra Frey. B&C will have a booth on the exhibit floor, #5233, and a newsroom in the Blair House, 344 E. Desert Inn Rd., one block from Convention Center Dr. The phone number is (702) 791-9850-55.

would still leave the four pending applicants with a 40 mhz band.

But that spectrum pool would shrink further if the FCC auctions DARS spectrum, an option Hundt last fall told the NAB Radio Show he favors. "I think we should see some auctions," Hundt added last week.

The commission last summer proposed a pair of auction options, including auctioning all of the spectrum or auctioning some of it and setting aside a portion of the band for the pending applicants. The commission also posed the idea of granting the existing appli-

cants' bidding credits for an auction based on the applicants' investments in advancing the service.

Proponents hope they will not have to rely on any credits or set-aside spectrum. "My expectation is they will not go to an auction," says Levin. "The FCC will respect the cutoff."

Another industry source is skeptical about the viability of the DARS systems if they receive less than 10.5 mhz per system. One option suggested last year by the FCC was to auction 5 mhz blocks but to allow parties to accumulate up to 20 mhz. ■

FCC in a zone

DBS companies are not the only ones benefiting from the 1996 Telecommunication Act's preemption of local zoning restrictions. The FCC has proposed prohibiting state and local restrictions on antennas used to receive broadcast TV and wireless cable signals. The commission proposed the rule as part of its implementation of the Telecommunications Act. The preemption would cover homeowners' association rules and restrictive covenants as well as state and local zoning laws. The proposal follows an FCC order earlier this year preempting local restrictions on home satellite dishes one meter or less in size. Commissioner James Quello wants to insure that the proposed rule on wireless cable and TV antennas won't preclude all restrictions on a TV or wireless cable antenna, but only rules that would preclude off-air reception. "I would see nothing wrong with a covenant provision requiring reception devices to be placed behind a chimney or bush for aesthetic purposes," Quello said in a separate statement. Comments on the proposal are due May 6.

Thank you to Markey

Children's TV advocates were thanking Representative Edward Markey (D-Mass.) last week for his support of quantitative standards for children's educational programming. Markey sent an April 2 letter to the four FCC commissioners urging them to specify a minimum level for the amount of children's programming needed to guarantee license renewal. "We congratulate you for joining the

effort to strengthen the Children's Television Act," said the letter, sent by the Center for Media Education and a collection of organizations that support a children's TV minimum. The thank-you note also went to more than 100 congressmen who co-signed the Markey letter.

EEO action

The FCC has fined Northeast Kansas Broadcast Service \$11,000 after determining that the broadcaster did not make a sufficient effort to recruit minorities for KTKA-TV Topeka. The commission issued the notice of apparent liability as

part of an action in which it renewed the broadcaster's license. The commission also fined Clear Channel Television \$10,000 for EEO violations as

part of a decision to renew the license for WPMI-TV Mobile, Ala. The FCC last week also denied a petition by the NAACP to deny the license renewal for WFCT-TV Fayetteville, N.C. The commission granted Fayetteville-

Cumberland Telecasters' application to renew the license subject to reporting conditions.

\$20 billion fundraiser

Spectrum-auction revenue has passed the \$20 billion mark. The total includes revenue from six completed spectrum auctions and two more still in progress. "Auctions have proven once again to be a success not only by awarding licenses to those that value them the most but also by decreasing the national debt," FCC Chairman Reed Hundt said. ■

Washington Watch

Edited By Chris McConnell

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NAB Convention Highlights

(LVCC-LAS VEGAS CONVENTION CENTER; LVH-LAS VEGAS HILTON)

SUNDAY, APRIL 14

- 9-9:30 a.m.—Broadcast Engineering Conference opening ceremony, with keynote speech by William Hassinger, formerly with FCC Mass Media Bureau **LVCC: N109**
 4-5:30 p.m.—Radio Opening Reception **LVCC: Room N238/240/242**

MONDAY, APRIL 15

- 8:30 a.m.-6:30 p.m.—TVB Broadcast Sales Exhibit Hall **LVH: Pavilion 1-3**
 9-10:30 a.m.—NAB All-Industry Opening, with keynote address by Rupert Murdoch, chairman/CEO, News Corp.; State of the Industry address by Edward Fritts, president/CEO, NAB, and presentation of Distinguished Service Award to Charles Kuralt, former CBS News correspondent **LVH: Barron Room**
 10:30 a.m.-noon—MSTV Membership Meeting. Keynote by Michael Jordan, Westinghouse chairman/CEO, and FCC Commissioner Susan Ness. **LVH: Pavilion 10**
 12:30-2:30 p.m.—NAB TV/TVB luncheon, with keynote by Bob Wright, CEO, NBC, and Hall of Fame presentation to M*A*S*H **LVH: Barron Room**
 2:45-4:30 p.m.—The Future of Advertising. Moderator: Jeff Greenfield, ABC News **LVH: Pavilion 1-3**
 4:30-6:30 p.m.—NAB Television/TVB Welcoming Reception **LVH: Pavilions 4-8**
 5:30-7:30 p.m.—International Reception **LVH: Ballroom C**
 6-8 p.m.—NAB MultiMedia World Reception **Sands: Exhibit Hall Foyer**

TUESDAY, APRIL 16

- 7:30-8:45 a.m.—Policymakers Breakfast with FCC commissioners James Quello, Susan Ness, Rachelle Chong; NTIA's Larry Irving, and moderator Jeff Greenfield, ABC News **LVCC: Room N245-246-247**
 8 a.m.-4:30 p.m.—TVB Annual Marketing Conference, with speech by Vice President Al Gore at 10 a.m. **LVH: Pavilion 1-3**
 9-10:30 a.m.—NAB MultiMedia World keynote address by Bud Colligan of Macromedia **Sands: Room 105**
 9:30-10:30 a.m.—Radio: The State of Industry Sales; address by Gary Fries, president, Radio Advertising Bureau **LVCC: Room N235-237**
 10:30-noon—NAB MultiMedia World Plenary: Executive Perspectives **Sands: Room 105**
 noon-1:30 p.m.—Radio Luncheon, with keynote by Charles Osgood and induction into Hall of Fame of radio personality Don Imus **LVH: Barron Room**
 3:30-5 p.m.—FCC Chairman's Forum and coffee break with Reed Hundt **LVCC: Room N246**
 3:30-4:45 p.m.—Uplink '96: International Satellite Conference Opening Session **LVCC: Room N231/233**

WEDNESDAY, APRIL 17

- 9-11 a.m.—The Futures Summit: How Will Technology Play Out? A Wall Street Look at the Technological Revolution. Moderator: Steve Rattner, Lazard Freres & Co.; Panelists: Edward Horowitz, Viacom; Edward Grebow, Tele-Systems; William Schleyer, Continental Cablevision **LVCC: Room N246**
 12:30-2 p.m.—Engineering Luncheon and presentation of Engineering Achievement Awards to Ogden Prestholdt, AD Ring & Associates; Charles Rhodes, Advanced Television Test Center; Gerald Robinson, Hearst Broadcasting. Keynote speech by Bruce Crockett, COMSAT **LVH: Barron Room**

THURSDAY, APRIL 18

- 12:30-2 p.m.—Satellite Luncheon and keynote by Terry Hart, AT&T Skynet Satellite Engineering **LVH: Ballroom D-E**

Hospitality Suites (at the Las Vegas Hilton unless otherwise noted)

ABC Radio Networks	2980	Communications & Power Industries	377	Hollywood Digital		Pluto Technologies	1530
Americom Radio Brokers	1510	Crisler Capital	710	Flamingo Hotel		Ward L. Quaal Co.	1110
Ampex	360	Cue Paging	5-121	Jampro Antennas	1150	Techexport	Sands 7425
Antex Electronics	1165	Dalet Digital Media	1372	Jones Satellite Networks	2913	Tele-TV Systems	28-135
Associated Production Music	7-121	Datacount	1365	Kalil & Co.	1369	Tuner Program Services	28-135
The Associated Press	560	Data Translation	2869	Kaydara Inc.	810	UPI	850
AT&T Capital	1410	Deckstation Technology	1210	Knowledge Industry Pub.	1230	USAnimation	577
AT&T Skynet Satellite Services	610	DSI Video Systems Inc.	371	LDL Communications	373	Vertigo Technology	15-121
BIA Companies	1310	Electrohome Ltd.	Sands 7440	LSI Logic	4-109	Virtex Communications	303
Blackburn & Co.	2866	En Technology	1665	Magic Radio Int.	Bally's	Washington International Teleport	564
Broadcast Capital Fund	364	The Exline Co.	1865	Match Production Music	Mirage	Wavephore	Sands 7579
Broadcast Programming	6-121	Fisher, Wayland & Cooper, Leader & Zaragoza	3-121	R.E. Meador & Associates	1672	Wegener Communications	1872
The Bulldog Group	4-117	Force Communications	471	Media Venture Partners	2937	Wiley, Rein & Fielding	650
CBS Inc.	2910	Richard A. Foreman	1772	Micro Communications	305 & Caesars Palace	Wilkinson, Barker, Knauer & Quinn	750
CEA Inc.	28-121	Hitachi Denshi America	11-121	Odetics Broadcast	4-112	Wold International	1965
Channelmatic	2872	Home Shopping Network	1130	Pepper & Corazzini	869	Xymox Systems	1269
				Pinnacle Systems	4-106		

Source: NAB Program & Buyers Guide

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V-chip: The Betamax of the '90s

A commentary by Timothy E. Gray, graduate student at the University of California at Santa Barbara, and research assistant for the past two years on the recently released National Television Violence Study

Remember the Sony Betamax? In the 1970s it stormed onto the market heralded as a great new technology that would revolutionize home video use. Now, Betamax VCRs gather dust in attics and junkyards. The similarly ballyhooed V-chip—a program-blocking technology soon to be standard in every television set sold in the country—will be the Betamax of the 1990s.

As a graduate student who worked closely for the past two years on the largest analysis of the television landscape ever completed, it is clear to me that the V-chip legislation recently signed into law as part of the Telecommunications Reform Act of 1996 will not have the impact that President Clinton and its congressional proponents predict.

At first glance the V-chip seems to be an entirely reasonable technological solution to a perplexing social ill. Yet, no one seems to be asking the truly important questions about the effectiveness of this "problem solving" device.

The key finding of the National Television Violence Study, released in February, was not that 57% of the programs analyzed contained some form of violence. Rather, it is the context in which violence occurs that is the issue of ultimate importance in deciding which programs are harmful to viewers and which programs may indeed be beneficial for viewers with regard to acquiring antisocial attitudes and behaviors.

Because all televised violence does not have harmful effects, contextual information absolutely must be incorporated in a detailed fashion into any proposed ratings scheme. Unless contextual information is included, the result will be so indelicate that it puts "Schindler's List" and "Terminator II" in the same category.

The ratings scheme proposed by the television industry (a spin-off of the Motion Picture Association of America system) falls far short of incorporating context. The MPAA system has a long-standing history of heavily favoring violence over sexual content and language so that movies such as "Conan the Destroyer" or "Mighty Morphin Power Rangers," which are replete with nonstop violence, are rated PG or PG-13, while a movie with little or no violence such as "Rain Man" gets rated R for language and one brief sexual situation that contains no nudity.

Because of the V-chip, we now stand to have this flawed ratings system imposed on all our television programming, and yet no member of Congress seems to want to raise vital questions about the V-chip out of fear of being perceived as in favor of violence on television.

Is the V-chip, which will take 10 years or more to meaningfully per-

meate the majority of the country's television sets, really the most efficient and expedient solution to the problem of violence on television? Probably not. Despite strict emissions standards levied on automobiles since 1979, most of the air pollution today is caused by old clunkers still on the road. Won't the old, non-V-chip sets simply move to the bedroom or another room in the house when the V-chip-equipped set is purchased, thus not effectively protecting children as it is intended to do?

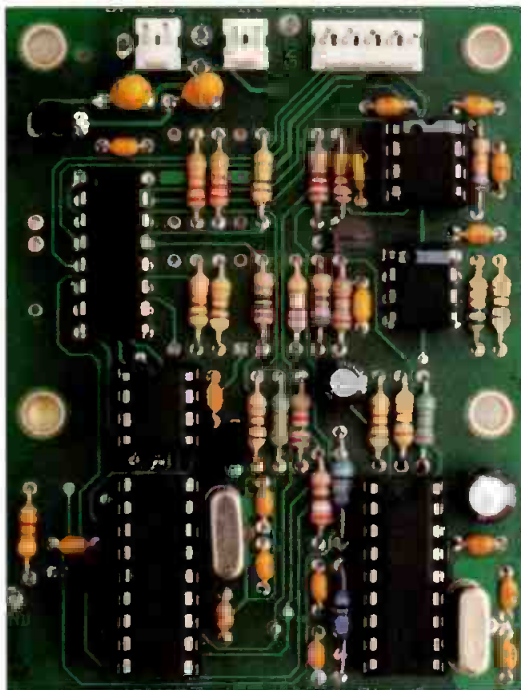
In addition, since most adults have trouble programming their VCR, will the V-chip truly be simple enough for parents to be able to use effectively? During a Senate Commerce Committee hearing in July 1995, a Zenith television executive who was displaying the V-chip technology in front of the committee struggled for more than 10 minutes and was unable to get the device to work, finally pleading to an aide: "Am I doing something wrong?" Is the average parent likely to fare any better than this expert? More important, are the children of the parents who would consistently use the V-chip really the children we need to be most concerned about becoming sociopaths?

Finally, isn't the debate over the V-chip simply shielding our attention from the more important issues that might not be as politically attractive, but that contribute to violence in our society in much more significant ways? Most experts on this issue state that televised violence has approximately a 10% influence on future violent behavior, and many say that it has even less.

An effective television ratings system that properly evaluates violence in terms of its contextual information is about as likely to be created as it is likely that the V-chip will be properly and judiciously used

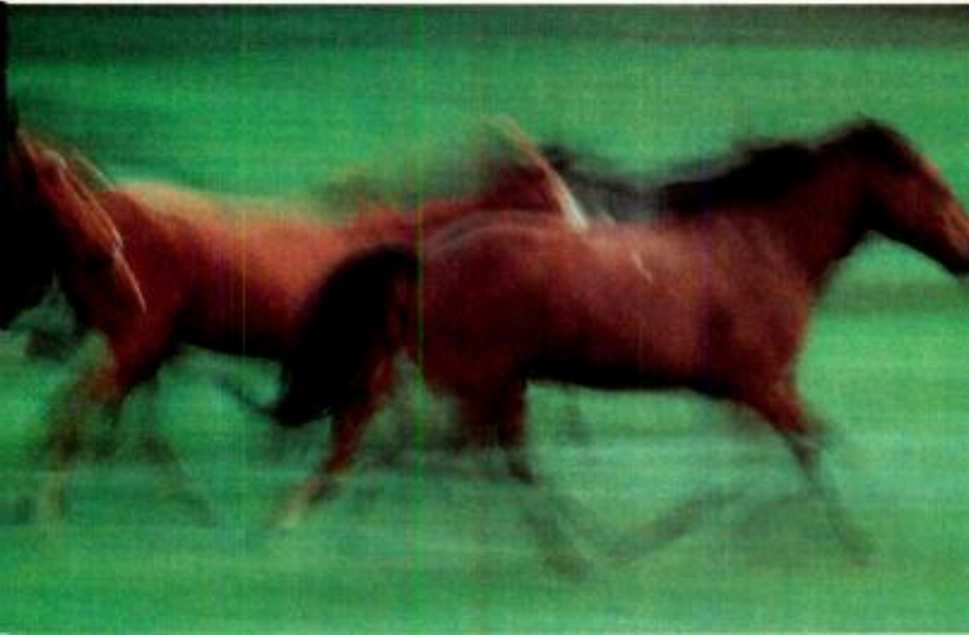
in every television set in the country. Despite this fact, our political leaders continue to pat themselves on the back for "dealing" with the problem of violence. What they really should be concerning themselves with are the more serious contributors to violence, such as our dwindling educational system, urban plight, the disappearance of family structure (which our tax code and welfare system encourage), the availability of assault weapons, the strictness of our criminal laws, which too often treat violent criminals more leniently than drug offenders, and the recidivism rate of our prisons.

It may be easy to score political points with the V-chip, but 10 years from now this easy political fix will have fallen by the wayside, and we'll find ourselves asking "V-what?" Let's not buy into the latest smoke screen to reduce violence in our country just because it is the flavor of the day. Let's trash the V-chip. ■



"Isn't the debate over the V-chip simply shielding our attention from the more important issues that might not be as politically attractive?"

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Cover Story



Joe Flaherty is a statesman among engineers and an engineer among statesmen—and a broadcaster above all. If any one person is responsible for HDTV, it is he: CBS Inc.'s—and the world's—legendary senior vice president for technology. The Flaherty accomplishments, even before high definition, rival this journal's space limitations, although one is obliged to mention electronic newsgathering, electronic cinematography and the introduction of off-line videotape editing, one-inch videotape, Plumbicon cameras and miniature color cameras. Among his distinctions: the Emmy (two awards and a citation), the Montreux Gold Medal, the SMPTE David Sarnoff Gold Medal and the NAB Engineering Award. He is a chevalier of the French legions of honor and of arts and letters and a charter member of the BROADCASTING & CABLE Hall of Fame. In this interview with B&C's Don West and Chris McConnell—designed to plot the broadcaster's course into the next dimension—Flaherty projects the digital and HDTV worlds beyond genesis and into real time.

W Will we really achieve this brave new world of digital?

Well, everything new is old already. But it now appears that broadcasters will be awarded a second channel; BROADCASTING & CABLE has declared that. The broadcasters won a war that they started.

How so?

The plan, from the beginning, was to issue a second six-megahertz channel to transition the country to high definition. It was met with a lot of indifference and fear on the part of a lot of broadcasters who didn't want this to happen at all—and if it were to happen, wanted to do something else with it. That woke up the cable industry and the DBS industry and all the opposition, and sooner or later led to second thoughts. Add that to successful auctions, like the PCS auctions, and it started the problem. As I plan to tell a CBS meeting at the NAB: "We've met the enemy and it was us."

But now we've won, as you have said, at the 11th hour. The right thing has happened. I'm not sure it would have had to be done if broadcasters had simply endorsed the move to better quality in the first place. Professor David Youlton, who is one of the partners in Snell & Wilcox in England—one of the best manufacturers of converters of various kinds—wrote that unless you want to start a sheep farm, you should get into digital television. There's a lot of truth to that. If you want to go into sheep farming, it's OK, but otherwise, you'd better get into digits.



Joseph A. Flaherty

The Brave New, Brand-New World of Television

How to get there from here in digits and HDTV

Are you that enthusiastic about the prospects of digital as opposed to analog broadcasting?

It's going to happen. Victor Hugo said that an invasion of armies can be resisted, but not an idea whose time has come. This is an idea whose time has come. It is as fundamental a change in broadcasting as the invention of electronic television was over the mechanical disk, and bigger than the change to color.

So it's going to happen. It has happened in all the other industries—telephones, faxes, DBS. Cable is rapidly going that way. You cannot name a telecommunications system that isn't digital, or rapidly becoming so. The analog technology is going to rumble on into oblivion—and with it, anybody who sticks with it.

We're in a very lucky position in the United States: We have the requisite channels. In the rest of the world a lot of the spectrum's been used for other purposes or just isn't available at all in crowded small countries adjacent to one another. So in many respects this country is lucky to be able to preserve a universal, free over-the-air television system. What would happen if we did not have those channels? Where would we go?

Remember, the countries that are pushing sort of upgraded, enhanced television are largely countries that have no terrestrial channels available for high-definition TV [HDTV]. No terrestrial channels; they have satellite channels. But if you don't have any ham you don't have any ham and eggs, you know. You figure out some other way.

Here we have the capacity, and I think broadcasters will

take advantage of it across that whole panorama. The question is going to be: "What can I sell, and what can I make money at?"

Most broadcasters will see this as something that you just have to get on with. Broadcasters have always undertaken these things. They had the same problem with color. Remember, everything in the station had to be replaced, except perhaps the audio console. That was a major expense in its day. Yet today there are no black-and-white television stations on the air.

Sooner or later a technology is so all-pervasive that you can't do anything else. It would cost more to go back today and build a black-and-white television station.

When broadcasters get their chance to go digital, and get their channel and the Grand Alliance transmission system, what should they do with them?

Use them as fast as possible. Remember, it's not just a question of resolution: It's a change—a big change—in aspect ratio; a big change in sound. I mean, this will accommodate surround sound. How many programs will be done in surround sound initially is another question. But it's there.

The debate seems to be between those who might use the digital capability for high definition and those who would use it for compression and multiple signals. How should that go? And how do you think it will go?

Or even noncompression, just 525-line television digital. There are really those three alternatives, including a standard but higher-quality channel, because it's digital. Remember, it's not NTSC. People keep saying "NTSC." NTSC is a transmission medium, and no one would use that in the digital domain; what they would use is 525-line component signals digitized, which are already significantly better than what's on the air today.

And then the next step is two channels, or three programs in a channel, all the way to high definition.

Do you suggest that as the sequence?

No, but they're alternatives. Remember, this isn't an either/or issue. You can do different things in different dayparts. You can run full high definition in prime time and then switch to multiple programs in other dayparts, or standard-definition TV [SDTV] in other dayparts.

But, of course, there's a lot of coordination that needs to be done with the receiver end of the stream. You can't do this without having receivers that accommodate it. That's one of the reasons broadcasters have a more severe problem than the cable or satellite industry, because those industries are built on set-top boxes. Broadcasters have always depended on everything they need, every feature they need, being in the basic receiver, and not supplying boxes of one kind or another.

Now, that's a perfectly legitimate position, but you'd better be working with the consumer electronics industry to be sure that those features get in the receivers.

How many multiple channels do you think they might stabilize on?

You hear a lot of fantasizing about that because not much of it has been seen. It's sort of like how many pounds can you

put in a one-pound box? It becomes liar's poker.

What you do is trade off picture quality for the number of channels. And I don't just mean sharpness, but motion portrayal and so on. And the fewer bits you use to define a picture, the poorer the picture is—particularly in motion portrayal. That's how the dynamically assigned systems rob from one program, when it's running in slow motion or with no motion, and put bits into another moving program, second by second, frame by frame.

Now, in the cable business, or in the DBS business, where you're trading off among 50 or 100 base channels and hundreds of megahertz, the probability is high that you can find programs that don't need all their bits at this second. For terrestrial broadcasting, however, where you have only two or three or four programs and only six megahertz, the probability is much lower that you can find, at any moment, programs that do not need their full bit capacity and from which you can steal.

Five channels is going to be poorer quality than four, four is going to be poorer quality than three, and so on. If it's The Knitting Channel, maybe you can. If it's four or five sports channels, you haven't a prayer.

What happens next? Do we go to the FCC to get a rule?

Yes. There is zero reason for the FCC to stall any longer in setting the standard. Whether there are future problems in channel assignments and in the details, even if the Congress agrees that the spectrum can be assigned, the rollout will be more a problem of channels and implementation.

The standard should be set; that starts the ball rolling. After all, it was approved in November last year. We're coming up on six months and it still isn't done, and there is no reason whatever not to do that. There's not going to be a better system for the United States.

Is there an advantage to the FCC's action tomorrow, as opposed to acting in three months or four months?

Yes. Because all the manufacturers are sitting by—both the consumer ones and the professional ones—to design the equipment, to make it available. You don't see any high-definition equipment being shown at NAB. And of course, when it starts, you start down the price erosion curve. So the sooner you get started, and the sooner you get competitors out there trying to push their product over others, the quicker it becomes a practically priced device.

Should the FCC require either the capability of broadcasting in HDTV, or that a minimum number of hours be broadcast in that medium?

I don't believe that's going to be necessary. I think it's going to happen. I guess if I were the FCC, I would wait to see if it happened before I did anything else.

I think it is going to happen because we have the programs—the software. Essentially all prime time product is already produced in high definition—that is, 35mm film. Program producers and advertisers have always been very quality conscious; they want their programs to look good. And there's a lot of nitpicking that goes on over the slightest problem. So I think that's going to happen.

The problems that you have beyond issuing the standard are twofold: One that's much debated is how quickly do the channels go back for auction—the NTSC channels; the second is to avoid the mistake that Europe is making in proliferating receivers that are only SDTV digital receivers. They've taken a decision that there will not be HDTV decoders in receivers in Europe. Now, the problem with that is that you block, for a long time—for years—the potential of moving to full high definition if the receivers won't receive it. So when somebody does want to put the Olympic Games or the World Cup or the Masters Golf Tournament in high definition—and remember, the Masters has been in high definition in Japan for several years now—when that happens, those receivers for high definition don't make a bad picture, they make no picture at all. The picture goes black—or blue screen, which seems to be the thing today. And that will frustrate forever a marketplace growth in high definition.



So the sort of all-channel rule that exists needs to be either enhanced or redone so that all receivers sold in the United States will decode these Grand Alliance formats: the progressive ones, the interlaced ones, the SDTV ones. They need to display those in whatever quality you've bought and paid for the set. They don't have to display high definition in high definition if you've bought an SDTV set. But they need to display high definition in SDTV. If they don't apply the all-channel principle to this, and receivers are built to receive different, and maybe singular, formats out of the Grand Alliance possibilities, there lies chaos. If you want the marketplace to grow and prosper, you have to insist that the receivers receive and decode all formats.

How much resistance will there be from the set manufacturers?

I don't know. You have to believe that the consumer equipment industry sees this as its main receiver and recorder business for the next 20 years. I mean, they're starting the country at "go"; everybody has to buy a new television set, or a converter, in the next 10 or 15 years. This is big business. It's not a third and fourth set business. So they should be very interested in proliferating these new receivers.

I don't know how they would feel. But I think we all should remember that the interval for returning the analog

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route to link digital servers and non-linear editing systems with speeds faster than real time.

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frequencies doesn't start the day the standard is set. It starts the day they sell the last NTSC-only receiver. Because as long as you sell NTSC receivers, you must keep the NTSC service turned on until that receiver dies.

So for Congress to get that first channel back, it's in its interest to have an all-channel set?

It's not just in its interest, it's essential. Because you cannot get the channel back as long as you're selling bona fide customers—who don't know any better—an NTSC receiver. The only other alternative is a big sign on the screen that says: "Note: This receiver will be obsolete and not receive new pictures after a date certain." But when the crunch finally comes, you cannot obsolete a large population of new NTSC receivers.

How long will this transition period take—with the best of circumstances?

That's a good question. I'd like to put a different spin on it, because in conversation and in the trade journals—and I guess in government circles—it's seen that broadcasters want to hang on to this channel for as long as possible. Actually, you presumably would like to shut off the NTSC service the day after you put digital service on the air. I don't believe that broadcasters want to hang on to the channel; they want to hang on to the audience. So to get the channel back, something must be done to push the market to make the transition at the home quicker: all-channel receivers and other motivations to do that.

This problem is not a broadcaster problem, and they shouldn't take the heat for this. This is a consumer electronics problem. How quickly can you move the digital receivers, or converter boxes, into the home to bring a very high audience count—80%, 90%, 95%, whatever is considered appropriate to shut down that service?

If you left this to a free marketplace, it could take 15 or 20 years. If the government wants to get the channels back in less time, it is going to have to, one way or another, interfere in the free marketplace to move it in the direction of a high-speed transition.

Why should we be optimistic that the audience will adopt HDTV? And how long will that window be open before, if they don't adopt it, we lose the medium?

It's hard to say what year that will happen, but it's going to happen. Because it's a much better product—picture, sound, aspect ratio. People will like it the same way they like the compact discs.

One of the staff experts from the FCC amazed me—stunned me, really—by saying that this new standard will last only 30 years. Do you agree? And if so, what is on the other side?

Well, remember that the full-blown growth of color was in the early '60s—'63, '64—when all the networks went on the air. RCA had done the pioneering. That's hardly 30 years ago, and that's gone—it's being replaced.

In a high-tech world your computer has to be replaced every three years or it will not serve the software that's sold. So that's probably not a bad estimate—30 years. Although I

think that in the future the transitions will be a little easier because a lot of it will be software transitions. It won't necessarily obsolete every receiver that's out there.

But there will be a big growth in the quality of display devices. Consider the flat panel arrays now in existence. They are out of laboratories. They're being engineered for manufacturing. And they will get only better and better.

You must remember that when the 405-line television system was developed, it was called "high definition." And when NTSC color was developed, and the RCA documents were filed at the FCC, it was "a high-definition color television system." So every time there's an improvement of some note in television, it's always called "high definition."

We now have a high-definition system that will probably be a Son of Super High Definition in those 30 years. After all, that's happening in computers. They get better every year, and there's no reason to suspect that this won't continue.



What's in it for the broadcaster? Why should he make these sacrifices for this digital technology?

Why do it and spend the money? The answer: to stay in business. Because there will be no analog business after this transition. NTSC and analog are dying, and people who don't believe that are going to die with them. This is a pre-serve-the-business problem, if nothing else.

We said that the next step is up to the FCC. The step after that, I would guess, would be up to the broadcaster. What will you have to do first? How will you begin wrapping up this process?

Let's say what the absolute minimum is, although some stations may do more than the minimum. You will have to buy a digital transmitter, transmission line and antenna to be on the air. Which means that you have enough terminal equipment in the plant, and maybe an earth station or modified studio-transmitter link (STL) to put a digital signal on the air.

Now, I suppose that can be a digitized version of your present NTSC service. Or it can be that plus some network or syndicated program supplier, HD service. It may not be on the air all day; it may be on the air for certain dayparts. I'm not sure what may be required.

That's the minimum. You have to be on the air. And, unhappily, that is one of the biggest single investments we have to make. Fortunately, it's an investment that lasts for 15

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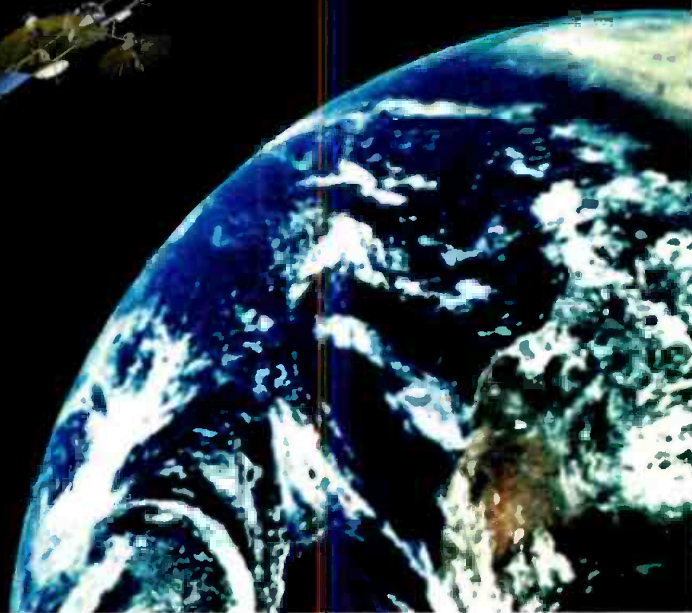
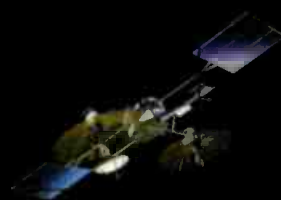
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or 20 years, but it is a big investment going in. It's been estimated that that's somewhere between a million and a million-and-a-half dollars, if you don't have to strengthen the tower or do major renovations.

Can you use your existing tower?

In many cases you can. In some cases, no. And the cases where you cannot, some of that's because the tower's been leased to other people and the question is how soon you can get them off your tower.

Some towers will require either replacement or reinforcement. And that can be very expensive. New towers not only take time and clearances and all that, they also can run up to a couple of million dollars just for the top. And you have difficult situations in big cities, like New York and Chicago, where there are tall buildings, and you've already got an antenna on one building. Where do you put the next one?

The requirement for co-location complicates this. It's now being estimated that it's somewhere in a radius of one kilometer from the present station tower radiator to the new radiator. And that is going to be a problem.

So market by market, many of these things will have to be resolved. But the one thing you do know is that you have to have a transmitter, the transmission line, the antenna, some terminal equipment and so on.

That's one of the reasons behind this new Westinghouse transmitter technology. Howard Miller actually started this when he was at PBS; he had a former connection with Westinghouse and worked with it. He was the one who first surfaced the idea of using this silicon carbide transistor technology that Westinghouse had developed for high-power radar. The advantage of this transistor is that it will operate at relatively high temperatures and not self-destruct. So that the size and the cost of a transmitter is, by and large, a function of how many power transistors or power elements you have in it.

This offers the possibility of not only a cheaper transmitter, but a smaller one. And a smaller one is more important than it sounds because a lot of transmitter rooms were not designed to have a full second bank of transmitters in them. A small one that can go in that same room is important.

Moreover, at least in the radar business, these transmitters frequently are put at the top of the tower, or partway up, so that they eliminate this large, heavy copper transmission line, which is the heaviest weight on the tower and subject to windloading.

Now, most broadcast engineers would probably run screaming into the woods if you suggested that their transmitter would be at the top of the tower, but this is what is done in radar and the modules are plug-in modules. When they begin to fail, after one, two, three of them fail, somebody climbs the tower and plugs them in.

But at least it could save some towers from having to be totally replaced, so this technology is of real interest.

What about inside the facility? If I'm digitizing my signal increasingly before I send it over the transmitter, is that going to help me in the long term?

That is a very important point, and the answer is yes. It's even more profound than what you were proposing, because I don't know of any major equipment manufacturers that are putting any money into the design of analog equipment.

That's gone. You can still buy some, but big improvements are not being made. Major investments in new designs are not being made.

Little by little, the station—from the lens and cameras straight through the editing system and switchers and all—is becoming digital. It will be a digital station whether or not it ever has a transmitter connected to it. That's a very important point, because the normal replacement schedule of equipment in the studios is a lot shorter than the 20 years with transmitters.

So if a station is very clever, it can leverage this to its advantage by either delaying or accelerating a little bit the replacement of equipment that will fit at least digital standard definition, if not high definition.

In fact, I guess the only advice I would give is, don't buy any more analog equipment. That's money for which you will not recover full life. So not all the change to digits is going to be an incremental expense. If you're clever, much



of it can be normal replacement, moving in that direction.

We've been doing that at CBS. The new distribution switcher is an all-digital switcher. Most of the output machines are all-digital machines. And PBS has taken that even further, all the way to the station through their satellite network. And that's going to be de rigueur.

When you and I first started talking about this—back when we were trying to achieve a worldwide HDTV production standard—you used to speak about not wanting to go into the 21st century with a television system that was on its last legs, that had no headroom. Have we achieved that, and will we go into the 21st century with a new television system?

Yes, we will. We have achieved that. I think we will go into the 21st century with a digital system, high definition, a compatible system, and that much of the programming will be high definition. And the public will go for it.

And it's been through this difficult though successful process of an advisory committee. The miracle that Dick Wiley pulled off—and he certainly did all the political work—was that these industries and companies are all fierce competitors. Going in, you would never have bet that you would finally get a unanimous consensus, which is what he finally got. I'm not sure many people would have put their money on that side. And it was achieved.

For that reason, I think the FCC needs to bless this as quickly as possible. It's never going to get any better. Not in the foreseeable future. ■

Broadcasting

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CBS revamps 'CBS This Morning'

Will give local stations more flexibility; Smith and Zahn expected to be reassigned

By Steve McClellan

Citing the growing importance of early morning local news, and the poor track record of its network morning show, CBS News is reformatting *CBS This Morning* to allow affiliates to program about two-thirds of the first hour (7-8 a.m.). The second hour will remain largely programmed by the network. That is among three versions of the show the network will offer as part of its plan to give stations increased programming flexibility.

The talent for the revamped broadcast has not been decided, but it is widely rumored that incumbents Harry Smith and Paula Zahn will move on to other assignments at CBS News.

But CBS News executives refused to

rule out anyone (including Smith and Zahn) with one exception—Phil Donahue, who a New York-based magazine reported was a candidate.

Insiders say that Smith has requested, and is being considered for, a foreign correspondent beat—possibly Russia or some other European post. Sources also say that Zahn is being considered for an anchor role on a new prime time magazine that the news division will pitch to CBS Entertainment President Leslie Moonves before the fall schedule is set in late May.

CBS News President Andrew Heyward said that correspondent Russ Mitchell and *CBS Morning News* co-anchor Jane Robelot were asked, "as a favor to me," to shoot a pilot of the reformat program. But he stressed that that

did not make them leading candidates for the new show, at least at this point.

Final talent decisions won't be made for at least a month and will be announced at the annual affiliates meeting in Los Angeles (May 29-31). News executives also will brief affiliate news directors on the new format changes at a news caucus in Dallas, April 18; by teleconference April 22, and in regional gatherings June 11-14. The CBS-owned station group, covering about 33% of the country, will do the cooperative broadcast. CBS News executives estimate that about half the network's 208 affiliates also will embrace that option. News executives say they would prefer that all affiliates exercise that option, although they expect that many smaller-market affiliates, with fewer resources,

GGP wants to catch viewers in Web

San Francisco-based syndicator GGP is getting back into the weekly first-run series business with a half-hour show it describes as "the *Entertainment Tonight* of the Internet."

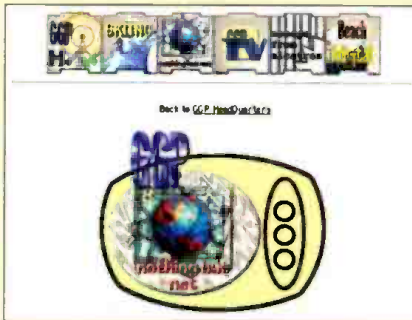
The still-untitled series will cover the movers and shakers (perhaps that should be "clickers and draggers") of the ever-expanding world of new media, in addition to offering reviews of the latest World Wide Web sites and navigational tips for beginners. GGP intends to launch the series as a slow national rollout this fall.

Robert Horowitz, president of GGP, says the company aims to be a pioneer in crosspromotional efforts between the broadcast and online universes. With TV stations launching Web sites every week, Horowitz says the show will provide stationers with plenty of opportunities to promote TV's fastest-growing promotional tool.

"The Internet community of advertisers has a vested interest in making a show like this successful," says Horowitz. "The sponsor base in the high-tech, high-end area is so strong that the show could be financially successful at only the 50% clearance level."

Indeed, *C/NET Central*, a similar series that airs on KPIX(TV) San Francisco, has been an unqualified hit with viewers and advertisers during the past year, according to program director Rosemary Roach.

The show also has fared well on its primary outlets, USA Network and the Sci-Fi Channel. San Francisco-based producer C/NET: The Computer Network is now at work on two hour series for the cable networks,



GGP's 'Nothing but Net' Web site

one more narrowly focused on the Internet and the other tracking cutting-edge technologies. C/NET officials said the company's goal is to develop enough programming to eventually support a 24-hour computer-oriented cable network.

GGP's decision to launch a weekly series was a result of the response it received from stations and advertisers for its upcoming first-run special, *Nothing but Net*. The hour special, hosted by CBS

Sports's Pat O'Brien and *Good Morning America*'s high-tech expert Gina Smith, covers sports-related Web sites. GGP has focused most of its TV efforts on one-time-only sports specials and documentaries over the past few years after striking out in 1993 with the weekly game show *Sports Snapshot*.

Nothing but Net, set for a monthlong broadcast window starting April 26, has been cleared on 125 stations, which were offered first shot at the weekly series as part of GGP's initial pitch for the special. GGP is targeting weekend afternoon and news-adjacent time slots for the series.

Horowitz says the show will have an immediate back-end payoff in the form of advertising revenue from space sold on GGP's Web site to promote other Web sites or Internet ventures mentioned or reviewed on the TV series. "We're basically going to try to lead the eyeballs from the TV set to our Web site and beyond," says Horowitz. "Internet advertising represents a whole new frontier."

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will elect to take a two-hour show formatted much like the current broadcast.

A third option for stations is to do a transitional broadcast, where affiliates would produce about one-third of the first hour but eventually segue into the cooperative broadcast format.

The name of the new program, which debuts Aug. 5, is being shortened to *This Morning* so that stations can co-opt it to their own local identity ("Action News This Morning," for example).

Announcing the plans last week, CBS Television Network President Jim Warner cited the growing importance of local morning television news and the fact that CBS would probably never compete adequately trying to duplicate what *Good Morning America* and *Today* already do well.

"The other programs are firmly established, and we're just not giving viewers enough reason to tune in" to CBS, Warner told affiliates via satellite feed last week. He also cited research that indicates that new local morning newscasts tend to bring new viewers to the time period. "*Morning* will become prime time for local news over the next decade," he said.

Within the cooperative newscast, the network would program just three 5-minute news blocks within the first hour of *This Morning*. The remaining time would be programed locally. The amount of commercial time for the network and affiliates would remain the same but be spread more evenly throughout the two-hour broadcast, executives said.

CBS NewsPath, the network's affiliate news feed service, will beef up its contribution to the morning daypart, CBS said. NewsPath will add more

reporters to turn around breaking overnight stories faster. It also will do more "franchise reporting," such as medical and consumer reports.

Affiliates seemed pleased with the news. "I'm very positive about it," said Ralph Gabbard, president of Gray Communications broadcasting division and chairman of the CBS affiliates advisory board. "Affiliates by and large have wanted to do more local morning news, and this gives them the opportunity to do as little or as much as they want." ■

DreamWorks first: This Bud's for stations

In its first syndication foray, company is selling Bud Greenspan Olympics special with home shopping element

By Cynthia Littleton

DreamWorks Television is counting on upscale merchandising and the excitement surrounding the summer Olympics to help its first

foray in syndication become a TV event broadcasters and viewers won't soon forget.

In a distribution partnership with CBS/Group W/Maxam, DreamWorks is offering *The Greatest Moments of the Olympiad with Bud Greenspan*, an hour special commemorating the 100th

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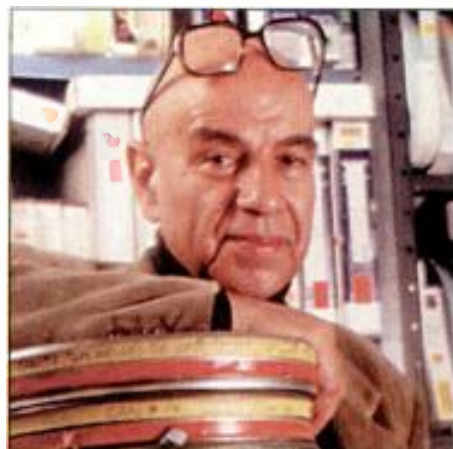


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Olympic veteran Bud Greenspan

anniversary of the modern summer Olympics.

The special, the only non-NBC broadcast sanctioned by the U.S. Olympic Committee, will include a home shopping window for an array of commemorative merchandise, including a 16-hour video collection of Olympics footage from Greenspan's archive. Stations will receive a percentage of the profits from merchandise sold in their markets.

DreamWorks is offering the special on a barter basis, 10 minutes local/four

minutes national, although DreamWorks will divide its spots into two-minute pitches for the merchandise. The special, to air in the weeks before the games open in Atlanta, will have at least two runs in prime time or prime access between June 1 and July 4. DreamWorks officials say the goal is to make the special a memorable experience for stations and viewers.

"We want to provide something that viewers keep in their home, something that excites and heightens the emotional experience of watching the special," says Ken Solomon, who along with Bob Jacquemin heads DreamWorks' non-network programming efforts. "We can do that in a way that provides a dual revenue stream for stations."

The special, hosted by veteran sports anchor Bill Macatee, will feature rare footage compiled by Greenspan, an Emmy award-winning director and longtime chronicler of the Olympics. Greenspan will also share personal memories of the triumphs and tragedies of past competitions.

Jacquemin says the Olympics provided the perfect opportunity to try something new with a one-time-only syndicated special.

"We wanted to get into the business of event programming, and we realized the Olympics was such a powerful opportunity it was too good to pass up," he said.

After talking with the major networks, DreamWorks decided to take the first-run route with the special, partly because local promotion will be crucial to merchandise sales and partly because it's viewed as a good way for DreamWorks to formally introduce itself to broadcasters. The multifaceted entertainment company DreamWorks SKG was formed in 1994 by Hollywood moguls Steven Spielberg, David Geffen and Jeffrey Katzenberg.

Although NBC affiliates may seem like natural buyers for the special, Jacquemin says they will be looking for broadcasters who are enthusiastic about the long-term potential for merchandising/programming tie-ins.

Still, Jacquemin says there are no plans to create a distribution arm for DreamWorks' syndicated product. Like its first pact with CBS/Group W/Maxam, DreamWorks will seek distribution partners on a project-by-project basis. DreamWorks is developing several series for syndication, although Jacquemin says the projects won't be unveiled for several months. ■

Carvey show drops title sponsorship

New advertisers were not forthcoming, but ABC appears committed to airing remaining eight shows

By Steve Coe

The much-ballyhooed title sponsorship of ABC's *The Dana Carvey Show* appears to have come to an end—after four episodes—with last week's installment, which featured no such designation.

At the start of the 13-episode run of the sketch comedy series, the PepsiCo Corp. agreed to be the title sponsor for nine episodes, with three of its subsidiaries, Taco Bell, Pizza Hut and Pepsi beverages, accounting for three sponsorships apiece.

After the first episode, which was sponsored by Taco Bell and included a sketch portraying President Clinton on breast-feeding a baby and identifying Princess Di as "your royal whoreness,"



'The Taco Bell [or Mug Root Beer, or Mountain Dew] Dana Carvey Show' was just plain 'The Dana Carvey Show' last week.

Taco Bell and Pizza Hut withdrew their sponsorships for future shows. As a result, the network apologized for the skit, acknowledging that it went too far. Pepsi beverages, however, stayed

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in and sponsored three episodes following the premiere. Two weeks ago, in the last sponsored episode, Mountain Dew, one of the beverages distributed by PepsiCo, was the title sponsor.

According to sources, in the wake of Taco Bell's and Pizza Hut's pullout, both companies redistributed their advertising elsewhere on the network's schedule.

At the outset, the hope at ABC was that if the show and the sponsorship idea caught on, the network would be able to line up new advertisers for the four remaining episodes not covered under the PepsiCo deal. That plan appears to have been abandoned, and

the likelihood of additional sponsorship is considered small.

Lack of future sponsorship doesn't appear to be a problem, at least from the point of view of the show's creative principals. Robert Smigel, executive producer of the show, recently was quoted as saying the sponsorship idea was for comedic purposes, and series star Carvey has said the loss of sponsorship was not a concern. "We're running out of ideas with it anyway," he told *USA Today* last week.

What's not known is what the financial impact will be on ABC.

In addition to the spots within the show, the network also generated rev-

enue from the title sponsorship, and at least that part of the show's advertising draw will be lessened.

Although this week's episode is preempted, a decision that was made weeks ago, the network plans to air the remaining eight episodes through the end of the season. The show has performed reasonably well in its Tuesday, 9:30-10 p.m. time slot, as the lead-out to *Home Improvement*. In its four airings, the show has averaged a 12.1 rating and 19 share in Nielsen national numbers. Last week's episode averaged a 9.8/16 and dropped almost 5 rating points and 6 share points from its *Home Improvement* lead-in. ■

30 Minutes with Andy Rooney?

Dove Audio expands TV production, including possible series based on '60 Minutes' star

By Cynthia Littleton

If Beverly Hills-based publisher Dove Audio has its way, a show loosely based on venerable newsmen Andy Rooney will make it to the

network schedules. That's just one of the projects on tap from the company, which is striving to enlarge its production presence.

Dove is in the midst of a growth spurt as founder Michael Viner seeks to broaden the 10-year-old company's wide-ranging interests in music, multimedia, home video, movies and television in particular.

Dove has produced an average of one TV movie per year during the past decade, but that will change when the company's \$9 million purchase of Los Angeles-based TV producer Four Point Entertainment is completed in early May. A name change is also in the offing for the newly merged independents.

"We're building a mini-studio," Viner said of his long-term plans for the rechristened Dove Entertainment. "Our goal is to have the publishing and production sides work together as an integrated unit. We already have a tremendous library of properties that can be developed into movies and miniseries."

Dove launched a theatrical division, Dove International, last summer after acquiring the Skouras Pictures library. Charles Weber, former president of



Michael Viner's Dove Audio is adding video to its resume.

director George Lucas's Lucasfilm Ltd. and Norman Lear's Embassy Communications, joined Dove this month as chief operating officer to oversee the company's expansion.

After stints as a record company executive and reporter for political columnist Jack Anderson, Viner produced such TV and theatrical movies as CBS's *Willie* and 1982's *Touched by Love* before founding Dove with his wife, actress Deborah Raffin, in 1985. Dove is

best known for its tell-all best-sellers, including *Nicole Brown Simpson: The Private Diary of a Life Interrupted* and *You'll Never Make Love in This Town Again*. But the company's roster of audio books also includes such diverse titles as Stephen Hawking's *A Brief History of Time* and Rooney's *Sweet and Sour*.

Rooney's work with Viner and Raffin on the audio book provided the inspiration for a TV series revolving around a curmudgeonly anchor for a network news show. The *60 Minutes* commentator has somewhat reluctantly agreed to executive-produce the project, still in the early stages of development.

"I'd be executive-producing in the

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sense that most executive producers don't do very much," Rooney said. "But I wouldn't mind providing them with some material."

The Four Point acquisition, meanwhile, brings Dove a range of TV movie and series projects in development for cable, network and syndica-

tion, in addition to production and post-production facilities. Four Point's TV credits include *American Gladiators*, *The Mark Walberg Show* and the Fox TV movie *Saved by the Light*.

In the long run, Viner says, Dove aims to become a "boutique conglom-

erate" through acquisitions and overall development deals with writers and other creative talent. "We're already getting to the point where we can take one idea and do a book, a CD-ROM or TV movie and oversee every phase of the production all in our own house." ■

S Y N D I C A T I O N M A R K E T P L A C E

'Legend' won't continue

Yes grasshopper, it's true. Warner Bros. Domestic Television Distribution will not renew its first-run action hour *Kung Fu: The Legend Continues* when its fourth season concludes in January. The show has averaged a 2.6 national Nielsen household rating since September, but there's a good chance that reruns of the show, which stars David Carradine, will soon head to cable. Meanwhile, WBTD officials say a decision on the fate of its sci-fi series *Babylon 5* will be made in June. The show, which has also seen its numbers drop, wraps its third season in November.

All American buys Goodson stake

All American Communications said last week it is buying the 50% stake in Mark Goodson Productions held by Interpublic Group. The purchase will give AAC full ownership of Goodson. Last year, AAC and Interpublic formed a 50/50 limited-liability company to buy Goodson for \$50 million. AAC is buying out Interpublic's stake for \$12.5 million cash (plus interest accrued since Jan. 1) and a \$12.5 million note due March 28, 1997. Interpublic owns 23% of AAC.

Tribune trimming

Tribune Entertainment has trimmed its staff by about 20%, eliminating 12 mid-level positions through layoffs and attrition. Consolidation comes as the production/syndication arm of Tribune Broadcasting relocates its marketing and business affairs operations from Chicago to Los Angeles, where Tribune Entertainment's new president, Dick Askin, is based. A Tribune spokesperson says the company likely will increase its Los Angeles staff in coming months. Elsewhere on the

L.A. front, Tribune Entertainment scored last month with the first national syndicated outing of KTLA (TV) Los Angeles's annual Oscar night preview special. *Live From the Academy Awards with Sam Rubin* landed in syndication's top 20 for the week of March 25 with a 4.4 national Nielsen AA household rating and a 2.9 among women 18-49. The hour special, cleared in more than 85% of the country, served as the lead-in to the Academy Awards telecast on 17 ABC affiliates nationwide.

Bey watch

Chris Craft/United's first-run talk show *Richard Bey* will be back for a second season in national syndication this fall with a new co-executive producer, Charles Cook. Cook takes the reins from David Sittenfeld, who will stay on as co-executive producer while devoting more time to developing new projects for Chris Craft. Cook's production credits include stints with *Jenny Jones* and *Oprah Winfrey*.

Promax award winners

Promax International has unveiled the 1995 winners of its Member-

Voted Awards, to be presented in June at the annual Promax conference in Los Angeles. The awards, bestowed by members of the association of promotion and marketing executives, pay tribute to an individual's body of work. Winners—marketing maverick: Fox's Geoff Callanan; network promotion executive of the year: NBC's John D. Miller; program distributor of the year: Warner Bros.' Jim Moloshok; cable promotion executive of the year: iX's Adam Sanderson; local TV promotion executive of the year: KCNC(TV) Denver's Mike Jackson; radio promotion executive of the year: KCBS(AM)'s Jesse Waters; promotion person to watch in 1996: NBC's Deborah Hamberlin.

3-D Cluster

Cluster Television is giving stations a free preview of its new 3-D animated series *Beast Wars*, cleared for a fall debut in more than 85% of the country. Cluster is offering those stations barter-free airings of two half-hour episodes between April 22 and mid-May to generate interest in the action-packed series, centering on the battles between the mutant Maximals and the evil Predacons for control of the galaxy.

Saban buys C&D

L.A.-based Saban International has bought French animation company C&D, securing international distribution rights to its 1,200-episode library of family-oriented fare. The acquisition bumps up Saban's library to a whopping 4,600 episodes. Over the past six years, C&D has produced 450 original half-hours, including *The Adventures of T-Rex*, *King Arthur* and *Conan the Adventurer*. Saban International also becomes the exclusive syndicator (outside the U.S.) to the pre-1988 DIC program library, to which C&D acquired non-U.S. rights in 1988. —RB, JM

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 31. Numbers represent average audience/stations/% coverage.)

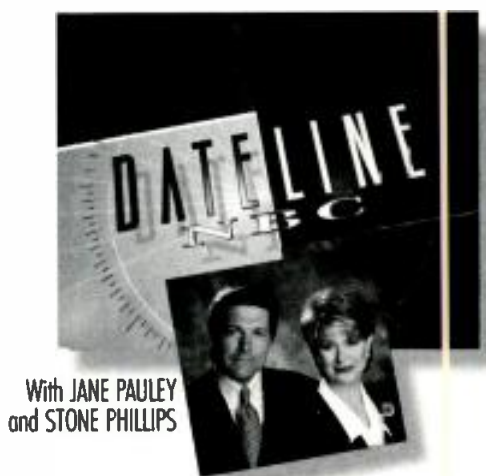
1. Wheel of Fortune	12.8/222/97
2. Jeopardy!	10.9/220/98
3. Home Improvement	9.1/219/97
4. Oprah Winfrey Show	8.0/234/99
5. Seinfeld	7.5/217/97
6. Entertainment Tonight	6.9/177/95
6. Nat'l Geog on Assignment	6.9/176/96
8. Inside Edition	6.0/163/99
9. Simpsons	5.8/190/96
10. Hercules, Journeys of	5.6/227/98
10. Star Trek: Deep Space Nine	5.6/234/98
12. Xena: Warrior Princess	5.4/203/96
13. Imagination III	5.2/152/95
14. Fresh Prince of Bel-Air	5.1/162/90
14. Home Improvement-wknd	5.1/200/90

DATELINE NBC IS HONORED TO RECEIVE THE 1996 GEORGE POLK AWARD

for Consumer Reporting *Seeing Red* reported by Lea Thompson, Jack Cloherty and Sandra Surles

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AWARD-WINNING JOURNALISM FOUR NIGHTS A WEEK
TUESDAYS, WEDNESDAYS, FRIDAYS & SUNDAYS



Fox revises kids schedule

By Steve Coe

The Fox Children's Network is revising its weekday and Saturday morning schedules to introduce the new *Power Rangers Zeo* series and a three-week miniseries, *Red Planet*. The network also will bring back the *Attack of the Killer Tomatoes* series and introduce *Jim Henson's Animal Show* as a weekly half-hour series.

Highlighting the changes is the introduction of *Zeo*, which evolved from the top-rated *Mighty Morphin Power Rangers*. The recrafted series will make its debut on Saturday, April 20, at 9-9:30 a.m. in a special sneak preview after a rebroadcast of the season finale of *Power Rangers* at 8:30 a.m. *Zeo* will take over its regular 4:30-5 p.m. time slot when it joins the network's weekday lineup on Monday, April 22, with a rebroadcast of the debut episode.

On Saturday, April 20, the network also will return *Attack of the Killer*

Tomatoes, at 9:30-10 a.m., with originals as well as best-of episodes. *Jim Henson's Animal Show*, which has been a segment within the Fox Cubhouse

interstitial programming, joins the weekday lineup as a full half-hour series on Monday, April 22, at 8-8:30 a.m.

The last addition to the schedule is the miniseries *Red Planet*, which will air for three consecutive Saturdays in the 11:30 a.m.-noon slot beginning May 4.

NATPE gets animated

NATPE aims to broaden its influence among growing sectors of the entertainment industry next year by hosting the first annual international Animation and Special Effects Exposition May 8-11 in Los Angeles.

NATPE officials say the decision was prompted by the growing number of member companies active in those fields and by the industry's overwhelming response to the animation pavilion introduced last January at NATPE '96 in Las Vegas. Officials project that the inaugural convention will draw 4,000 attendees and 500 exhibitors to the Los Angeles Convention Center.

"This will be a market conference for many people who would not necessarily go to NATPE," says Bruce Johansen, NATPE president and COO. "This will give people the opportunity to come under a global tent to be exposed to new ideas."

Unlike the established animation festivals in Europe and Canada, the NATPE expo will provide a much-needed forum for networking and deal-making, particularly among the start-up companies fueling the boom in the market for animation, special effects and other new technologies, Johansen says.

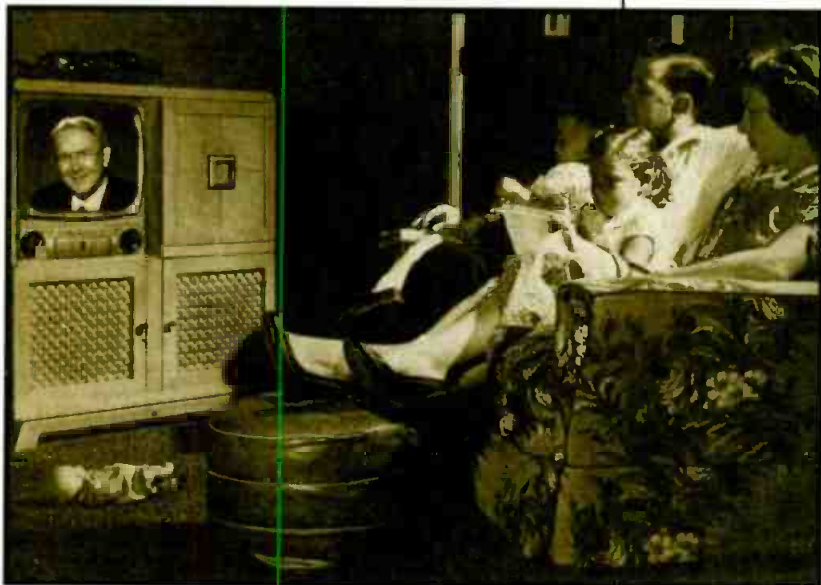
—CL

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Joseph Sitrick
Blackburn & Company

Mickey Luckoff
President & General Manager
KGO-KSFO, San Francisco

Mick Schafbuch
President, Television Alliance
KOA-AM-FM-TV, KOIN-TV

Cary Simpson
President, Allegheny Mountain
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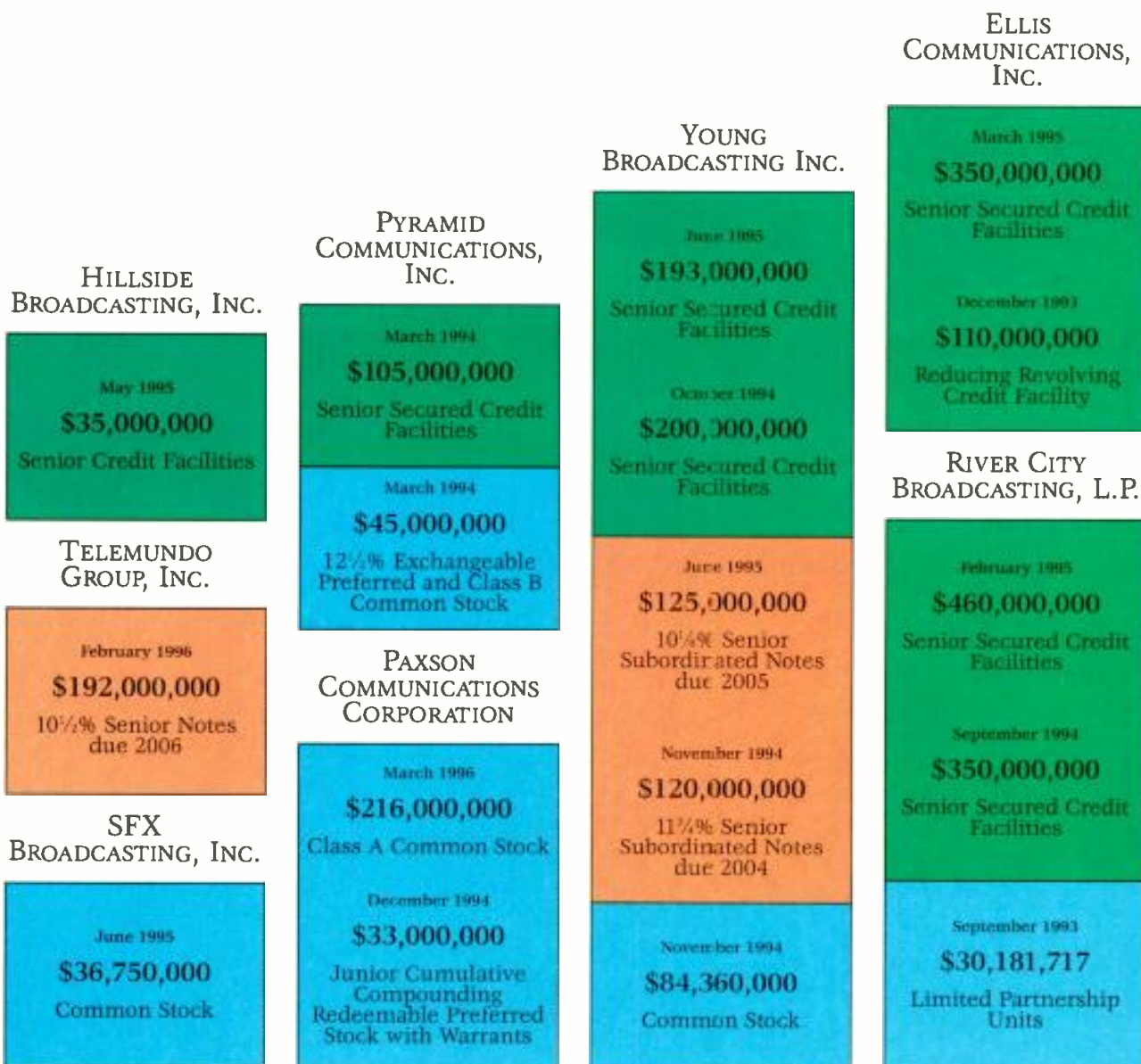
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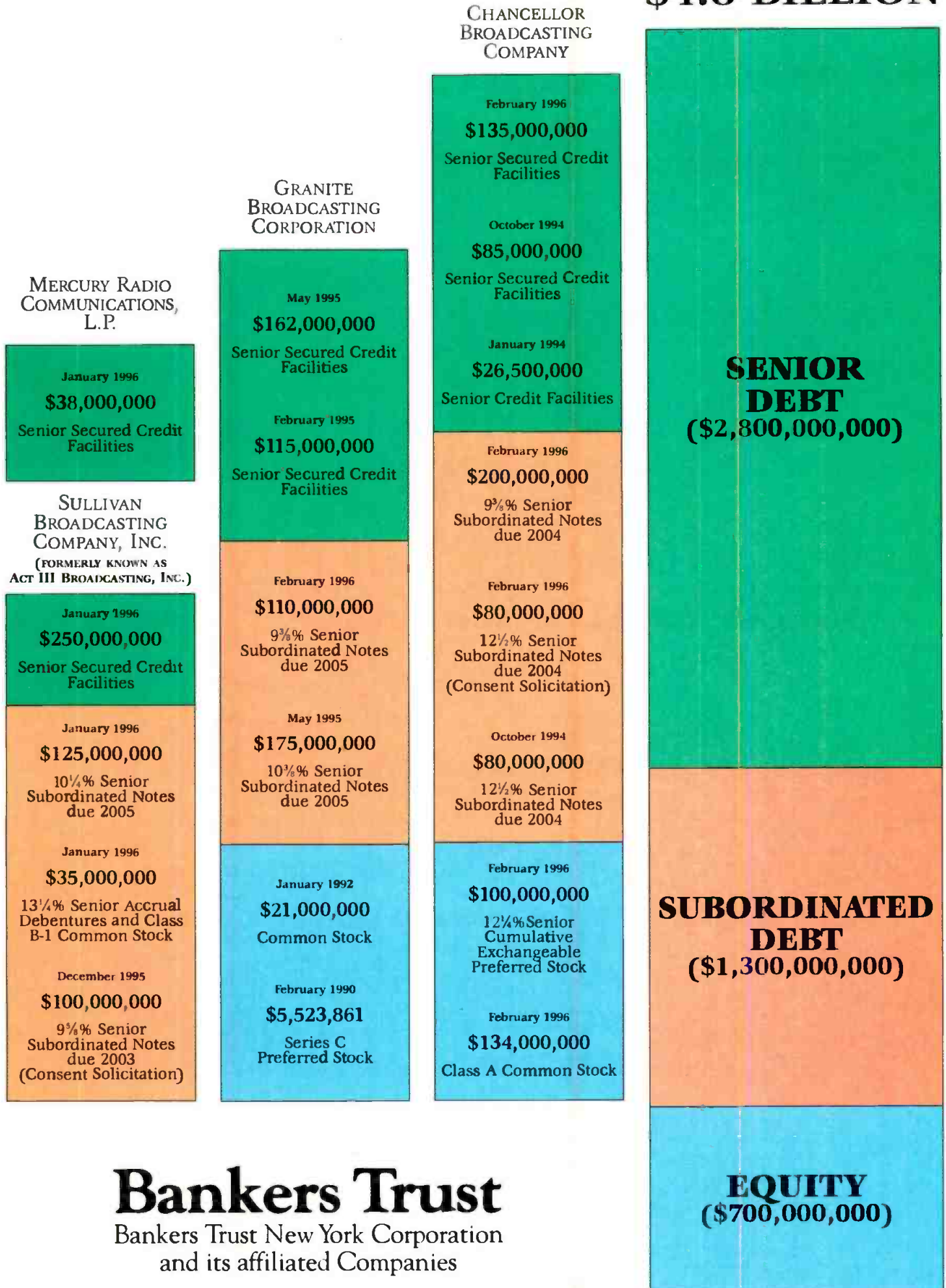
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PEOPLE'S CHOICE: April 1-7 Ratings according to Nielsen

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

Week 29	abc	CBS	NBC	Fox	U/PIN
	8.6/14	15.5/24	10.1/16	8.0/12	3.0/5
MONDAY	8:00 51. Second Noah 8.2/13	25. The Nanny 10.9/18	42. Fresh Prince 9.0/14	39. Melrose Place 9.3/15	90. Star Trek: Voyager 4.0/6
	8:30 44. High Incident 8.9/14	32. Almost Perfect 9.7/15	56. Brotherly Love 7.9/12	60. Ned and Stacey 7.5/11	99. Nowhere Man 2.1/3
	9:00 46. Murder One 8.7/14	8. Prelude/Champ 14.1/22	25. NBC Monday Night Movie—Untamed Heart 10.9/17	73. Partners 6.0/9	
	9:30	5. NCAA Basketball Champ'ship—Syracuse vs. Kentucky 18.3/29			
	10:00				
TUESDAY	10:30				
	8:00 14.6/24	6.8/11	10.9/18	5.2/8	2.4/4
	8:30 17. Roseanne 11.6/20	62. John Grisham's The Client 7.1/12	32. Wings 9.7/17	81. Kindred: The Embraced 5.4/9	91. Moesha 3.1/5
	9:00 10. Coach 12.6/20	66. CBS Tuesday Movie—Never Give Up: The Jimmy V Story 6.7/11	16. 3rd Rock fr/Sun 11.7/19		98. Minor Adjustm'ts 2.4/4
	9:30 1. Home Imprvmt 23.0/36		28. Frasier 10.5/16	85. Tales fr/Crypt 4.4/7	99. Paranormal Borderline 2.1/3
WEDNESDAY	10:00 10. Dana Carvey 12.6/21		21. J Larroquette 11.3/18		
	10:30 9. NYPD Blue 13.9/25		22. Dateline NBC 11/20		
	8:00 11.5/20	7.5/13	10.4/18	7.0/12	2.4/4
	8:30 27. Ellen 10.7/19	65. Dave's World 6.9/12	42. JAG 9.0/15	48. Beverly Hills, 90210 8.6/15	94. The Sentinel 2.8/5
	9:00 34. The Faculty 9.6/16	76. My Guys 5.8/10	18. Dateline NBC 11.5/19	80. Kindred: The Embraced 5.5/9	93. Sister, Sis 2.9/5
THURSDAY	9:30 13. Grace Under Fire 12.5/21	53. CBS Tuesday Movie—Summer of Fear 8.1/14	28. Law & Order 10.9/19	102. Swift Justice 2.0/3	96. Pt 'Hood 2.7/5
	10:00 19. Ellen 11.4/19				92. Wayans 3.0/5
	10:30 15. PrimeTime Live 12.3/22				97. Unhap Ev 2.5/4
	8:00 7.7/13	7.9/13	19.3/32	6.7/11	
	8:30 66. Before They Were Stars 6.7/11	46. Murder, She Wrote 8.7/15	4. Friends 18.4/31	73. Living Single 6.0/10	
FRIDAY	9:00 51. ABC Thursday Night Movie—The Bermuda Triangle 8.2/13	63. Rescue: 911 7.0/11	7. Boston Common 15.3/25	66. Martin 6.7/11	
	9:30	53. 48 Hours 8.1/14	3. Seinfeld 20.0/32	63. New York Undercover 7.0/11	
	10:00		6. Caroline in/City 17.8/29		
	10:30		2. ER 22.3/37		
	8:00 10.2/19	8.7/16	8.7/16	7.5/13	
SATURDAY	8:30 37. Family Matters 9.4/18	58. Due South 7.6/14	49. Unsolved Mysteries 8.4/16	79. Sliders 5.6/10	
	9:00 56. Muppets Tonight 7.9/14	41. Diagnosis Murder 9.1/16	31. Dateline NBC 9.8/17	37. The X-Files 9.4/16	
	9:30 40. America's Funniest Videos Special 9.2/16	36. Nash Bridges 9.5/18	53. Homicide: Life on the Street 8.1/15		
	10:00 10. 20/20 12.6/24				
	10:30				
SUNDAY	8:00 6.0/12	10.4/20	4.8/9	6.5/13	
	8:30 83. Real Funny 4.7/9	34. Dr. Quinn, Medicine Woman 9.6/19	87. Malibu Shores 4.3/9	73. Cops 6.0/12	
	9:00 69. Saturday Night at the Movies—Brothers of the Frontier 6.6/13	30. Touched by an Angel 10.4/20	87. Hope & Gloria 4.3/8	69. Cops 6.6/13	
	9:30	22. Walker, Texas Ranger 11.1/22	85. Home Court 4.4/8	69. America's Most Wanted 6.6/12	
	10:00		77. Sisters 5.7/11		
SUNDAY	10:30				
	7:00 11.1/20	10.7/19	8.6/16	5.1/9	2.0/4
	7:30	14. 60 Minutes 12.4/25	(nr) NBA Basketball 8.9/19	83. World's Funniest Outtakes 4.7/10	104. Pinky & The Brain 1.4/3
	8:00 22. ABC Sunday Night Movie—The Ten Commandments 11.1/20	49. Cybill 8.4/16	58. Mad About You 7.6/14	77. The Simpsons 5.7/11	105. The Parent 'Hood 1.2/2
	8:30	61. Bonnie 7.2/13	45. NBC Sunday Night Movie—Sommersby 8.8/15	87. The Show 4.3/8	103. Sister, Sister 1.9/4
SUNDAY	9:00	19. CBS Sunday Movie—To Sir with Love II 11.4/19		72. Married w/Child 6.3/11	99. Kirk 2.1/4
	9:30			82. Local Heroes 4.8/8	94. Savannah 2.8/5
	10:00				
	10:30				
WEEK AVG	10.0/17	9.7/17	10.3/18	6.5/11	UPN: 2.6/4; WB: 2.3/4
STD AVG	10.9/18	9.7/16	11.8/19	7.5/12	UPN: 3.2/5; WB: 2.5/4

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And also bright enough to do some powerful things for the American people. Like using television to serve children better. Giving us political debate that really is debate. Using the new interactive and on-demand features to provide the information people want and need every day.

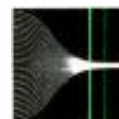
What's really at stake is whether TV will contribute to a better tomorrow for us all—in a way that meets your commercial interests *and* the nation's public interest.

You want twice as much of the broadcast spectrum as you have now—for free—and it looks like you're going to get it (at least for now). We think you ought to pay for it—just like every other new entrant does. But at the very least, you need to make the commitment to more expansive—and frankly more creative—ways to make television work harder for the public.

And please. Give the public the real facts. Don't keep using the airwaves to distort the story. Let's have a real debate, with all the options on the table.

That way, we can all together—broadcasters, government leaders, public interest groups, and the American public—define the public interest in the digital age. And where it could take us.

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EZ grabs market dominance in St. Louis

Company says FM triopoly will grow its share there to 21.9

Changing Hands

By Elizabeth A. Rathbun

With one buy, EZ Communications Inc. says it now dominates the St. Louis market in one key category after another: revenue, share, demographics and format.

EZ last week spent \$48 million for KFNS(AM) Wood River, Ill./St. Louis-KEZK-FM St. Louis (subject to FCC approval). EZ already owns KSD-AM-FM and KYKY-FM St. Louis and still can buy a fourth FM in the market under the new deregulation law, president Alan Box says. In fact, that's likely to happen, he says.

Box calls the purchase "the most strategic acquisition we could make in St. Louis." Most recently, EZ posted a 12.6 share among the "most important demographic" of adults 25-54, Box says. With KFNS-KEZK-FM, the company will gain a 21.9 share, making it "by far the leader in the market," Box says.

The deal also gives EZ 31% of the market's ad revenue—up from 20%—and half the women 25-54 demographic. It "immediately...locks up that demo and it locks up the adult contemporary format," Box says. AC-formatted KEZK-FM is the market's number-one station among women 25-54, while KYKY, also AC, is number two, Box says.

EZ says there are synergies on the AM side as well. Sports-formatted KFNS will complement KSD-AM-FM, which owns broadcast rights to the St. Louis Rams. The new staff offers "a lot of talent and programing we can use to complement our Rams broadcasts," Box says.

Box also hopes to save some money by reducing local ad rates, cutting duplicative departments and sharing research and promotion between the stations. He intends to leave in place the general managers of both stations—"They're very well run," he says.

The price EZ is paying for KFNS-KEZK-FM is the second-highest for a single AM-FM combo so far this year. Beasley Broadcast Group in February paid \$57 million for WQAM(AM) Miami-WKIS(FM) Boca Raton, Fla. Arbitron ranks St. Louis as the nation's 16th-largest market (of people ages 12-

EZ MAKES MARKET DOMINATION LOOK EASY



Alan Box wants to keep adding to EZ Communications' holdings in St. Louis.

Recent deals by Fairfax, Va.-based EZ Communications Inc. give it an FM triopoly in St. Louis and a four-fer in Seattle. Here are the company's holdings:

KSD-AM-FM and KYKY-FM St. Louis; is buying KFNS(AM) Wood River, Ill./St. Louis-KEZK-FM St. Louis

KMPS-AM-FM and KZOK-FM Seattle; is buying KYCW-FM Seattle

Swapping WEZB-FM, WRNO-FM and WBYU(AM) New Orleans for KRPM(AM)-KCIN(FM) Seattle
KRAK-FM, KNCI-FM and KHTK-AM Sacramento, Calif.

KBEQ-AM-FM Kansas City, Mo.; is buying KFKF-FM Kansas City, Kan.

WTOG-FM and WUSL-FM Philadelphia

WSOC-FM/WSWS-FM Charlotte, N.C.

WBZZ-FM and WZPT-FM Pittsburgh

plus); Miami is 24th.

EZ is proud of the deal, which amounts to 12 times the combo's \$4 million cash flow. That's "a very attractive price," Box says. By the time the deal closes, the cash flow should rise enough to give a final multiple of 11 or less, he adds.

Box attributes the cash-flow multiple—reasonable in these days of record multiples—to the fact that EZ had been negotiating for the stations for nearly a year. It took that long partly because EZ had to wait until seller Par Broadcasting Co. Inc. completed its acquisition of the stations, Box says.

That closing took place on April 1. EZ's deal with Par was announced just a week later.

Fred W. Kalil, vice president of Par broker Kalil & Co., points out that Par last October paid Compass Radio Group of San Diego \$68 million for the St. Louis stations—along with KCBQ-AM-FM San Diego and KOOL-AM-FM Phoenix. Par also transferred KIOZ-FM Oceanside, Calif., to Compass.

In February, Par sold the Phoenix combo to Colfax Communications Inc., Minneapolis, for \$35 million, giving it a quick turnaround profit of \$15 million. And Par still owns the San Diego combo, which it has no intention of selling, Kalil says. Par is based in San Diego.

"It's a very good deal for Par. It's great timing," Kalil says of the flurry

of deals.

According to Kalil, Colfax paid more than 20 times cash flow for Phoenix. EZ's 12 times for St. Louis may show that multiples are "coming down to earth."

Last month, EZ beefed up its presence in another market—Seattle. It agreed to swap its WRNO-FM, WEZB-FM and WBYU(AM) New Orleans for Heritage Media Corp.'s KRPM(AM)-KCIN(FM) Seattle (subject to FCC approval). EZ says that made it the first radio group to own four FMs in Seattle (it already owns KMPS-AM-FM and KZOK-FM there).

"It's a pretty remarkable thing to see" such deals, Box says. "This is a very exciting time."

The value of the swap was not disclosed.

EZ plans to finance its St. Louis purchase through its existing \$125 million credit facility, says CFO Ron Peele.

ARS ups FM price by 976.9%

American Radio Systems Corp. has paid \$14 million for an FM station that its seller acquired last May for \$1.3 million.

Another would-be buyer helped bump the price of KDBX-FM Banks/Portland, Ore., up by 976.9% over its previous selling price, says Gary Stevens, broker for seller Salem Communications Corp. ("Changing Hands," April 8). ARS also apparently was anxious to increase its presence in the market, he says. The

THE SIGNAL IS CLEAR

\$147,000,000 US RADIO GROUP, INC. an affiliate of BLACKSTONE CAPITAL PARTNERS, L.P. has agreed to be acquired by CLEAR CHANNEL COMMUNICATIONS, INC. Pending	\$63,000,000 SBG SINCLAIR BROADCAST GROUP has agreed to acquire SUPERIOR COMMUNICATIONS GROUP, INC. KOCB-TV, WDKY-TV Pending	\$135,360,990 American Radio Systems Class A Common Stock Price \$27 Per Share February 1996	\$175,000,000 T TELEMUNDO GROUP, INC. 10% Senior Notes Due 2006 February 1996	\$22,500,000 OSBORN COMMUNICATIONS CORPORATION has sold WJSU-TV (Anniston, Alabama) and WNTZ-FM/WNDR-AM (Syracuse, New York) January 1996	\$150,000,000 EZ COMMUNICATIONS, INC. 9 3/4% Senior Subordinated Notes Due 2005 November 1995
\$279,437,500 Infinity INFINITY BROADCASTING CORPORATION Class A Common Stock October 1995	\$300,000,000 SBG SINCLAIR BROADCAST GROUP 10% Senior Subordinated Notes Due 2005 August 1995	\$176,726,334 A EVERGREEN MEDIA CORPORATION Class A Common Stock Price \$28.50 Per Share July 1995	\$90,750,000 American Radio Systems Class A Common Stock Price \$16.50 Per Share June 1995	\$120,750,000 SBG SINCLAIR BROADCAST GROUP Class A Common Stock Price \$21 Per Share June 1995	\$243,000,000 BROADCASTING PARTNERS, INC. has been acquired by EVERGREEN MEDIA CORPORATION May 1995
\$41,050,000 MICROBAND COMPANIES, INC. has been acquired by CAI WIRELESS SYSTEMS INC. January 1995	\$108,000,000 NORTHSTAR TELEVISION GROUP has sold WZZM-TV (Grand Rapids) WNAC-TV (Providence) WAPT-TV (Jackson) WSEE-TV (Eerie) January 1995	\$9,700,000 BENCHMARK private equity placement to fund the acquisition of WESC-AM/FM, WBBO-FM, WYYD-FM November 1994	\$21,188,000 American Radio Systems ABS Capital Partners, L.P. acted as lead investor in AMERICAN RADIO SYSTEMS, INC. a private radio company September 1994	\$35,000,000 HBC HEFTEL BROADCASTING CORPORATION Class A Common Stock Price \$10.00 Per Share July 1994	\$183,000,000 American Telecasting, Inc. 183,000,000 Units, Consisting of Senior Discount Notes Due 2004 and 915,000 Warrants to Purchase Shares of Common Stock Price \$4.687% June 1994
\$104,400,000 FAIRMONT COMMUNICATIONS CORPORATION has sold KKOB-AM/FM (Albuquerque) WNIC-FM & WMTG-AM (Detroit) WLAC-AM/FM (Nashville) KIOI-FM (San Francisco) April-May 1994	\$57,105,000 American Telecasting, Inc. Common Stock Price \$18 Per Share December 1993	\$38,000,000 GBC GRANITE BROADCASTING CORPORATION Cumulative Convertible Exchangeable Preferred Stock Price \$25 Per Share December 1993	\$166,500,000 Infinity INFINITY BROADCASTING CORPORATION Class A Common Stock Price \$30.00 Per Share December 1993	\$58,362,500 BROADCASTING PARTNERS, INC. Class A Common Stock Price \$14.50 Per Share September 1993	\$75,171,875 CLEAR CHANNEL COMMUNICATIONS, INC. Common Stock Price \$35.375 Per Share September 1993
\$47,946,990 EZ COMMUNICATIONS, INC. Class A Common Stock Price \$13 Per Share August 1993	The Li Ka-shing Family and Hutchison Whampoa Limited have sold their interest in The News Corporation Limited August 1993	Malrite Communications Group, Inc. has merged its radio division with Shamrock Holdings, Inc. July 1993	\$45,600,000 Grupo Radio Centro, S.A. de C.V. American Depositary Shares Price \$15 Per Share June 1993	\$14,000,000 BENCHMARK COMMUNICATIONS has acquired WDEK-FM, WITY-FM, WTAR-AM, WKOC-FM, WKHI-FM, WETT-AM, and WWTR-FM April-May 1993	



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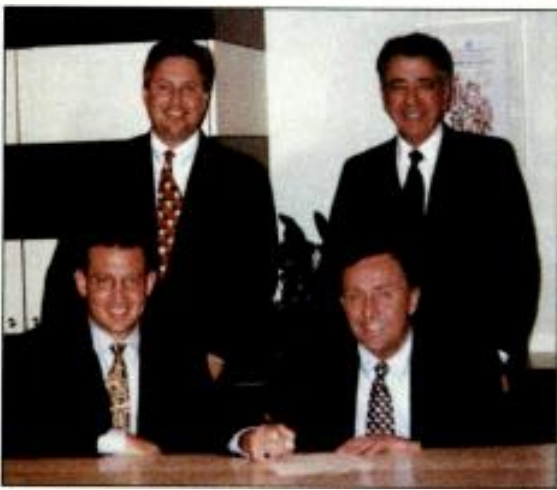
GENEVA

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SAN FRANCISCO

TOKYO



Par Broadcasting had barely closed on Compass Radio Group's holdings when it sold most of the stations. At the Par/Compass closing on April 1 are (seated, l-r) buyers Harry Rady and Stephen O. Jacobs, and (standing) their brokers, Kelly Callan and Frank Kalil.

company a week earlier agreed to buy KBBT(AM)-KUFO(FM) Portland, along with several other stations in California and Nebraska, from Henry Broadcasting Co. ("Changing Hands," April 1). Both deals are subject to FCC approval.

The cash flow of the station was not a consideration: There is none, Stevens says.

Emmis revenue grows

Emmis Broadcasting Corp. reports its fourth straight year of growing revenue. Its net broadcasting revenue of \$99.8 million for fiscal year 1996 was a 49.4% improvement over fiscal 1995's \$66.8 million, which in turn grew from \$50.3 million in 1994 and \$49.7 million in 1993, company documents show. Emmis's

fiscal year ends on the last day of February. Revenue in 1992 was reported at \$76.2 million.

Net revenue for the fourth quarter of its fiscal 1996 also increased over 1995, by 15.2%, to \$19.9 million, Emmis says. Operating income increased in the fourth quarter by 64.1%, to \$2.7 million, while it increased 57.4% for the year, to \$31.8 million.

"The market should not mistake our discipline for complacency," chairman Jeff Smulyan said in a recent news release. "We are aggressively pursuing acquisition opportunities."

Emmis owns KPWR-FM Los Angeles; WKQX-FM Chicago; WENS(FM), WNAP-FM and WIBC(AM) Indianapolis; KSHE(FM) St. Louis, and WRKS-FM and WQHT-FM New York. ■

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 □ \$17,700,000 □ 3
Combos □ \$106,795,000 □ 15
FMs □ \$13,850,896 □ 18
AMs □ \$805,000 □ 2
Total □ \$139,150,896 □ 38

SO FAR IN 1996:

TVs □ \$479,925,510 □ 29
Combos □ \$1,656,574,734 □ 107
FMs □ \$642,564,046 □ 112
AMs □ \$38,131,129 □ 61
Total □ \$2,817,195,419 □ 309

SAME PERIOD IN 1995:

TVs □ \$1,275,362,000 □ 36
Combos □ \$495,679,800 □ 74
FMs □ \$282,573,721 □ 105
AMs □ \$41,180,500 □ 50
Total □ \$2,094,796,021 □ 265

Source: BROADCASTING & CABLE

TV

WTGS(TV) Hardeeville/Savannah, S.C.

Price: \$7 million

Buyer: LP Media Inc., Savannah, Ga. (J. Curtis Lewis III, president/16.7% owner). Lewis owns 3.23% and his father, J. Curtis Lewis Jr., owns 78.6% of Lewis Broadcasting Corp., which owns WJCL-TV-FM Savannah and WLTZ(TV) Columbus, Ga.; WLTX

(TV) Columbia, S.C., and WZR(AM) Jackson-WSTZ-FM Vicksburg, Miss. Seller: Hilton Head Television Inc., Savannah (Carleton D. Burtt, president); no other broadcast interests Facilities: Ch. 28, 5,000 kw visual, 500 kw aural, ant. 1,499 ft. Affiliation: Fox

WHOA-TV Montgomery, Ala.

Price: \$6 million plus assumption of liabilities

Buyer: Park Communications Inc., Lexington, Ky. (Wright M. Thomas, president); owns WBMG-TV Birmingham, Ala.; WTVQ-TV Lexington, Ky.; KALB-TV Alexandria, La.; WUTR-TV Utica, N.Y.; WNCT-TV Greenville, N.C.; WDEF-TV Chattanooga and WJHL-TV Johnson City, Tenn., and WTVR-TV Richmond and WLS-TV Roanoke, Va.; is selling WNLS(AM)-WTNT(FM) Tallahassee, Fla.; KWLO(AM)-KFMW(FM) Waterloo/Cedar Rapids, Iowa; KSGS(AM)-KMJZ-FM St. Louis Park/Minneapolis/St. Paul; WPAT-AM-FM Paterson, N.J./New York and WHEN-AM-FM Syracuse, N.Y.; WNCT-AM-FM Greenville, N.C.; KWJJ-AM-FM Portland, Ore.; WNAX-AM-FM Yankton, S.D./Sioux City, Iowa; WDEF-AM-FM Chattanooga; KEZX(AM)-KWJZ(FM) Seattle, and WTVR-AM-FM Richmond, Va.

Seller: WHOA-TV Inc., Nashville (Louis Frey Jr., president). WHOA-TV Inc. Investors have interest in WTGS(TV) Hilton Head, S.C.

Facilities: Ch. 32, 4,600 kw visual, 460 kw aural, ant. 2,049 ft.

Affiliation: ABC

Broker: Media Venture Partners Inc.

WMDO-TV Washington and WMDO(AM) Wheaton, Md./Washington

Price: \$4.7 million for stock

Buyer: Latin Communications Group Inc., N.Y. (Peter W. Davidson, president); owns KLOK(AM)-KBRG(FM) San Francisco/San Jose, KLOK-FM and KNRG-AM-FM Salinas/Monterey, Calif.; KYBG(AM)-KNRX(FM) Denver; WVEA-TV Tampa and wven-TV Orlando, Fla., and New York daily newspaper *El Diario-La Prensa*

Seller: Los Cerezos Broadcasting Corp., Washington (Antonio Guernica, president); no other broadcast interests

Facilities: TV: ch. 48, 29,200 kw visual, 2,920 kw aural, ant. 450 ft.; AM: 1540 khz, 5 kw day

Format: AM: Spanish

Affiliation: TV: Univision

COMBOS

KFNS(AM) Wood River, Ill./St. Louis-KEZX-FM St. Louis

Price: \$48 million

Buyer: EZ Communications Inc., Fairfax, Va. (Alan Box, president); for holdings see box, page 54

Seller: Par Broadcasting Co., San Diego (Steve Jacobs, president); also owns KKLO-AM-FM, KCBQ-AM-FM and KOGO(AM) San Diego and KIOZ-FM Oceanside, Calif.; is selling KOOL-AM-FM Phoenix; is donating KGMG(AM) San Diego to Palomar College, San Marcos, Calif.

Facilities: AM: 590 khz, 1 kw; FM: 102.5 mhz, 100 kw, ant. 1,026 ft.

Format: AM: sports; FM: soft adult contemporary

YOU DIDN'T SEE THIS. YOU DIDN'T READ THIS. DO WE UNDERSTAND EACH OTHER?



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Our Mr. Cohen

to name just a few. In fact, as we speak, we're all over the world advising, fixing, re-engineering, and creating strategies for ICE-related clients of every size and type.

This briefing is now over. We'll get in touch when we can.

If you need further contact with us before then, try our Web site at <http://www.ice.kpmg.com>, or call 1-415-813-8194 and ask for our National Managing Partner, Roger Siboni.

Of course, he will officially deny all knowledge of the call.

Listen carefully—we haven't got much time. We're ICESM—the Information, Communications, and Entertainment Practice of KPMG.

Every day, we're involved in a number of activities concerning highly sensitive issues like IPO strategies, benchmarking, and business process re-engineering—as well as audit and tax planning.

Here's how we work: When a situation arises, just one phone call to an ICE contact (officially, just for the record, we call them "partners") can pull together a team of professionals versed in the various disciplines of your business—whether it be finance, accounting, information technology, or telecommunications,



INFORMATION, COMMUNICATIONS & ENTERTAINMENT

Good advice whispered here.SM

Broker: Kalil & Co.

WCUZ-AM-FM Grand Rapids, Mich.;
KQLL(AM) Tulsa-KQLL-FM Owasso/
Tulsa and KOAS(FM) [formerly
KCMA(FM) Broken Arrow/Tulsa, Okla.
Price: \$15.4 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns KOKI-TV and KAKC(AM)-KMOD-FM Tulsa and is buying WOOD-AM-FM and WBCT-FM Grand Rapids; owns 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) Louisville, Ky.; WQUE-AM-FM and WYLD-AM-FM New Orleans; WFTC(TV) Minneapolis; WXXA-TV Albany, N.Y.; WERE(AM)-WNCX (FM) Cleveland; KTOK(AM)-KJYO(FM) and KEBC(FM) Oklahoma City; WHP (TV) Harrisburg, Pa.; WPTY-TV Memphis; KPEZ(FM) Austin, KMJQ(FM), KBXX (FM) and KPRC(AM) Houston, KSEV(AM) Tomball/Houston and WOAI(AM)-KAJA (FM), KTKR(AM) and KQXT(FM) San Antonio, all Tex., and WRVA(AM)-WRVQ (FM) and WRVH(AM)-WRXL(FM) Richmond, Va.; is buying WENZ-FM Cleveland and WTVR-AM-FM Richmond

Seller: Federated Media, Elkhart, Ind. (John Dille III, president); owns WQHK-FM Decatur, WTRC(AM)-WBYT(FM) Elkhart and WOWO(AM) and WHWD(AM)-WMEE(FM) Fort Wayne, all Ind., and WAKX(FM) Holland, Mich.

Facilities: WCUZ(AM): 1230 khz, 1 kw; WCUZ-FM: 101.3 mhz, 50 kw, ant. 420 ft.; KQLL(AM): 1430 khz, 5 kw; KQLL-FM: 106.1 mhz, 100 kw, ant. 1,315 ft.; KOAS-FM: 92.1 mhz, 27 kw, ant. 656 ft.

Formats: WCUZ-AM-FM: country; KQLL-AM: sports; KQLL-FM: rebroadcasts AM; KOAS-FM: classical

WKEE-AM-FM and WHRD(AM) Huntington, WZZW(AM) (formerly WNST) and WFXN-FM (formerly WZZW-FM) Milton, W.Va., and WBVB-FM [formerly WXVK(FM)] Coal Grove and WIRO(AM)-WMLV(FM) Ironton, Ohio
Price: \$12 million

Buyer: Commodore Media Inc., N.Y. (Bruce A. Friedman, president); owns WTCR-AM-FM Kenova/Huntington, W.Va.; WNLK(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., and WAEB-AM-FM Allen-

town and WZZO(FM) Bethlehem, Pa.; is buying WINE(AM)-WRKI(FM) Brookfield and WSTC(AM)-WKHL(FM) Stamford, Conn., WAXE(AM)-WAVW(FM) Vero Beach and WKQS(FM) Gifford, Fla., and WVIB(FM) Mount Kisco, WPUT(AM) Brewster and WVYB(FM) Patterson, all N.Y.

Sellers: ■ WKEE-AM-FM, WZZW, WBVB-FM and WIRO: Adventure Communications Inc. (Michael Shott, president/85% owner); owns WHIS(AM)-WHAJ(FM) Bluefield, W.Va.; WSIC(AM)-WFMX(FM) Statesville, N.C.; 53% owner of New Adventure Communications Inc., which owns WFXH-AM-FM Hilton Head Island, S.C.

■ WHRD, WFXN-FM and WMLV: Simmons Broadcasting Co., Hilton Head Island, S.C. (David L. Simmons, VP/51% owner); owns 48% of WFXH-AM-FM Hilton Head Island and WLOW(FM) Bluffton, S.C.; is buying WOCW(FM) Parris Island, S.C. (see item, below)

Facilities: WKEE(AM): 800 khz, 5 kw day, 185.3 w night; WKEE-FM: 100.5 mhz, 53 kw, ant. 561 ft.; WHRD: 1470 khz, 5 kw day; WZZW: 1600 khz, 6 kw day, 26 w night; WFXN-FM: 106.3 mhz, 560 w, ant. 1,092 ft.; WBVB-FM: 97.1 mhz, 3 kw, ant. 472 ft.; WIRO: 1230 khz, 1 kw; WMLV: 107.1 mhz, 3 kw, ant. 125 ft.

Formats: WKEE(AM): easy listening; WKEE-FM: adult contemporary, CHR; WHRD: dark; WZZW: oldies; WFXN-FM: classic rock; WBVB-FM: hot country; WIRO: div.; WMLV: soft adult contemporary

Broker: Media Venture Partners

WKSJ(AM) Prichard/Mobile, Ala.-
WKSJ-FM Mobile and WMYC(FM)
Mobile, Ala.

Price: \$11.27 million

Buyer: Capitol Broadcasting Co. LLC, Mobile (Kenneth S. Johnson, president/30% owner); owns WNTM(AM)-WMXC(FM) Mobile and WDWG(FM) Atmore, Ala.

Seller: Gardner Broadcasting Inc., Daphne, Ala. (Wayne Gardner, president/owner). Wayne Gardner is 10% owner of seller. (Note: Gardner Broadcasting's \$11 million purchase of stations from Pourtales Radio Partnership is pending.)

Facilities: WKSJ: 1270 khz, 5 kw day, 103 w night; WKSJ-FM: 94.9 mhz, 1 kw, ant. 1,555 ft.; WMYC: 96.1 mhz, 1 kw, ant. 1,342 ft.

Format: WKSJ: country; WKSJ-FM: contemporary country; WMYC: oldies

80% of KZKL-FM Rio Rancho,
KRLL(AM)-KZRQ(FM) Santa Fe,
KIVA(AM) Corrales/Albuquerque and

KIOT-FM Los Lunas/Simmons, N.M.

Price: \$5 million

Buyer: Simmons Family Inc., Salt Lake City (Craig Hanson, executive VP); owns KSFI-FM, KRSP-FM and KDYL(AM) Salt Lake City and KDXU(AM)-KZEZ(FM) St. George, Utah

Seller: Territorial Communications, Albuquerque, N.M. (Martin Balk, president); no other broadcast interests

Facilities: KZKL-FM: 101.7 mhz, 3.2 kw, ant. 99 ft.; KRLL: 1580 khz, 10 kw day, 47 w night; KZRQ: 105.1 mhz, 100 kw, ant. 1,937 ft.; KIVA: 1310 khz, 5 kw day, 500 w night; KIOT-FM: 102.5 mhz, 22 kw; ant. 4,160 ft.

Format: KZKL-FM: oldies; KRLL: country; KZRQ: AOR; KIVA: big band, nostalgia; KIOT-FM: progressive adult

Broker: Media Services Group Inc.

WHUB-AM-FM Cookeville, Tenn.

Price: \$3.8 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns WPTN(AM)-WGSQ(FM) Cookeville, and WJRR(FM) Cocoa Beach, WFTL(AM) Fort Lauderdale, WZNZ(AM), WNZS(AM) and WROO-FM Jacksonville, WPLA(FM) Callahan/Jacksonville, WSJT(FM) Lakeland, WNZE(AM) Largo, WINZ(AM)-WLVE-FM and WZTA(FM) Miami Beach, WMGF(FM) Mt. Dora, WWNZ(AM) Orlando, WWZN(AM) Pine Hills, WHNZ(AM) Pinellas Park and WHPT(FM) Sarasota, all Fla.; is buying WRMA(FM) Fort Lauderdale and WXDJ(FM) Homestead/Miami, Fla.

Seller: WHUB Inc., Cookeville (M.L. Medley, president); no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 98.5 mhz, 50 kw, ant. 492 ft.

Formats: AM: country; FM: adult contemporary

Broker: Media Services Group Inc.

KFSB(AM) Joplin and KIXQ(FM) and
KXDG(FM) Webb City, Mo.

Price: \$3.25 million

Buyer: Big Mack Broadcasting Inc., Joplin (Jim von Grempp, president/30% owner); owns KJKT(FM) and KSYN(FM) Joplin

Seller: West Group Broadcasting Ltd., Fort Collins, Colo. (Richard M. Reider, principal). General partner West Coast Broadcasting Inc. also is general partner of company that owns KIZN(FM) Boise and KZMG(FM) New Plymouth, Idaho.

Facilities: KFSB: 1310 khz, 5 kw day, 1 kw night; KIXQ: 93.9 mhz, 48 kw, ant. 505 ft.; KXDG: 97.9 mhz, 6 kw, ant. 400 ft.

Format: KFSB: sports; KIXQ: C&W;

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KXDG: classic rock

KTMT-AM-FM Medford/Phoenix (and four translators) and KCMX-AM-FM Ashland, Ore. (and one translator)

Price: \$2 million

Buyer: Deschutes River Broadcasting Inc., Portland (co-owners John W. Dixon, president; Jon Von Schlegell, secretary/treasurer); owns KDWG(AM)-KCTR(FM) and KKBR(FM) Billings, KBOZ(AM)-KATH(FM) Boseman and KPKX-FM Livingston, Mont.; KBOY-FM Medford and KAKT(FM) Phoenix, Ore., and KFLD(AM)-KORD-FM Paso/Richland and KRRX(FM) Walla Walla, Wash.

Seller: KTMT: Sierra Cascade Communications Inc., Medford (Karen Johnson, assistant secretary); no other broadcast interests. KCMX: Rogue Valley Broadcasting Inc., Medford (Karen Johnson, president); no other broadcast interests

Facilities: KTMT(AM): 880 khz, 1 kw; KTMT-FM: 93.7 mhz, 31 kw, ant. 7,580 ft.; KCMX(AM): 580 khz, 1 kw; KCMX-FM: 101.9 mhz, 31.5 kw, ant. 1,457 ft.

Format: KTMT(AM): news/talk; KTMT-FM: adult CHR; KCMX(AM): news/talk; KCMX-FM: adult contemporary

WGIL(AM)-WAAG(FM) Galesburg, Ill.

Price: \$2 million

Buyer: John T. Pritchard, Galesburg (33.3% owner); owns KKMI(FM) and KDMG(FM) Burlington, Iowa, and has applied to build FM at Knoxville, Ill.

Seller: Norwest Bank Illinois, Minneapolis (trustee)

Facilities: AM: 1400 khz, 1 kw; FM: 94.9 mhz, 50 kw, ant. 350 ft.

Format: AM: MOR, talk, farm; FM: country

Broker: William Hansen & Associates

KTRW(AM)-KZZU-FM Spokane, Wash.

Price: \$1.75 million

Buyer: Evening Telegram Co., Superior, Wis. (Elizabeth Murphy Burns, president/50% owner); owns KXLY-TV-AM-FM Spokane, KPPT(TV) Tri-Cities and KAPP(TV) Yakima, Wash., and WISC-TV Madison, Wis.

Seller: Louis Dearias (receiver)

Facilities: AM: 970 khz, 5 kw day, 1 kw night; FM: 92.9 mhz, 81 kw, ant. 2,080 ft.

Format: AM: sports, talk; FM: CHR

KDSX(AM) Denison/Sherman and KWSM-FM Sherman, Tex.

Price: \$750,000 (\$200,000 for AM; \$550,000 for FM + 25% non-voting interest in buyer)

Buyer: Witko Broadcasting LLC, Dallas (Richard E. Witkovski, manager/75% owner; Charles C. Davis, 25% owner); has applied to build FM

at Winona, Tex. Davis is principal of sellers.

Sellers: AM: Octavian Communications Inc., Denton (Charles C. Davis, president; Davis Family Trust, 51% owner); FM: Davis Family Trust, Denton (Charles C. Davis, trustee); owns KTCY(FM) Denison

Facilities: AM: 950 khz, 500 w; FM: 104.1 mhz, 3 kw, ant. 328 ft.

Format: AM: not available; FM: classic hits

Broker: George Moore & Associates

KKOY-AM-FM Chanute, Kan.

Price: \$500,000 for stock

Buyer: Humphries Communications of Kansas Inc., Plano, Tex. (co-owners Steven E. Humphries, president, and Marie Humphries, VP)

Sellers: E.G. "Glen" Strange, W.R. Murfin, Dale McCoy, Chanute

Facilities: AM: 1460 khz, 1 kw day, 57 w night; FM: 105.5 mhz, 3 kw, ant. 170 ft.

Format: AM: news/talk; FM: oldies

KBCR(AM)-KSBT(FM) Steamboat Springs, Colo.

Price: \$400,000

Buyer: KBCR Inc., Lakewood, Colo. (John G. Gayer, president/43.75% owner)

Seller: John H. Gayer, Lakewood (receiver)

Facilities: AM: 1230 khz, 1 kw; FM: 96.9 mhz, 870 w, ant. 510 ft.

Format: Both adult contemporary

WLLS-AM-FM Hartford/Beaver Dam and WWHK-FM Greenville, Ky.

Price: \$375,000

Buyer: Starlight Broadcasting Co. Inc., Central City, Ky. (Victoria B. Anderson, president/64% owner); owns WNES-AM-WQXQ-FM Central City

Seller: Hayward F. Spinks, Hartford; no other broadcast interests

Facilities: AM: 1600 khz, 1 kw day; FM: 106.3 mhz, 3 kw, ant. 280 ft.; WWHK-FM: 105.5 mhz, 3 kw, ant. 300 ft.

Format: AM: country, rock; FM: rebroadcasts WWHK-FM; WWHK-FM: CHR

KIKC-AM-FM Forsyth, Mont.

Price: \$300,000

Buyer: Stephen A. Marks, Arnold, Md.; owns WBKB-TV Alpena, Mich.; KXGN-TV-AM and KDZN(FM) Glendive and KYUS-TV Miles City, Mont.

Seller: NEPSK Inc., Yarmouth, Me. (Peter P. Kozloski, president); owns WAGM-TV Presque Isle, Me.

Facilities: AM: 1250 khz, 5 kw day; FM: 101.3 mhz, 100 kw, ant. 1,010 ft.

Format: Both country

RADIO: FM

WKBG(FM) Martinez/Augusta, Ga., and WRXR-FM Aiken, S.C./Augusta

Price: \$5 million

Buyer: Wilks Broadcasting Acquisitions Inc. (Jeff Wilks, principal); owns WGUS(AM) N. Augusta/Augusta-WEKL(FM) Augusta

Seller: Multi-Market Radio Inc., Springfield, Mass. (Michael G. Ferrell, president/2.28% owner; Robert F.X. Sillerman, 15.18% nonvoting owner); owns WRKR-FM Augusta, Ga.; WHCN(FM), WMRQ(FM) and WPOP(AM) Hartford and WPLR(FM) New Haven, Conn.; WGNE-FM Titusville/Daytona Beach, Fla.; WHMP-AM-FM and WPKX-FM Northampton/Springfield, Mass.; WMJY(FM) Biloxi and WKNN-FM Pascagoula/Biloxi, Miss.; WGNA-AM-FM, WPYX(FM) and WTRY-AM Albany, N.Y.; WSNE(FM), WHJY(FM) and WHJJ(AM) Providence, R.I.; WYAK-FM Surfside Beach/Myrtle Beach, S.C., and WMBX(FM) Richmond, Va.; is buying WKSS(FM) Hartford, Conn.; WZRX(AM)-WSTZ-FM Jackson/Vicksburg, Miss., and WROQ(FM) Anderson/Greenville/Spartanburg, S.C.; is selling KOLL(FM) Maumelle/Little Rock, Ark., and WRSE(FM) Columbia, N.C.; has LMA with WVCO (FM) Myrtle Beach, S.C.; has joint sales agreement with WYBC-FM New Haven, WCHZ(FM) Augusta and WYSR (FM) Albany, N.Y. Sillerman is executive chairman/53.2% owner of SFX Broadcasting Inc.

Facilities: WKBG: 107.7 mhz, 50 kw, ant. 492 ft.; WRXR-FM: 96.3 mhz, 15 kw, ant. 889 ft.

Format: WKBG: country; WRXR-FM: classic rock

Broker: Media Services Group

KISF(FM) (formerly KCFM-FM) Lexington, Mo.

Price: \$2.42 million

Buyer: Syndicated Communications Venture Partners II LP, Silver Spring, Md. (Herbert P. Wilkins Sr., 53.4% owner of general partner Wilkens & Jones LP); owns KMJK(FM) Buckeye, Ariz.; is buying WDZR(FM) Mt. Clemens/Detroit, Mich.; has time brokerage agreement with KJUL(FM) North Las Vegas; has interest in company applying to build FM in Sacramento, Calif.

Seller: Meyer-Baldrige Radio Inc., Springfield, Mo. (Kenneth E. Meyer, president); owns KBOA(FM) Piggott, Ark., and KFAL(AM)-KKCA(FM) Fulton, KBOA(AM)-KTMO(FM) Kennett and KWTO-AM-FM and KTXR(FM) Springfield, Mo.;

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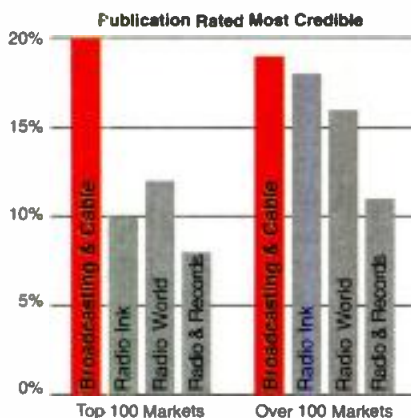
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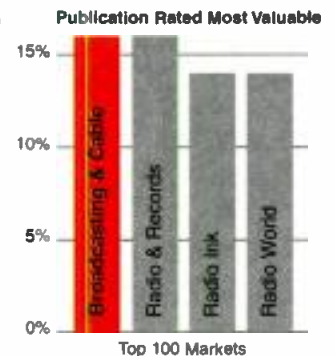
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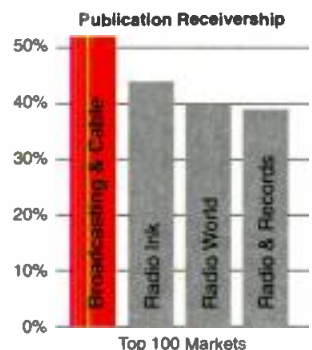


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Source: Broadcasting & Cable Readership Study, December, 1994. Conducted by AHF Marketing Research, Inc.

is selling KATP(FM) Amarillo, Tex.
Facilities: 107.3 mhz, 100 kw, ant. 1,184 ft.
Format: Top 40

KTLI-FM El Dorado, Kan.

Price: \$1,252,500
Buyer: Adonai Radio Group Inc., Sapulpa, Okla. (Michael P. Stephens, president/51% owner); owns KEOJ-FM Caney, Kan.; KXOJ-AM-FM Sapulpa and KEMX-FM Locust Grove, Okla.; CP for radio station at Claremore, Okla., and 51% of KMMY-FM Muskegon, Okla.
Seller: New Life Fellowship Inc., Oklahoma City (Jimmy Wayne Lee, trustee); owns KTCM(FM) Kingman, KIBN(FM) Wichita and KSRX(AM) El Dorado, all Kan.
Facilities: 99.1 mhz, 100 kw, ant. 492 ft.
Format: Contemporary Christian

WRZK(FM) Tallahassee, Fla.

Price: \$850,000
Buyer: Tally Radio LC, Tallahassee (managing members/33.3% owners: HVS Partners, Adam Levinson, Bruce B. Timm). HVS owns WBZE(FM), WHBX(FM) and WHBT(AM) Tallahassee; WLBW(FM) Fenwick Island, Del.; WQHQ(FM), WLWV(FM) and WTGM

(AM) Salisbury, Md.; WXQR(FM) and WQSL(FM) Jacksonville, and WWQQ(FM) Wilmington, N.C. Timm has interest in WANM(AM)-WGLF(FM) Tallahassee, WOZN(FM) Key West and WSLG(FM) Naples, Fla., and WDMG-AM-FM Douglas, Ga.
Seller: Southeast Broadcasters Inc., Tampa, Fla. (John Vogt Jr., principal); no other broadcast interests
Facilities: 106.1 mhz, 3 kw, ant. 328 ft.
Format: Rock, AOR

KLUB(FM) Bloomington/Victoria and KAFX-FM Diboll/Lufkin, Tex.

Price: \$805,000 (\$125,000 for KLUB; \$680,00 for KAFX)
Buyer: GulfStar Communications Inc., Austin, Tex. (R. Steven Hicks, owner); owns WJBO(AM)-WFMF(FM) and WYNK-AM-FM Baton Rouge, and KLVI(AM)-KYKR(FM) Beaumont, KYKS-FM Lufkin, KMMY-FM Orange/Beaumont, KNUE-FM Tyler, KKYR-AM-FM Texarkana and KXS-FM Victoria, all Tex.; is buying KTYL-FM Tyler, Tex. GulfStar is merging with Sonance Communications Inc., which owns KTAW(AM)-KTSR(FM) College Station, KLTX(FM) Harcker Heights, KBRQ(FM) Hillsboro, KIIZ-FM Killeen and KKAM(AM)-KFMX-FM and KRLB(FM) Lubbock, all Tex.; is buying KACY(AM)-KSMB(FM) Lafayette, La., and KCHX(FM) Midland, Tex.
Seller: KLUB: Tschirhart Broadcasting Inc., San Antonio (Larry Tschirhart, president); no other broadcast interests KAFX: Eagle of Texas Inc., Augusta, Ga.; no other broadcast interests

Facilities: KLUB: 106.9 mhz, 6 w, ant. 295 ft.; KAFX: 95.5 mhz, 100 kw, ant. 567 ft.

Format: KLUB: adult contemporary; KAFX: CHR

KJEZ-FM Poplar Bluff, Mo.

Price: \$780,000
Buyer: Zimmer Broadcasting (Jerry Zimmer, president); owns KZIM(AM)-KEZS(FM) Cape Girardeau, KCLR(AM) and KTGR(AM)-KCMQ(FM) Columbia, KWOC(AM)-KKLR(FM) Poplar Bluff, WKBO-FM Jerseyville, Ill./St. Louis and WKBO(AM)-WKKK(FM) St. Louis and KSIM(AM) Sikeston, all Mo., and WOOZ(AM) Marion/Carbondale, Ill.
Seller: ACI Management Inc., Nashville (Vince King, president); no other broadcast interests

Facilities: 95.5 mhz, 100 kw, ant. 860 ft.

Format: R 'n' R

Broker: Media Services Group Inc.

WBUK(FM) Fort Shawnee/Lima, Ohio
Price: \$635,000

Buyer: Lima Broadcasting Co., Lima (Les C. Rau, president/10% owner); owns WIMA(AM)-WIMT(FM) Lima
Seller: C.H.H. Corp., Lima (Charles H. Hutchinson, principal); no other broadcast interests
Facilities: 107.5 mhz, 3 kw, ant. 328 ft.
Format: Oldies

KORB(FM) Bettendorf, Iowa

Price: \$632,898
Buyer: Connoisseur Communications Partners LP, Westport, Conn. (Jeffrey D. Warshaw, 4.8% owner); owns WFRL(AM)-WXXQ(FM) Freeport and WROK(AM)-WZOK(FM) Rockford, Ill.; KJOC(AM) Davenport, WXLN(FM) Moline and KBOB(FM) Muscatine, all Iowa; WDFD(AM)-WDZZ(FM) Flint, Mich., and WBBW(AM), WBBG(FM), WRTK(AM) and WHOT-FM Youngstown, Ohio. Warshaw is selling his 21.7% of KPCC(AM) Pasadena, Calif.
Seller: Hope Communications Inc., New York (Hope Babette Tang-Goodwin, president); no other broadcast interests
Facilities: 93.5 mhz, 3.3 kw, ant. 300 ft.
Format: Alternative

WOCW(FM) Parris Island, S.C.

Price: \$468,000 (includes \$25,000 noncompete agreement)
Buyer: Simmons Broadcasting Co., Hilton Head Island, S.C. (David L. Simmons, VP/51% owner); see "Combo" item, above
Seller: O.C. Welch Broadcasting Inc., Beaufort, S.C. (O.C. Welch, president); no other broadcast interests
Facilities: 92.1 mhz, 3 kw, ant. 284 ft.
Format: Oldies

KTAA(FM) Kerman, Calif.

Price: \$336,500
Buyer: Hispanic Radio Enterprises Inc., San Antonio (Ruben Flores Jr., president/80% owner); no other broadcast interests
Seller: Barnard Broadcasting, Lake Elsinore, Calif. (Richard Barnard, general partner); no other broadcast interests
Facilities: 94.3 mhz, 3 kw, ant. 328 ft.
Format: Spanish

KYNZ(FM) Lone Grove/Ardmore, Okla.

Price: \$188,000
Buyer: Chuckie Broadcasting Co., Ardmore (Lawrence B. Taishoff, chairman/88% owner); owns KVSO(AM)-KKAJ-FM Ardmore
Seller: SSS Communications Inc., Oklahoma City (C. Paul Benton, president/80.2% owner); no other broadcast interests
Facilities: 106.7 mhz, 5.5 kw, ant. 335 ft.

Metropolitan Radio Group

Gary Acker, President

has acquired the assets of

KCTE-AM

Kansas City (Independence), MO

from

Tavastock, Inc.

Ragan Henry, President

Bob Cox

Vice President
(314) 458-4780

represented the seller



Satterfield & Perry, Inc.
 Media Brokers Appraisers Consultants

Philadelphia • Denver • Kansas City
 Tampa Bay • St. Louis

Format: Adult contemporary

KDSS(FM) Ely, Nev.

Price: \$180,000

Buyer: Coates Broadcasting Inc., Las Vegas (co-owners Samantha J. and Patrick D. Coates, president); no other broadcast interests

Seller: Stubbs Broadcasting Co. Inc., Ely (Donald S. Stubbs, president)

Facilities: 92.7 mhz, 3 kw, ant. 941 ft.

Format: C & W

WEGE(FM) Crossville, Tenn.

Price: \$165,000

Buyer: CFMRL Inc., Crossville (Archie Kendrick, president/owner); no other broadcast interests

Seller: James P. and Rita Young, Crossville

Facilities: 102.5 mhz, 6 kw, ant. 984 ft.

Format: Country

KUVA-FM Uvalde, Tex.

Price: \$55,000

Buyer: Border Broadcasters Inc., Laredo, Tex. (W. Jay Harpole, president/owner). Harpole owns KEPS-AM-KINL-FM Eagle Pass, 98.2% of KUOL-AM San Marcos and 62% of KVQU-AM-KYUF-FM Uvalde, all Tex.

Seller: Paradise Broadcasting Co. Inc., Dallas (Scott Rose, president/owner); no other broadcast interests

Facilities: 102.3 mhz, 3 kw, ant. 280 ft.

Format: Spanish

WAFD(FM) Webster Springs, W.Va.

Price: \$49,500

Buyer: J&K Broadcasting Inc., Webster Springs (James A. Hardman, president/53.3% owner)

Seller: Cat Radio Inc., Buckhannon, W.Va. (Norris D. Phillips, principal); owns WBUC-AM-FM Buckhannon and WVUC-FM Barrackville, W.Va.

Facilities: 100.3 mhz, 1.9 kw, ant. 584 ft.

Format: Not on air

Construction permit for WLMQ(FM) Monterey, Tenn.

Price: \$32,488

Buyer: WKXN Inc., Livingston, Tenn. (Millard V. Oakley, president/owner). Oakley owns 80% of WLIV(AM)-WCSD(FM) Livingston and has time brokerage agreement with WBXE(FM) Baxter, Tenn.

Seller: Robert W. Gallaher, Quebeck, Tenn.; no other broadcast interests

Facilities: 104.7 mhz, 3.4 kw, ant. 430 ft.

50% of WHLC(FM) Highlands, N.C.

Price: \$1,000 for stock

Buyer: Charles B. Cooper, Winter Park, Fla. (before sale 24.5% owner, after sale 75.5% owner; son of seller)

Seller: J.W. Cooper, Altamont Springs, Fla. (before sale 51% owner, after sale 0% owner)

Facilities: 104.5 mhz

CP for WLLW(FM) [formerly WECO(FM)] Clyde, N.Y.

Price: \$10

Buyer: Auburn Broadcasting Inc., Geneva, N.Y. (George W. Kimble, president). Kimble owns WCGR(AM)-WMHX(FM) Canandaigua, N.Y.; 75% of WNYR-FM Waterloo and WRCD(FM) Honeoye Falls, N.Y.; 50% of WNYS (AM) Canton, N.Y., and WNHA(AM) Concord, N.H., and 49% of WNYS-TV and WOLF(AM) Syracuse, N.Y.

Seller: KIC Radio Ltd., Farmington, N.Y. (Katharine Ingersoll, general partner). Ingersoll, Kimble's sister, is VP/25% owner of Auburn Broadcasting.

Facilities: 93.7 mhz, 2.3 kw, ant. 364 ft.

RADIO: AM

WPRA(AM) Mayaguez, P.R.

Price: \$675,000 for stock

Buyer: Empresas Bechara Inc, Mayaguez (co-owners of seller Jose A. Bechara Jr., president/25.4% owner; Dennis Bechara, VP/25.4% owner)

Seller: Co-owners/brothers Dennis Bechara and Jose A. Bachara Jr., Mayaguez; each owns 11.1% of WKJB-AM-FM Mayaguez

Facilities: 990 khz, 1 kw

Format: Top 40, Spanish

KASL(AM) Newcastle, Wyo.

Price: \$130,000

Buyer: Carol and Keith Rasmussen, Newcastle

Seller: Ann A. Fossoy Holloway and Stephen E. Holloway, Newcastle

Facilities: 1240 khz, 1 kw

Format: C & W

—Compiled by Elizabeth Rathbun

Amplification

The broker for the \$1.5 million sale of WMAZ(AM)-WAYS(FM) Macon, Ga., from Gannett Co. Inc. to Ocmulgee Broadcasting Co. ("Changing Hands," March 25) was Media Services Group Inc.

CLOSED!

KFTY-TV, Santa Rosa, California from KFTY Broadcasting, Inc., to Ackerley Communications Group, Inc., for \$7,800,000.

Elliot B. Evers represented the seller.

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

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Clear Channel invests \$135 million in radio in New Zealand, Australia

Other U.S. radio companies, including Paxson and Emmis, also doing business overseas

Radio

By Donna Petrozzello

As radio enjoys rapid consolidation and steady local revenue growth, U.S. broadcasters are sinking money into burgeoning international markets and seeking financial backing abroad.

Clear Channel Communications, Paxson Communications and Emmis Broadcasting are a few of the U.S.-based broadcasters with an appetite for overseas opportunities.

Clear Channel has invested significantly in radio in Australia and New Zealand in recent months. Earlier this month, Clear Channel announced an agreement to acquire the stock of New Zealand's largest radio network, Radio New Zealand, for \$60 million with partners Australian Provincial Newspapers Holdings Ltd. and New Zealand publisher Wilson and Horton Ltd.

Radio New Zealand comprises 41

radio stations that claimed some \$50 million in advertising revenue last year, or roughly half of all radio revenue earned by New Zealand broadcasters nationally, say Clear Channel officials.

Last spring, Clear Channel invested \$75 million to jointly own all commercial FM licenses in Sydney and Melbourne, Australia, with Australian Provincial Newspapers as its partner.

Clear Channel President and Chief Executive Officer Lowry Mays cites deregulation, trade liberalization, extensive privatization of state-owned businesses and labor-market reform as attractive reasons for delving into New Zealand.

Two years ago, Emmis Broadcasting joined investors in Talk Radio UK, a London-based talk radio program modeled on U.S. talk show networks. Although Emmis sold its share of the network last year after failing to grow its initial \$3 million investment, the group is preparing to announce invest-

ments in Eastern European radio markets later this year.

While acknowledging that "the [investment] risk is great" in Eastern European radio, Emmis International's managing director, Martin Greenberg, says "the upside is greater."

"The Eastern European countries joining the European Community are in the process of privatizing their broadcasting and media industries, and this offers tremendous upside for our company," Greenberg says. "We see things very positively."

Capitalizing on the strength of radio at home, Paxson Communications of Clearwater, Fla., offered 2.7 million shares of its stock to international investors in its initial public offering of a total 13.5 million shares last month.

Paxson Chief Financial Officer Seth Grossman says the stock sold at \$16 per share, reaping \$43.2 million for the company from international sources, primarily based in Western Europe.

Media consultant Vince Ditingo of Ditingo Media Enterprises in New York says that Eastern European radio markets have "exploded" in recent years following the downfall of communism in the late 1980s and a push by independent countries to privatize their broadcast properties.

Grossman contends that "if a company has broad enough appeal and wants to tap into international markets for investors, it is worth your while. There is significant interest in radio from international companies." ■

Callahan to head CapCities/ABC Radio

After nearly six years as president of ABC Radio Networks, Robert Callahan has been tapped to succeed CapCities/ABC Radio President James Arcara, who last week announced plans to retire within the coming month.

The promotion gives Callahan oversight not only of ABC Radio Networks' vast programming web of 7,600 affiliates but also of CapCities/ABC's 21 owned-and-operated major-market radio stations. Arcara, a 35-year ABC veteran, served as president of the CapCities/ABC Radio division for 15 years.

In a statement, Callahan said that the Disney/CapCities/ABC group "intends to grow our radio franchises significantly" and "pursue all sensible means to grow this business." Callahan pointed out particular interest in expanding the networks' "creative product" and characterized CapCities, ABC and Disney as having a "commitment to the entertainment and information business."

Under Callahan's direction since July 1990, ABC



Callahan will be in charge of ABC Radio Networks and ABC's owned stations.

launched the ESPN Radio Networks in a joint partnership with ESPN and also released *The Tom Joyner Morning Show* into national syndication. Callahan crafted the merger of the CapCities/ABC-Satellite Music Network with ABC Radio Networks and oversaw the relocation of ABC Radio Networks from New York to a new broadcast facility in Dallas less than two years ago.

Callahan is expected to name his successor as president of ABC Radio Networks within a few weeks. The most likely candidates appear to be John McConnell, vice president of ABC News for radio, or one of ABC Radio Networks' two executive vice presidents—

David Kantor and Bart Catalane. McConnell, Kantor and Catalane each reported to Callahan.

Arcara plans to develop a communications business with his son David, who owns WZQ(FM) serving Albany, N.Y. Arcara is expected to remain a consultant to ABC Radio during the next year.

—DP

Working out problems in radio ratings

Arbitron and SRI attempt to answer complaints over methodology, timeliness

By Donna Petrozzello

Radio's leading research services, Arbitron and Statistical Research Inc., have received their share of criticism from network officials and local broadcasters in recent months.

Arbitron

Last fall, a diary delivery mishap in the Fresno, Calif., market caused Arbitron to delete results from the first four weeks of its early fall 1995 surveys because diaries had not reached the intended households.

At a December meeting with industry consultants, Arbitron's proposal to eliminate hour-by-hour ratings and include reach and frequency data in its quarterly survey books beginning with winter 1996 met with mixed reviews. Those in favor said that reach and frequency charts will illustrate the effectiveness of radio ad campaigns; those opposed said the data will turn away less experienced radio advertisers.

Earlier this year, Los Angeles-area broadcasters claimed that Arbitron's exclusive use of bilingual interviewers to canvas the market inflated the response rate of Spanish-language radio listeners and contributed to the collective downturn in ratings for English-language stations in the fall 1995 book.

To their credit, Arbitron officials have addressed each concern their clients have raised and taken measures to improve its services where needed.

Following diary delivery problems, Arbitron gave the affected subscriber stations rebates on surcharge fees. Arbitron also appointed a director to oversee data collection and diary delivery operations and hired the consulting firm Ernst & Young to review the company's accountability and quality control processes.

Arbitron President Steve Morris and radio division president Pierre Bouvard met several times with Los Angeles broadcasters and agreed to study the language preferences of Hispanics in the market and their use of media.

In response to consultants' past requests, Arbitron's upcoming winter survey books will debut four-book averages, add more demographic groups to the report's "trends" section and a new feature: time-spent-listening data.



Arbitron Radio President Pierre Bouvard has met with L.A. broadcasters over Hispanic reporting.

The company cites its success in raising response rates and the size of its sampling universe (for the spring 1993 survey, its sample was 221,705; for the spring '96 book, the number has risen to 324,790). And according to company spokesman Thom Mocarsky, the proportionality index for men 18-24 hit 90% in the latest survey and was close to 100% for blacks and Hispanics. (An index of 100% means that the response rate for that group was equal to its percentage of the market's total population.)

Over three years, Arbitron has boosted the size of its sample targets by 70% in 68 of the 100-plus markets it surveys each quarter. And Arbitron boasts a 43% response rate—up by one-fifth—in the number of listeners sampled who return completed diaries.

"The industry told us its top three priorities were bigger samples, higher response rates and better young-male representation," Bouvard said. "We're pleased we can deliver them all."

Statistical Research Inc.

Although network radio officials say that, overall, they are pleased with SRI's research methodology, some raise concerns about the frequency of the company's RADAR reports and their relatively small sample size, as

compared with those of Arbitron.

SRI issues RADAR results to networks during the first weeks of March and September, based on samples of about 12,000 radio listeners nationwide. Each report is compiled from a 48-week interview cycle of listeners, a survey of network affiliates and data provided by networks for their commercial clearance schedules.

The most recent RADAR 52 report, distributed last month, included data from phone interviews and affiliate checks that ended last October and data on commercial schedules that ended in November. Some network officials have criticized SRI for distributing reports based on months-old data.

"I would like to see more timely service," says David Kantor, ABC Radio Networks executive vice president. "My biggest complaint is that we see the report several months after the actual data is accumulated."

Other network officials and various media buyers complain that audience share for network programming added to stations late in the survey period will be artificially low because of the three-month lag time between the close of interviews and RADAR's release. For a few extra dollars, however, SRI will run a "special tab" survey at a network's request to update its report and account for new affiliates, says SRI President Gale Metzger.

To stem these criticisms, several radio officials and media buyers have suggested that SRI could issue more frequent RADAR reports. But for networks such as CBS Radio, whose affiliates remain largely intact throughout the year, a biannual RADAR report is suitable, says Paul Bronstein, CBS Radio Networks' vice president of research.

Other radio insiders have complained that RADAR's random audience-sampling technique does not deliver an equivalent number of respondents in various age groups surveyed to survey.

American Urban Radio Networks' President Jerry Lopes argues that "there's never a sense that the urban audience is reflected as well as it could be" in RADAR reports. "Sample size is always a concern. When you're dealing with an urban audience, you've got to make some extra effort."

StandardNews sold to Salem Radio

By Donna Petrozzello

Slightly more than a year after purchasing StandardNews, Major Networks of Chicago has sold the radio broadcast news service to programming syndicator Salem Radio Networks of Dallas.

Major Networks' president, Chris Devine, says that Major "could not take StandardNews much further" and wanted to divest the news service, which claimed a slim affiliate list compared with those of larger syndicated news competitors.

Acquiring StandardNews extends Salem's control over marketing the service to affiliates. In an agreement drafted three years ago with StandardNews's previous owner, Broadcast Equities Inc., Salem took over signing Christian-formatted affiliates to StandardNews, and BEI handled signing secular, or general market, affiliates, says Salem

operations manager Leigh Dowe.

Salem continued marketing StandardNews to Christian affiliates after Major Networks purchased the service in February 1995, and Major took over general market affiliate duties. Of StandardNews's 200 affiliates, about half are Christian stations, Dowe says.

Now with StandardNews completely in its hands, Dowe says that Salem wants to expand the twice-hourly broadcast news service's sports coverage and add business news segments. Cinching more general market affiliates for the service is also a top priority.

"We want to beef up the affiliate list, go after general market affiliates and add more general market talk programming," says Dowe. "We want to be competitors. We didn't get into this just as a hobby."

SRN President Greg Anderson called the addition of StandardNews

"another important progression in our plan to develop SRN as a major player in the radio network arena."

Salem is recognized for the Christian music and long-form talk programming, including shows hosted by Oliver North and Armstrong Williams, it syndicates to about 700 stations.

Devine says that Major will focus on developing more sports talk programming for radio. Syndicating sports talk builds on an in-house relationship between Major Networks and its sister company, Major Sports Marketing, which owns marketing rights to various national sporting events, Devine says.

Major Networks also hopes to develop shows with "marquee name" hosts through which it can develop regional promotions and retail advertising synergies. Major now syndicates sports talk shows hosted by John Madden, Bob Costas and Pat O'Brien. ■

R I D I N G G A I N

Bloch fined \$3.9 million

Federal District Court Judge Allen Schwartz ordered fallen financial talk radio advice guru Sonny Bloch to repay \$3.9 million last week, the amount Bloch allegedly hustled from listeners over several years to purchase WBDN(AM) Brandon and WGGG(AM) Gainesville, both Florida, and WCNX(AM) Middletown, Conn.

Charged with 35 counts of fraud for allegedly steering listeners into fraudulent investments and delivering information he knew to be false over his popular syndicated radio show, Bloch was arrested last year after an investigation into his finances by the federal Securities and Exchange Commission.

PRI heard round 'The World'

Public Radio International made available its long-awaited weekday global news program *The World* earlier this month to PRI affiliates across the U.S. and throughout Europe after two years in development.

In January, PRI released *The World* to a test sample of six affi-

ates in the U.S. before debuting the one-hour show globally. *The World* features a cast of 30 producers and editors and 60 English-speaking, freelance reporters delivering news on-site from their native countries. PRI estimated start-up and initial broadcast costs for the show at \$8 million. *The World* co-producers are WGBH(FM) Boston and the BBC World Service.

Infinity tackles football

Infinity Broadcasting, owner of WFAN(AM) New York, and Buckley Broadcasting, owner of WOR(AM) New York, have clinched a deal that turns over marketing of New York Giants football games to Infinity, while WOR will continue to broadcast live coverage of the games. WOR General Manager Bob Bruno said the deal "relieves us of a financial responsibility that has been difficult." WOR reportedly lost \$1 million annually on its \$3 million investment in rights fees and marketing of the Giants. The arrangement is expected to run through the next two seasons, fulfilling a five-year contract that WOR signed with the

Giants in 1992, Bruno said.

7-Eleven plays to kids

Southland Corp., parent of 7-Eleven stores, has announced a partnership with Children's Broadcasting Corp. that gives 7-Eleven advertising outlets on CBC's "Radio Aahs" children's radio format and the Radio Aahs World Wide Web site. The partnership also gives 7-Eleven a presence on Radio Aahs interactive phone system and at live Radio Aahs remotes.

Jordan: Radio a 'core business' for CBS

Westinghouse Chairman/CEO Michael Jordan told investors last week that radio is a "core business, not a side show" for CBS Inc.

Jordan, speaking in New York to a media conference sponsored by Schroder Wertheim and *Variety*, estimated 7% growth for the combined Westinghouse/CBS Radio group this year. He also discussed strategies to integrate the radio and television assets of the group that could involve sharing resources for news coverage and crosspromotional campaigns for radio and TV programming.—DP

Big-ticket C-deal

Columbia TriStar Television Distribution is setting precedent by going directly to Turner with a major-motion-picture movie package

By Cynthia Littleton

Columbia TriStar Television Distribution took its latest movie package straight to basic cable last week, sealing a multiyear deal with TBS and TNT for such recent theatrical hits as "Sleepless in Seattle" and "Philadelphia."

The deal amounts to a preemptive strike on the broadcast syndication window for the package by the movie-hungry Turner networks. It also marks the first time CTTD has sold a new-movie package exclusively to basic cable.

Although financial terms of the deal were not disclosed, TBS and TNT reportedly will pay \$40 million–\$50 million for the package of 25 features over the life of the agreement, which takes effect Jan. 1. Other titles in the package include "A River Runs Through It," "Wolf," "The Quick and the Dead," "A League of Their Own," "The Remains of the Day," "The Age of Innocence," "Mary Shelley's Frankenstein" and "It Could Happen to You."

"These Columbia TriStar titles are contemporary classics that will reinforce TNT's new position as the first 'new classic movie network,'" said Bradley Siegel, president of TNT and Turner Classic Movies.

With vintage Hollywood fare now playing on TCM, TNT is mounting an aggressive push to distinguish itself as



'Sleepless in Seattle' (l) and 'Philadelphia' are two of the high-profile theatricals going directly to cable.

the basic cable haven for fans of such contemporary stars as Tom Hanks and Tom Cruise.

Broadcasters had mixed opinions about the precedent-setting deal between CTTD and the Turner networks, but most industry observers agree that the growth of first-run pro-

gramming and the advent of Fox, UPN and the WB Network have severely cut into the demand for movie packages in the broadcast arena. After shopping the package around to major station groups, CTTD officials determined that the Turner offer exceeded what the package would command in syndication. ■

Comedy Channel takes aim at competition

Taking its cue from the mud-slinging world of politics, Comedy Central today plans to roll out a negative ad campaign aimed at some competing cable networks. One of the tongue-in-cheek spots accuses The Weather Channel of being a "waffler" because its weather predictions change from day to day. Another spot says that bad reviews for USA Network programming drag down the name of the country. A USA spokesman responds "This is clearly a case of subscriber- and ratings-envy, and maybe they should pick on somebody their own size" (USA has more than 65 million subscribers and averages 1.5 million households in prime time; Comedy Central reaches about 36 million subscribers and averages about 93,000 households in prime time).

—RB

FCC issues rules to reform cable

Operators can ask for rate regulation exemption if there is competition in comparable video program delivery

By Chris McConnell

Some cable operators soon may be able to ask the FCC to deregulate their rates.

The FCC last week issued interim rules that exempt cable operators from rate regulation if a local exchange carrier (LEC) or its affiliate offers comparable video programming to subscribers in the operator's franchise area by any means other than DBS. The FCC issued the interim rules as part of its implementation of cable reform provi-

sions of the 1996 Telecommunications Act.

Cable lawyers expect the rules to prompt deregulation requests from systems in areas where telco-affiliated wireless cable systems are planning to compete for subscribers. Pacific Tele-sis last year invested in Cross Country Wireless, while Bell Atlantic and Nynex invested in CAI Wireless.

"They're going to come in all over," cable lawyer Frank Lloyd says of the telco-affiliated wireless cable competitors. "I would expect that people will proceed [with deregulation requests]," adds cable lawyer Wesley Heppler.

NCTA President Decker Anstrom also welcomed the FCC action as good news for operators "[that] face direct and formidable competition from telco-backed cable and wireless systems. Cable operators will now be able to respond to competition more effectively, without being burdened by unnecessary rules and regulations," Anstrom said in a statement.

But others voiced concerns about the commission's decision to invite comments on the effective competition exemption before establishing final rules. The FCC asked whether it should require the telco competitors to pass a certain percentage of a franchise area's subscribers before being deemed to "offer" a competing service. The interim rules set no such requirement.

Lloyd worries that setting such a threshold could create a situation in which an operator's rate might be deregulated under the interim rules and then regulated if the commission were to change its policies in final rules.

But at least two commissioners oppose setting any pass or penetration standard for the purpose of defining effective competition. "If Congress had intended a higher standard, I believe that it would have specified a pass or penetration rate," Commissioner Rachelle Chong said in a separate

statement. Commissioner James Quello agreed.

"Did Congress omit a number intentionally so that the commission would find effective competition whenever an LEC offers service in the franchise area, regardless of the extent of such offering? I believe so," Quello said.

The commission's interim rules define "comparable programming" as at least 12 channels, at least some of which are TV broadcasting signals. The interim rules also state that any "superstation" signals will not count as broadcast signals for the purpose of defining comparable programming. The FCC's rulemaking proposal asks for comments on the definition.

The effective competition issue is one of several covered in an FCC action that addresses small cable operator rules, rate complaint procedures, program access rules and buyout prohibitions.

The new rules exempt small cable operator-owned systems from rate regulation in any area where the operator serves 50,000 or fewer subscribers. The act defines small operators as those serving less than 1% of all U.S. subscribers and not affiliated with any entity with gross annual revenue of more than \$250 million. The FCC set an interim rule deeming "small" operators those serving fewer than 617,000 subscribers.

The interim rules also allow local franchising authorities receiving more than one subscriber rate complaint to file a complaint with the commission. The new law allows only the franchising authorities, rather than subscribers, to file rate complaints with the commission. The commission's rulemaking proposal asks whether the FCC should set a deadline by which any franchise authority rate complaints must be filed.

The commission's new rules also broaden the program access regulations to include common carriers providing video programming directly to subscribers. The cable reform rules implement the Telecommunication Act's prohibitions—with exceptions—on buyouts and joint ventures by telcos and cable operators servicing the same market. ■

Lifetime ups sports, Web profiles

Lifetime Television plans to boost its programming presence in sports and on the Internet. To that end, Lifetime President Doug McCormick has named the network's vice president of public affairs, Brian Donlon, to the newly created position of vice president of sports, new media and public affairs. Donlon, who joined the network in 1993, will oversee program development in women's sports and the World Wide Web. He has been responsible for the network's sports ventures with America 3, the women's team that sailed for the America's Cup; the Colorado Silver Bullets; the Women's Olympic Basketball Team, and Indy Car driver Lyn St. James. On the new-media front, he helped to develop and launch Lifetime Online on the World Wide Web. Donlon will continue to work in media relations and as co-producer of *Perspectives on Lifetime*. —JM

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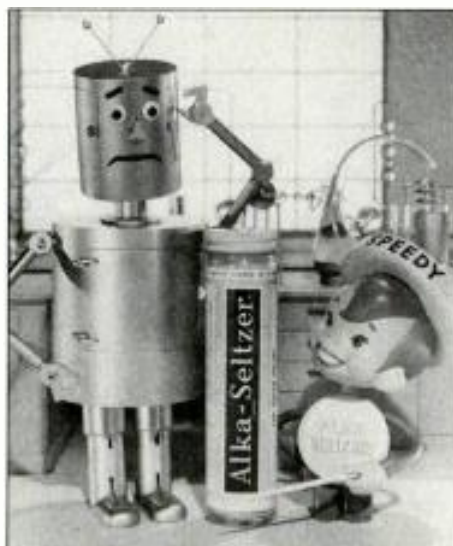
April 29 launch of retro channel will include host of pilots for classic TV series

By Rich Brown

Nick at Nite's TV Land has found a novel way to cut down on national advertising clutter. It is eliminating the ads from the lineup.

Nick at Nite's soon-to-be-launched spin-off network will be free of national ads until October 1997 or until the service reaches the 20 million-subscriber mark, whichever comes first. TV Land President Rich Cronin says the unusual approach is expected to help strengthen the impact of local spots on TV Land that will be sold by cable system operators carrying the channel.

Cable system operators each hour will be given three minutes of local avails plus three 5-second billboards. The only other advertising on the channel at launch will be non-paid vintage commercials ranging from Bosco the Bear to Speedy Alka-Seltzer. Unlike many start-up cable networks, TV Land will not include any bothersome



The only ads other than local that will run on TV Land at launch are non-paid vintage spots like the one above.

infomercials on its schedule. As announced earlier, Viacom also is looking to entice cable system operators to carry its newest network by waiving affiliate fees until Jan. 1, 2001.

Nick at Nite's TV Land debuts April 29 with an all-night sneak preview on Nick at Nite. Included in the 8 p.m.-5:30 a.m. preview will be pilot episodes of *Happy Days*, *The Addams Family*, *That Girl*, *Hogan's Heroes*, *Hill Street Blues*, *The Twilight Zone*, *St. Elsewhere*, *Petticoat Junction*, *Green Acres*, *Gunsmoke* and *Mannix*. Other opening-night curiosities will include *The Ed Sullivan Show* (featuring the Beatles); *Sonny & Cher* (featuring Ronald Reagan and the Jackson 5), and *Honey West* (featuring guest star Maureen McCormick).

In addition to regularly scheduled classic shows, TV Land's 24-hour lineup will include programming stunts under the banners "Wonders of TV Land" and "The TV Land Museum Showcase." Launch-night examples of "Wonders" include such curiosities as the much-maligned sitcom *My Mother the Car*. Many of the programs featured in the blocks will be shown for the first time since their original airings. ■

Utility looks to be cable player

FCC approves first utility company application under the 1996 Telecommunications Act; Texas power company is building 'energy and information' system in Austin

By Jim McConville

The same telecommunications-reform legislation that is letting cable and telcos into each other's backyards will also let electric utility companies into the telecommunications business.

The FCC has approved its first utility company application under the 1996 Telecommunications Act that will allow Texas-based Central and South West Corp. (CSW) to provide a variety of energy and telecommunications services in Austin.

The approval paves the way for CSW to build an energy and information system that will serve its estimated 298,000 Austin customers. Under the plan, sub-

sidary CSW Communications will design and build a network utility company to provide a "communications and energy management" program.

The broadband hybrid fiber-optic/coaxial cable network, to be built over five years, will cost some \$300 million, the price to be evenly split between energy management and information systems, says Gerard R.

Hunter, manager of external communications for CSW.

The energy project will be constructed in

conjunction with Austin's Electric Utility Department, a municipal system that provides the city's electricity. CSW also will have to negotiate a separate contract with Austin's electric

utility department to run the energy management part of the system.

The information half of the network will provide cable TV, telephone, electronic banking, Internet access and other online information services. Hunter says CSW will negotiate franchise agreements with other companies to provide telephony, video, data and other information services.

"That part will depend upon other service providers," Hunter says. "It would be a leasing or licensing agreement, and in some cases there may actually be an equity investment as well."

Construction of the basic fiber-optic network, or "backbone," of the system, will take a year and a half, says Hunter, with the entire system to be finished five years from the start date.

The system will be turned on as completed, he says.



The next step is for Austin's City Council to vote on CSW's license approval, then negotiate with the city on a franchise agreement. The council is scheduled to vote on CSW's application by the end of May.

CSW already has built a prototype system based on a hybrid fiber-optic cable network in Laredo, Tex. "We've built that system out to more than 5,000 homes and we now have 1,000 customers hooked to it," Hunter says.

Southwestern Bell, the region's telephone operator, has voiced opposition to CSW's plan, Hunter says, adding that Austin Cablevision, the area's Time Warner-owned cable system, so far has not. ■

Sports nets make move to basic

Operators are increasingly willing to use regional sports services to drive expanded basic

By Rich Brown

Regional sports networks that have not yet abandoned the pay-TV model are reporting progress in their attempts to reposition themselves from pay-TV to expanded basic services.

More and more cable system operators are becoming receptive to the idea of using regional sports services to drive their expanded basic tiers.

Michigan's PASS Sports has just struck a deal with C-TEC Cable that places the regional network on expanded basic tiers with 22,700 metro Detroit households and 174,000 homes outside the city. Since the repositioning process began late last year, PASS General Manager Jeffrey Genthner says the network has managed to convert 25% of the inner market (1,100,000 homes) and 80% of the outer market to expanded basic.

"The economics are just so obvious to go to more broadly viewed tiers," says Genthner. "As a premium channel, you can't capitalize on the advertising dollars that are available."

A major part of Genthner's sales pitch to local cable system operators is that the repositioning gives them something they've never had before—two minutes of advertising per hour. He says that as much as 75% of the PASS households have tuned in to watch Red Wings games, attesting to the potential for strong advertising revenue.

Genthner says he also encourages cable system operators to offer PASS on expanded basic as a way to combat would-be competitors in the market. Ameritech, for example, is actively looking to overbuild in the market, he says.

What is lost for the operator in the repositioning process is a cut of the subscription fees, which range from roughly \$12 to \$17 per household per month and are traditionally split down the middle between PASS and the operators. Genthner says that charging subscription fees is becoming more difficult, given the rise in monthly cable rates over the years. Basic service was \$8.95 per month when PASS debuted in 1984; today it is closer to



PASS General Manager Jeffrey Genthner

\$23, with premium movie services going for \$12.95.

Genthner joined PASS two years ago from Rainbow Programming, the

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regional sports giant that is also very active in the repositioning process.

Three of Rainbow's seven regional all-sports services—SportsChannel New York, SportsChannel New England and SportsChannel Pacific—are among the few regional sports networks in the country that continue to operate as hybrid premium/expanded basic services (another Rainbow service, the Philadelphia-based movie/sports channel Prism, continues to operate as a premium service with a suggested retail price of \$14 per month).

Rainbow's SportsChannel New York in the past year has converted more than 1 million households to expanded basic service, according to Michael Bair, executive vice president of sports at Rainbow. He says SportsChannel Pacific converted 500,000 homes to expanded basic last year, and efforts are under way to similarly convert SportsChannel New England.

Rainbow hopes by the end of 1997 to convert all of its regional sports networks to highly penetrated expanded basic tiers, Bair says. Like PASS, Rainbow is offering cable system operators two minutes of advertising per



At least one hockey team is concerned about the effects on gate receipts of the switch from premium to basic.

hour. Rainbow also gives them incentive to switch out of premium status by offering a short-term break on the \$1 per subscriber licensing fee. Cable system operators are given short-term

reductions on the fee or are given marketing credits that allow them to pay the subscriber fees at a later date.

Bair says repositioning is important to regional sports networks because it makes them less vulnerable to variations in team performance and allows them to seize upon advertising that is there for the taking.

"The real upside of sports is advertising, which you really can't take advantage of with a premium model," says Bair.

Among other regional sports networks in the repositioning process, Maryland-based Home Team Sports reports it is far along in the conversion. Comcast and Tele-Communications Inc. are among area cable system operators that have agreed to convert in the past year.

One regional sports service that is not aggressively pursuing a switch from premium to expanded basic is New England Sports Network. Although some systems have switched the network to expanded basic, NESN owners the Red Sox and the Bruins are said to be concerned about the impact a widespread repositioning would have on their gate. ■

Viacom, Kirch make pay-TV deal

German media company will put MTV, VH1 and Nickelodeon in its planned digital packages

By Deborah Johnson

Viacom has formed a strategic alliance with Germany's Kirch Group that will extend Viacom's presence in Europe and could heavily impact the content of Kirch's planned digital pay-TV services.

The agreement includes an output deal for all German-language TV rights to Paramount TV and film product for

five years, backdated to Jan. 1, with an optional five-year extension. Kirch also gains continental European rights to some Paramount product. The deal is thought to be worth \$1.3 billion, making it the single largest output deal ever made in Germany.

Kirch has agreed to include all of Viacom's existing (MTV, VH1, Nickelodeon) and future cable channels in its upcoming digital packages. Kirch is

rumored to be a likely buyer for the 45% stake in Nickelodeon Germany and 50% stake in VH1 Germany that Viacom recently sold to U.S. investment bank Bear Stearns.

Viacom also gets an option to buy a 12% stake in Spanish broadcaster Tele 5, although Kirch has said it will maintain its own 25% stake, suggesting that other shareholders have agreed to cash out. Kirch has interests in German channel SAT 1 and pay service Premiere; Italian pay-TV operator Telepiu; Mediaset, part of Silvio Berlusconi's media empire in Italy, and is a major shareholder in German publisher Springer.

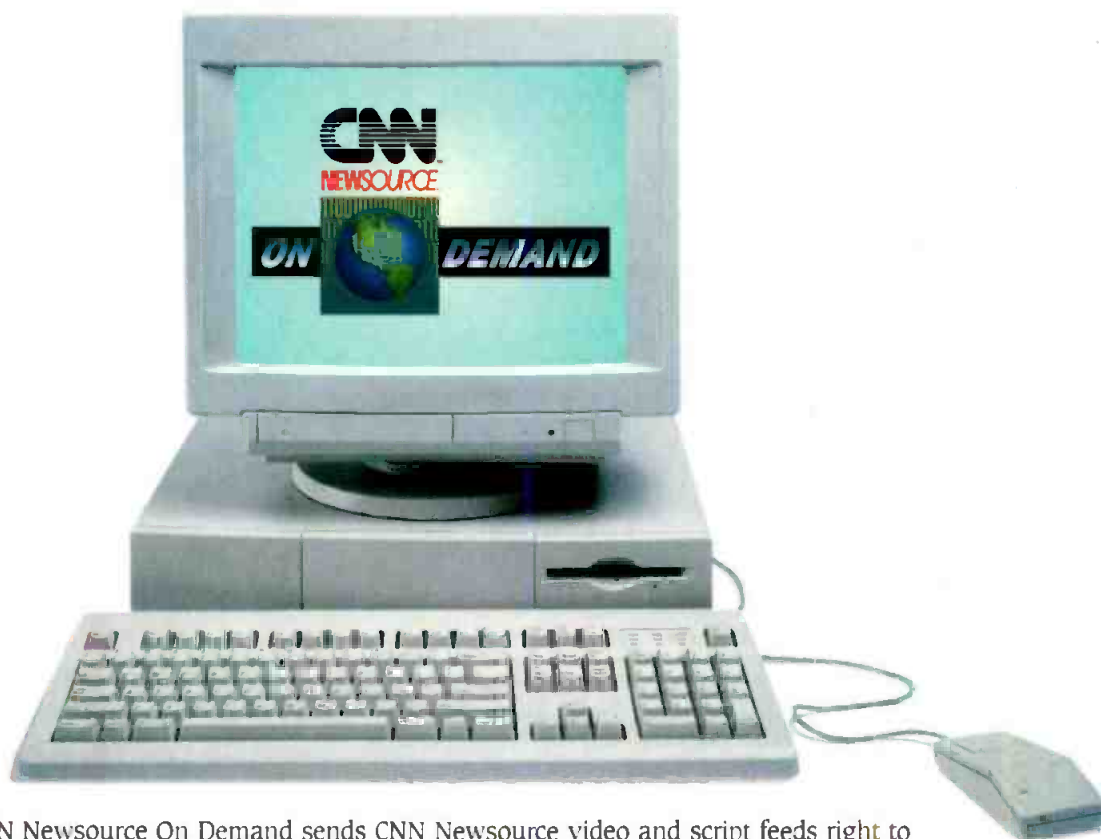
"What is happening with these new digital platforms [in Europe] is like throwing rocks in a pond," says Kerry McCluggage, chairman of the Paramount Television Group. "It's sending waves of ripples through the relationships between major European media entities and major American studios.... It's leading to a realignment of relationships that will have quite an impact on the European TV market." ■

Faith & Values adds two series

Emmy Award-winning actors Mariette Hartley and Michael Moriarty will host two new weekly documentary series on the Faith & Values Channel beginning this spring. Hartley's show, *Heroes of the Heart*, will profile terminally ill patients and others coping with obstacles. Moriarty's show, *Crisis Points*, will address major social and spiritual dilemmas such as homelessness and war crimes. *Heroes of the Heart* will air Sunday, 8-9 p.m. ET, with repeats Wednesday at 10 p.m.; *Crisis Points* will air Thursday, 10-11 p.m., with repeats Sunday at 1 a.m. F&V, which is owned by the National Interfaith Cable Coalition and Tele-Communications Inc. programming arm Liberty Media Corp, reaches more than 25 million households nationally.

—RB

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Golf Channel tees it up on TV station

CBS affiliate in Augusta, Ga., picks up 'Golf Central' news show for week of Masters

By John Eggerton

The green jacket given to winners of the Masters golf tournament may have to come in many sizes (from George Archer to Ian Woosnam), but the 1996 coat seemed to fit both broadcast and cable last week.

In a first for the station and the cable channel, Gray Communications' WRDW-TV Augusta was carrying Golf Channel's *Golf Central* half-hour news program in late night for the week of the tournament. "[Golf Channel] does such a good job with golf," says station president Bill Evans, that he was prompted to call and ask whether the station could run *Golf Central*. The answer was yes, and a deal was struck that benefited both.

No money changed hands, but the station got a slickly produced golf-news show during a week when the city is the

capital of the golfing world. (Since CBS has the rights to the tournament, CBS affiliate WRDW-TV was something of the broadcast golf capital for the week as well.) The station also got 90 seconds of local ad time in *Golf Central*, which it aired after *Late Night with David Letterman* (12:35 a.m.).

The Golf Channel, which is not carried on the local Jones Intercable system in the market, got visibility among an upscale influx of golf fans who flood the town for the tournament. It also got tournament-week footage from the station, which does a lot of live coverage, according to Evans.

A central figure—if indirectly—in the arrangement was, appropriately, golf legend and four-time Masters champion Arnold Palmer, who is a partner with cable veteran Joe Gibbs in the Golf Channel.

Palmer was in Augusta last week not



WRDW-TV fed footage of an Arnold Palmer tribute to the Golf Channel

only to play in the Masters but to be present at the unveiling of a statue of himself that will be enshrined at the Georgia Golf Hall of Fame when it opens in Augusta in 1997. The station covered the unveiling and produced a half-hour show that it fed to Golf Channel as well as to the five other Gray stations.

According to Debby Sweeney, Golf Channel director of public relations, the Channel used some footage from the show during its golf newscast. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of April 1-7, 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.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>Movie: 'Road House'</i>	TBS	Tue 8:05p	2,466	3.7	2.6
2. <i>Rugrats</i>	NICK	Tue 6:30p	2,365	3.6	2.5
3. <i>Movie: 'Moses,' Pt. 1</i>	TBS	Sun 8:00p	2,343	3.5	2.4
4. <i>Rugrats</i>	NICK	Mon 6:30p	2,199	3.3	2.3
5. <i>Tiny Toon Adventures</i>	NICK	Sat 9:00a	2,136	3.3	2.2
6. <i>Rugrats</i>	NICK	Sat 8:30a	2,102	3.2	2.2
7. <i>Rugrats</i>	NICK	Sat 7:30p	2,094	3.2	2.2
8. <i>Tiny Toon Adventures</i>	NICK	Sat 9:30a	2,084	3.2	2.2
9. <i>Rugrats</i>	NICK	Wed 6:30p	2,075	3.2	2.2
10. <i>Rugrats</i>	NICK	Thu 6:30p	2,055	3.1	2.1
11. <i>Doug</i>	NICK	Wed 7:00p	2,004	3.0	2.1
12. <i>Doug</i>	NICK	Mon 7:00p	1,992	3.0	2.1
13. <i>Doug</i>	NICK	Thu 7:00p	1,989	3.0	2.1
14. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,970	3.0	2.1
15. <i>Doug</i>	NICK	Fri 7:00p	1,965	3.0	2.0

Following are the top five pay cable programs for the week of April 1-7, ranked by households tuning in.

1. <i>Movie: 'Tommy Boy'</i>	HBO	Sat 8:00p	3,138	13.0	3.3
2. <i>Movie: 'Boys on the Side'</i>	HBO	Sun 9:30p	1,888	7.8	2.0
3. <i>Movie: 'Terminal Justice'</i>	HBO	Fri 9:45p	1,825	7.6	1.9
4. <i>Movie: 'Boys on the Side'</i>	HBO	Tue 8:00p	1,777	7.4	1.9
5. <i>Real Sex 11</i>	HBO	Mon 11:00p	1,760	7.3	1.8

Source: Nielsen Media Research.

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

Wopat exits 'Prime time Country'

Tom Wopat is out as host of The Nashville Network's 90-minute flagship entertainment series, *Prime Time Country*. Wopat failed to maintain the ratings of his off-net lead-in, *The Dukes of Hazzard*, in which he starred from 1979 to 1985. TNN expects to have a new host in place by fall. Rotating guest hosts in the weeks ahead are Marty Stuart on April 17; Katie Haas on April 18; Gary Morris on April 19; Bob Eubanks, April 22-May 3, and Gary Chapman, May 6-10. The nightly series, which debuted Jan. 15 and is produced by the dick clark company-nashville, is now tracking behind the ratings of prime time TNN predecessors *Music City Tonight* and *Nashville Now*. —RB

TCM vs. AMC: The classic confrontation

Film channels go head to head over bragging rights to the film-buff crowd

By Jim McConville

While Turner Classic Movies (TCM) lays claim to owning more classic movie titles, rival movie network American Movie Classics (AMC) still holds the edge in the number of subscribing cable households.

But executives of the two networks say differences go beyond just film libraries and subscriber bases to differences in cable distribution, audience and overall network strategy.

Case in point: Although both networks are ad-free, they are sold somewhat differently. AMC is offered as part of a basic cable package; TCM, as a result of the FCC's going-forward rules issued in 1994, has tended to appear on new-product tiers.

TCM, launched April 1994, claims nearly 9 million households (roughly 3.5 million—4 million of those are DBS subscribers). AMC, begun in 1985, claims 61 million households based on Nielsen Media Research figures. AMC has added 11 million homes since mid-1994.

Kate McEnroe, executive vice president/general manager of AMC, says the movie channels have distinct brand identities appealing to two different audiences. "AMC is a bigger brand than TCM and obviously has much more awareness," she says. "TCM appeals to a real aficionado film buff."

Tom Karsch, senior vice president/general manager of TCM, also downplays the classic-movie-network rivalry, saying new cable networks, not AMC, are TCM's closest competition. "We look at our competition as anybody out there looking to get shelf space," he says. "It's the History Channel and any other network that's trying to get carriage. TCM and AMC are more complementary than anything else because there's no overlap of product."

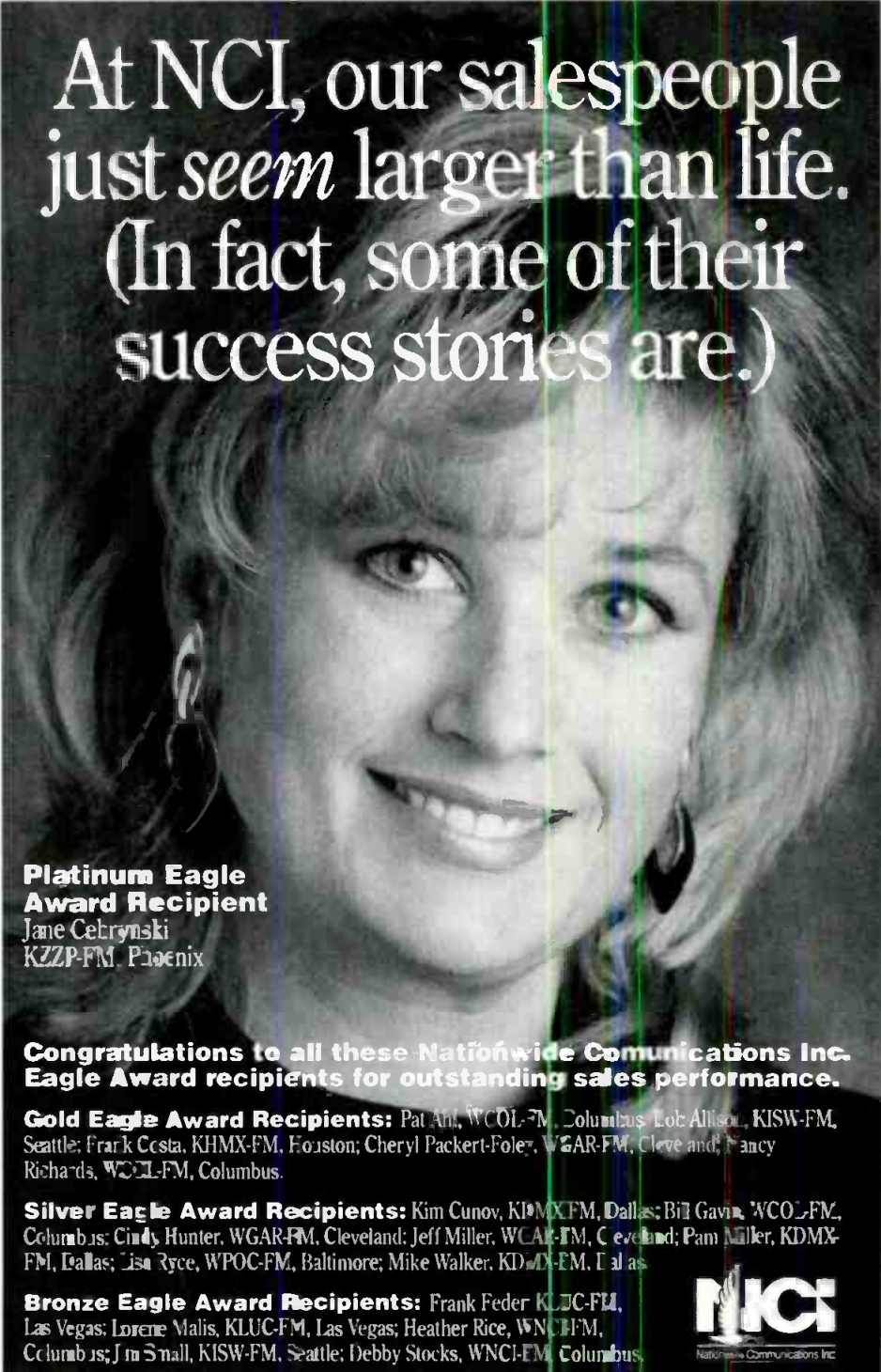
But executive disclaimers to the contrary, AMC and TCM continue to use similar strategies when it comes to positioning and packaging films into thematic genres, regular weekly features and periodic specials.

TCM has a growing list of "Weekly Franchises" that highlight particular

genres. The newest addition is "Lone Star Cinema," a regular Saturday afternoon series saluting American westerns. The series joins TCM's weekly salute to film noir ("Darkness at Dawn"), romances ("Affairs to Remember") and comedies ("Make 'em Laugh").

AMC, meanwhile, has its "AMC Saturday Classics" series, which started

last April and is built around movies featuring a particular Hollywood star. AMC this month begins a series of original specials on the life of actress Marlene Dietrich, followed by biographies of Shirley Temple (April 19) and Marlon Brando on Memorial Day weekend. TCM provides roughly the equivalent with its "Star Tribute," a monthly series



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Silver Eagle Award Recipients: Kim Cunov, KDMX-FM, Dallas; Bill Gavin, WCOL-FM, Columbus; Cindy Hunter, WJAR-FM, Cleveland; Jeff Miller, WCAE-FM, Cleveland; Pam Miller, KDMX-FM, Dallas; Lisa Ryce, WPOC-FM, Baltimore; Mike Walker, KIDN-FM, Dallas.

Bronze Eagle Award Recipients: Frank Feder, KLUC-FM, Las Vegas; Lorene Malis, KLUC-FM, Las Vegas; Heather Rice, WNCN-FM, Columbus; Jim Snell, KISW-FM, Seattle; Debby Stocks, WNCN-FM, Columbus.



that showcases top Hollywood actors.

This year both networks will continue to roll out original programming. In 1995 this programming often appeared strikingly similar.

Last year, TCM aired *Inside the Dream Factory*, the network's first original special, featuring a behind-the-scenes look at Hollywood. Meanwhile, AMC showed *Hollywood on Hollywood*, a special on how Hollywood depicts itself on screen.

Another parallel: Last year, AMC's *Hollywood Blacklist*, a documentary on the '50s blacklisting period, was countered with TCM's own blacklisting special.

Parallels notwithstanding, executives point out that the networks draw from different movie pools. While AMC licenses nearly all its film product, Turner-owned TCM owns more than two-thirds of its titles.

TCM boasts a total movie library of 5,500 titles, comprising 3,300 RKO, Warner Bros. and MGM titles that Turner owns and 2,200 titles licensed from other studios. "The greatest advantage we have over absolutely everybody is ownership of movie product," says Karsch. "Those who own programming or content are the ones that will succeed. The ones who don't will get weeded out. Over time we will become the definitive classic movie network."

AMC's McEnroe dismisses TCM's claims to a lock on Hollywood's classic film library and says that AMC offers a wider variety of titles with contracts taking the network through 2004. "We've taken not just from two libraries, but from six or seven of the major studios. AMC's mandate has always been to build a brand around

cherry picking the best of all the studio libraries."

Ironically, Turner itself is an AMC film source. AMC signed a 10-year licensing agreement with Turner in 1992 in which Turner got \$48 million in exchange for exclusive exhibition rights to 700 classic RKO titles in Turner's library until March 2002.

Last year AMC filed a \$250 million breach-of-contract suit against Turner claiming that the network had violated their agreement by showing certain RKO films covered by the contract. The suit is now in deposition in the Southern District Court of New York, says McEnroe.

In light of their court battle, the AMC/TCM license agreement will be a onetime deal. "Once that contract is up we will obviously not be renewing it," says Karsch. ■

Ecology Channel on indefinite hold

Owners opt to concentrate on interactive shopping Web site

By Jim McConville

Faced with cash and MSO carriage obstacles, owners of The Ecology Channel (TEC) have put their cable network plans on hold and will instead launch an interactive shopping service on the World Wide Web.

TEC, originally set to roll out in November 1994 and rescheduled for the end of 1996, has been put on the back burner indefinitely while its owners launch "EcoMart," an online retail catalogue service, in May. Programming for the proposed basic cable network was to include nature and conservation programs.

TEC executives say their plan is to generate a steady cash stream while working to build financial backing and acquire cable carriage space. TEC is also producing nature and ecology programming for Outdoor Life, a cable network launched last year by MSO owners Cox, Continental and Comcast Cable.

"Our approach has always been pragmatic," says John H. Hoagland, Jr., CEO of TEC. "On our way to becoming a cable network we've been trying to make sure that we're a real business. We don't want to be one of many cable network wanna-bes wait-

ing for someone to write a check. We want to be a viable business right now."

TEC had gained partial launch on Tele-Communications Inc.'s (TCI) "Intro Television," airing three hours a week on the 24-hour showcase net-

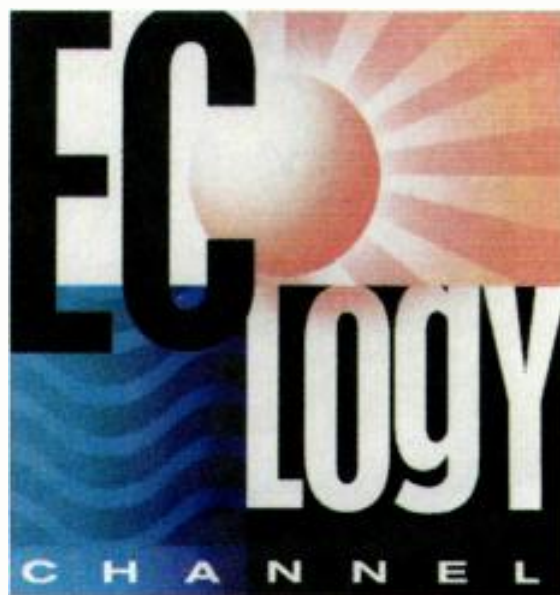
work. "The business certainly centered around—and the biggest challenge would be—launching the network, but it had to include electronic publishing and online services."

Hoagland says TEC is banking on its EcoMart Web site to eventually get wider home penetration—and consequently generate larger sales—with the arrival of cable modems. "Once the cable modems are on top of the TV sets, this [service] is going to be on people's TV screens."

So far, TEC has sold Outdoor Life's *The Good Green Earth*, a gardening series of 70 half-hour programs. In April Outdoor Life also started airing TEC-produced *EcoView*, a weekly hour magazine show hosted by former NBC correspondent John Palmer that covers ecological and conservation issues.

Other shows are in the works. "We're talking with them about additional programming," says Hoagland. "There are a couple more in negotiation."

For now, Hoagland says, TEC will concentrate on courting cable MSOs and will not pursue alternative distribution such as direct broadcast satellite (DBS), wireless MMDS cable or telcos. ■



work since November 1994. IntroTV reaches an estimated 9.3 million TCI-owned cable households.

TEC Founder and former Discovery Network executive Eric McLamb says that offering an online service

H E A D L I N E S

new.show on WTBS

Superstation WTBS on April 27 will debut *interact.america*, a 30-minute weekly public affairs show hosted by wxIA-TV Atlanta reporter Joe Washington. The series is replacing *Between the Lines* at 6:35 a.m. ET Saturdays.

'MST' 3000 on home video

Canceled Comedy Central series *Mystery Science Theater 3000* makes its home video debut on April 30. Los Angeles-based Rhino Home Video plans to release no fewer than 20 programs from the series, which some reports have finding a new home on Sci-Fi Channel.

Starz! original

Premium movie channel Starz!-Encore 8 will debut its third original production, *Twilight Man*, on June 15. The movie stars Tim Matheson and Dean Stockwell in a story about a college professor terrorized by computer technology.

Cable deal

Pottstown, Pa.-based Lenfest Communications has agreed to purchase a 36,000-subscriber cable system in Turnersville, N.J., managed by Jones Intercable for \$84.5 million. Privately held Lenfest says it expects to close the deal by the end of the year.

H&G campaign

E.W. Scripps Company's Home & Garden Television has signed a deal with Atlanta's MediaOne cable system that will add 500,000 subscribers to the network and bring's HGTV, to total more than 15 million households nationally. The network on April 8 kicked off its first multimillion-dollar consumer marketing campaign, including national cable buys as well as promotions through Scripps' daily newspapers in 16 markets and nine TV stations reaching 18% of the U.S.

General election

Retired General H. Norman Schwarzkopf has been nominated for election to the board of directors of Home Shopping Network. The company's annual shareholders meeting is scheduled for May 9.

Matalin exits CNBC

Mary Matalin, co-host of CNBC's *Equal Time* with Dee Dee Meyers, will be leaving the cable network to return to politics. Matalin says she will stay with the weeknight Washington talk show until June, when she will leave to work for Senator Bob Dole's presidential campaign. CNBC hasn't named a replacement.

USA hits ratings record

USA Network scored a 4.7 rating/6.8 share, representing 3.1 million households for its April 8 World Wrestling Federation *Monday Night Raw* program, making it USA's highest-rated regular scheduled wrestling program.

'E.T.' comes home to TNT

TNT will have five-year exclusive domestic TV broadcast rights to "E.T. The Extra-Terrestrial," director Steven Spielberg's blockbuster 1982 film, in a licensing agreement between Turner Broadcasting and Sears. "E.T.", which was scheduled to make its cable TV premiere April

14 at 8 p.m., will be the exclusive property of TNT through 2001.

Showtime unveils promo campaigns

Showtime Networks is launching a series of promotional campaigns to boost network awareness. Promotions, which will run May 1-June 9, will feature a "match and win" game card contest entitled "Showtime: See It And Win Sweepstakes," in which the grand prize winner gets \$20,000. Other promotions include a spotlight on the movie network's current titles, a 30-second spot to air on VH1, and a midsummer promo on Showtime.

New ad association

The Cable Advertising Bureau board of directors has created the "Multi-channel Advertising Bureau International" (MAB International), a free-standing trade association to promote international advertising among CAB member company networks and cable systems.



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The **Bravo** cable network has formed an international division to roll out its service beyond North America. Its first port of call is Latin America, where Bravo Brasil will bow in mid-May thanks to a strategic alliance with TVA Sistema de Televisao. Bravo Brasil will be carried on cable throughout Brazil and will be part of the Galaxy Latin American DTH package. The service will be available to 800,000 subs. Film and Arts, a Bravo network, already is available in Spanish throughout Latin America on PanAmSat's PAS-3 satellite. It is being carried by Cablevision in Argentina, TV Cable in Colombia and Telecable in Peru, representing 600,000 subs. Bravo also is looking at launching the service in Asia and Australia.

The Disney Channel France will be carried on French pay-TV group Canal+'s digital service, Canal-satellite Numerique, which launched April 3. The channel will be a tailored service, delivering programming—in French—that is a mix of original productions, acquired French and European product and Disney fare. So far Walt Disney Television International has launched The Disney Channel Taiwan and The Disney Channel UK. The Disney Channel Australia will debut in mid-1996 on Optus Vision, followed by The Disney Channel Middle East on Orbit.



U.S. pay-per-view giant **Graff Pay-Per-View** is pulling out of Holland's TeleSelect, the largest PPV operation outside the U.S. Graff's 20% share is being sold to other partners in the venture, Philips and Dutch telephone subsidiary KPN, giving Philips a majority 56% share. Graff is said to be restructuring its operations following financial losses last year.

US West, pay-per-view group **Reiss Media** and **Mediakabel**, a group of Dutch cable TV operators, have signed a letter of intent to launch 10 PPV channels, four thematic services and three subscription pay channels in the Netherlands this December. The pay services would be available to 1.2 million homes.

Canadian TV and film producer **Nelvana** saw its earnings before income rise 33%, to C\$8.1 million (\$5.9 million), on revenue of C\$56.5 million in 1995. Production and distribution revenue increased 7%, to C\$32.8 million, and 41% of that total was attributable to continued exploitation of the 1994-produced catalogue. In 1995 Nelvana invested C\$20.7 million in film and TV production. The merchandising and licensing business incurred a loss of C\$250,000.

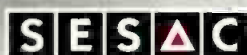
—By Debra Johnson

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The Internet

Bell Atlantic breaks into the Internet

Telco to offer Internet access, Netscape and Microsoft Network; service rolls out in Baltimore-D.C. in July

By Richard Tedesco

Following the lead of AT&T and MCI, Bell Atlantic will break into the Internet access business with a fee schedule similar to that of those long-distance telcos.

Internet access will be priced as low as \$17.95 (\$19.95, including interchange access) or \$6.95 for five hours of access per month. Bell Atlantic will begin delivery of the service

in the Baltimore and Washington areas and in southwestern Virginia in July. Dial-up access will be available in Philadelphia later in the summer. Service will be extended to New Jersey, Pittsburgh and Norfolk, Va., in the fall.

Bell Atlantic is licensing browser software from Netscape Communications, which will be its e-mail vehicle, and has a letter of intent with Microsoft Corp. to carry a customized version of

Microsoft Network.

"We think we can build a very compelling offering for our Internet subscribers," says Bob Beran, president of the newly formed Bell Atlantic Internet Solutions. "We will be major players in the Internet arena."

Internet access via ISDN will be offered as an option in a promotion the RBOC plans to run before the service's introduction. A technical trial for access through ADSL, segueing

into a market trial, also enters the picture within the next 60 days in northern Virginia. "Depending on the results of that trial, we will be prepared to offer that service," Beran says.

The navigation scheme Bell Atlantic will present on the Netscape browser is divided into three zones: national and international; local information and news, and a "personal space." A home page and other customization features will be announced. "What we will do essentially is point to, and aggregate, the best of the Web," Beran says.

Transactional Internet services also will be offered under Bell Atlantic's plans. The network backbone Bell Atlantic is building to enable the Internet access service will extend through 83 local hubs to cover 85% of the telco's customer base. **TW**

NBC, MCI testing VOD system

NBC is testing a high-speed data communications system from MCI to deliver news and promotional clips to its affiliates.

The new system, MCI HyperMedia Service, will enable on-demand transmission of material between all NBC affiliates and NBC News Channel in Charlotte, N.C., and NBC Advertising and Promotions and NBNC Affiliate Relations in New York and Burbank, Calif.

Affiliates will be able to access news and promotional clips from servers in MCI's network. The system is being tested at 16 stations around the country, including stations in Virginia, California, Michigan and Texas.—RT

World Wide Web

Internet shopping 'appliance' rolling out

By Michael Katz

A low-cost interactive "appliance" claiming to be a full Web browser, two-line phone, fax machine and answering machine all in one, will be offered this summer by TransPhone, a U.S.- and Canadian-based start-up company. The company also plans to launch an interactive TV version that can be plugged into a TV and used with a cable modem.

The appliance resembles a telephone, but has a fold-out keyboard with an 8 3/4-inch screen, a 14.4 kbps internal modem, a magnetic card reader, text editor application and ports for a mouse and printer. TransPhone will offer a monochrome version for \$350 and a VGA color version for \$500. "One



of the targets is the [large] percentage of people who do not have computers," says TransPhone President Barry Brisco.

The appliance will roll out in early June in Pittsburgh, and will be distributed by Web page developer OnTV. Customers will be able to shop and access local and national services. *PennySaver Magazine* will allow the Pittsburgh users to place and purchase classified ads with the TransPhone. Subscription will cost approximately \$19.95 a month.

Brisco says the TransPhone will allow single-button access for point-of-sales operations. "Content providers will thrive with the commercial use of TransPhones because it will provide a direct at-home or office link between businesses and their customers."

Brisco expects to deploy more than 100,000 appliances in six or seven more cities this year (most likely including Atlanta, San Diego and Minneapolis) and in as many as 50 cities in 1997. **TNN**

The Internet

Nynex, Tribune start their engines

They buy pieces of competing Internet navigators

By Michael Katz

Media giants Nynex and Tribune Co. invested in Infoseek and Excite last week, demonstrating the increasing perceived value of Internet engine companies.

Nynex purchased 5% of preferred stock in Internet navigator Infoseek for several million dollars. The partnership is key to the growth of Nynex's online shopping directory, BigYellow.

"What it means is that we now we have a valuable partner on the Internet to help out shoppers," says Phil Santoro, Nynex spokesman.

When BigYellow was launched on March 26, the service recorded 100,000 hits. Santoro says that number has tripled, and he expects it to skyrocket in early May when the BigYellow icon will appear with the Infoseek command bar. This will give users of Infoseek, which receives 35 million hits a day, a hotlink to the shopping directory.

Tribune, through its Tribune Ventures arm, bought 8% of competing navigator Excite for \$7 million. Tribune thinks that Excite will help generate revenue by attracting the attention of Internet surfers to ads that appear with the engine.

"Their technology is better for more accurate searches, and they think of themselves as a one-stop shop for searching the Internet," says Donn Davis, president of Tribune Ventures.

But upon news of the venture, Excite shares plummeted 23% on April 8—down 4 5/8, to 15 3/8. The stock had reached a high of 21 3/4 on April 4. Despite the plunge, Tribune says it is not concerned. "We are long-term investors," says Davis. "We are confident that this is a sound investment, and we are excited about it." **TNN**

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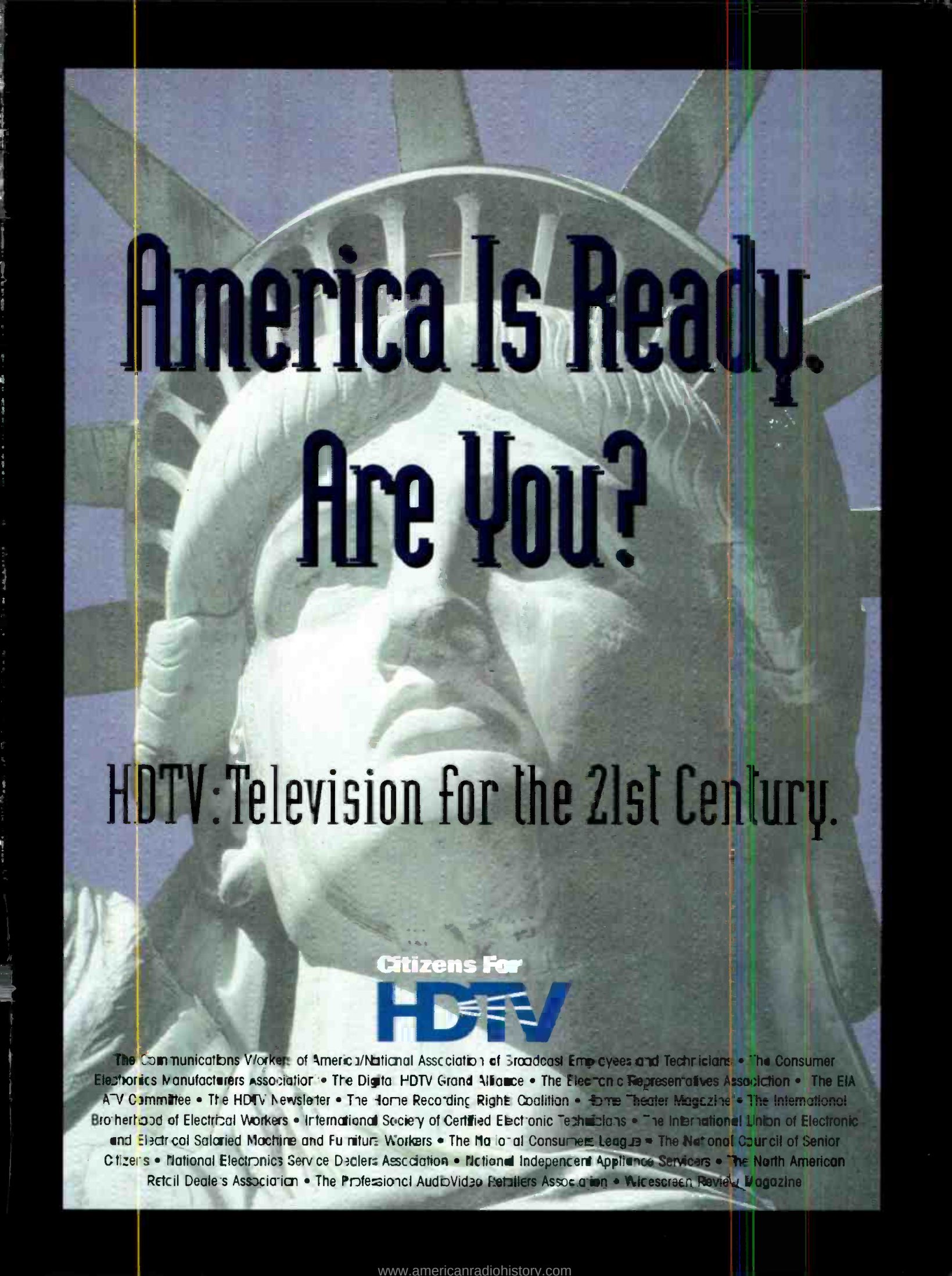


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US West to test I-Net technology

US West plans to run a technical trial for Internet access this fall through its Interprise data networking integration unit. Interprise will test ADSL and HDSL technologies in Boulder/Denver and Minneapolis/St. Paul. Plans call for market trials followed by a more general rollout in 1997 that would offer US West customers access to the Internet via Interact, Interprise's Internet offering.

Internet access has been available at speeds between 768 kbps and 1.544 mbps in the test markets using bidirectional Megabit Modems from PairGain Technologies or FlexCap ADSL modems from Westell in Oswego, Ill. Cisco Systems also is providing internetworking technologies for both Internet and remote access to corporate local area networks. Along with Internet access, US West plans to offer intranet access and networking for home businesses or small businesses.—RT

Surfing the 'Net

Audio addition from C-SPAN

Cable political network C-SPAN is adding gavel-to-gavel audio simulcasts of its House and Senate television coverage to its Internet site. The sound will be accompanied by still photos of the House and Senate floors. Users will require speakers, a sound card, a 28.8 kbps modem and a Web browser compatible with RealAudio Player software.

Unabomber updates

For someone who is about as anti-technology as you can get, the Unabomber has become a popular roadside attraction on the information superhighway. Upon entering the word Unabomber into a Web search, no fewer than 100 sites are listed. Most of the sites contain the Unabomber's 35,000-word manifesto and some pretty bizarre conspiracy theories. One Web site is devoted entirely to the belief that critically acclaimed, and reclusive author Thomas Pynchon is really the Unabomber. Another site suggests that the Unabomber was linked to the Sym-bionese Liberation Party, the radical group that kidnapped heiress Patty Hearst. One site gives the Unabomber a make-over, with a Giorgio Armani suit and a stylish 'do.



TV stations add info to Web

For those news junkies who can't wait for the evening news, Cox Enterprises' wsoc-tv Charlotte, N.C., and wsb-tv Atlanta now offer up-to-date news, weather and sports on Web sites. Atlanta's site "will certainly be of great interest when the world comes to Atlanta for the 1996 summer Olympics," says wsb-tv General Manager Greg Stone.

AOL 'community center'

America Online has launched Roadside USA, which it claims is the first "member-run community center" to debut on a major commercial online service. Roadside USA is a word-of-mouth guide to popular sites, products, and services on America Online and the Web. Its departments include tips on technical services; arts and entertainment; issues relating to home life; a town hall devoted to coverage of public issues, and more. The service is part of AOL Greenhouse, an AOL arm that supports the creation of interactive content developed exclusively for online medium.—MK



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New York 1 makes big DVCPro buy

Time Warner unit adopts compact digital format

By Glen Dickson

New York 1, Time Warner's 24-hour all-news cable channel, just became the biggest user of Panasonic's DVCPro digital newsgathering tape format.

In a deal valued at more than \$1 million, New York 1 is purchasing 38 AJ-D750 DVCPro VTRs, 22 AJ-D700 DVCPro camcorders and 20 hand-held AG-EZ1U DV "prosumer" format cameras.

According to Steve Paulus, NY 1 news vice president, NY 1 already has five of the camcorders in use on the street and 15 of the VTRs scattered through NY 1's edit bays. The rest of the order is due by the end of April.

"We've been testing it on and off for a few months," says Paulus. "We had a prototype to use, and we shot pieces and aired them back in January."

New York 1 has been following DVCPro's development for two years, since Paulus's predecessor, Paul Sagan, traveled to Japan to look at Panasonic's preliminary diagrams of the 1/4-inch component digital format.

For the past two weeks, five of NY 1's beat reporters have been using the new DVCPro camcorders, replacing the Toshiba and Sony Hi-8 cameras the one-person news crews, or "videojournalists," relied on previously.

"The digital picture quality is spectacular," says Paulus. "The detail and color are something we're not accustomed to." He adds that the DVCPro camcorders are actually lighter than NY 1's high-end Sony 537 Hi-8 cameras.

Paulus says that the biggest improvement for NY 1, however, lies in the editing room. The channel is using the DVCPro VTRs to dub edits onto Betacam SP tapes, which then are loaded into a Sony LMS cart machine system for play-to-air. "It's much better than online editing with Hi-8, which is unwieldy to work with," says Paulus.

NY 1's next step will be to find a nonlinear editing solution, and possibly a server for play-to-air, he says. Panasonic plans to make its Postbox



New York 1 already is shooting with the DVCPro camcorder in the field.

nonlinear system compatible with DVCPro later this year, but the bigger question is when DVCPro's 4x real-time VTR will be available. The product, which would allow DVCPro footage to be downloaded into nonlinear storage at four times faster than real time, is due late this year.

"Real-time transfer just isn't practical," says Paulus. "That's why we're still [using] linear editing."

NY 1 also is interested in the portable DVCPro field editing unit, a two-VTR unit carrying two LCD monitors and an editing controller. "I'd love to have a traveling system for the conventions, or for a situation like [New York Mayor] Rudolph Giuliani going to Israel," Paulus says. "It would be much handier to take our editing system instead of fighting for edit time



New York 1 is using its DVCPro VTRs to dub edits onto Betacam SP tape for play-to-air.

in someone else's facility."

Panasonic already has delivered all 20 of the AG-EZ1 minicams, its professional version of the DV consumer format. The DV camcorders are replacing NY 1's Hi-8 Handicams to shoot B-roll footage and high shots. One NY 1 producer uses an AG-EZ1 to shoot special segments based on the *Zagat* restaurant review guide.

"She walks into a restaurant's kitchen and they say, 'Where's your camera crew?'" says Harlan Neugeboren, NY 1 director of operations and engineering. "Then she pulls the little minicam out of her carry-on bag and says, 'It's right here.'"

Neugeboren figures that NY 1 will use a mix of DVCPro and DV cameras in the field, depending on what a video-journalist needs for a particular story. He says the DV quality is more than adequate for a "lot of basic stuff" like man-on-the-street interviews.

As for DVCPro, Paulus thinks his news operation may be the rigorous proving ground the format needs for widespread acceptance: "If it works here it's going to work anywhere else, because we beat the hell out of the equipment. The durability test is the New York 1 test." ■

Avid picks Miller as new CEO

He joins Keshian as new top management at editing firm

By Glen Dickson

Just three months after Avid Technology selected a new president, the Tewksbury, Mass.-based nonlinear editing company has a new CEO. William Miller, recently chairman of mass storage supplier Quantum Corp., was named Avid chairman/CEO last week.

In three years, Miller, 50, led Quantum from

\$1.1 billion to \$3.4 billion in revenue (for the company's last fiscal year, ended March 1995). Before joining Quantum, he spent 11 years at Control Data Corp., where he served as executive vice president and president of information services and CEO of Imprimis, a wholly owned subsidiary of CDC. Miller will replace Avid co-founder Curt Rawley as CEO and venture capitalist William Kaiser as chairman. Both Raw-



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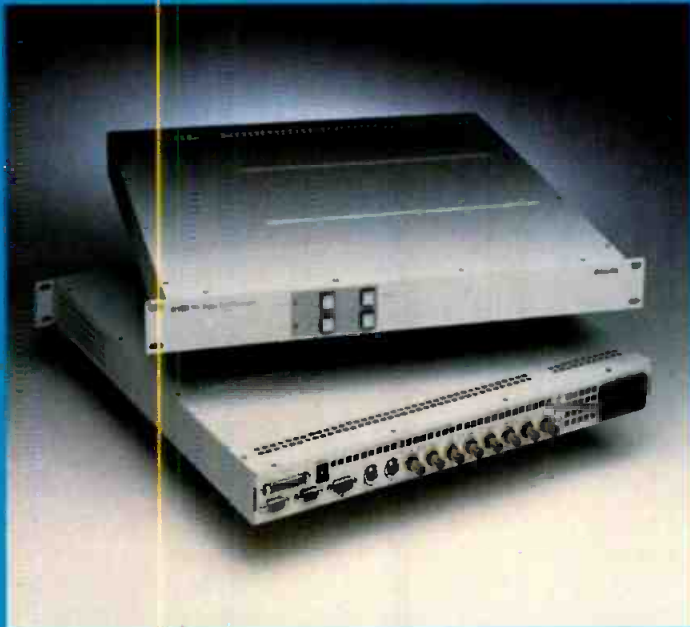
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ley and Kaiser will remain on Avid's board.

Rawley was replaced by Daniel Keshian as Avid president in January while remaining CEO (BROADCASTING & CABLE, Jan. 15). Concurrently, he was elected to the new post of vice chairman of the board, a position he will retain. But with Miller's appointment, Rawley is "transitioning out" as a full-time Avid employee, says Ned Hazen, Avid vice president of finance and treasurer.

Rawley was unavailable for comment.

Hazen says the Avid board decided

that hiring someone of Miller's corporate experience was crucial as Avid makes the transition from an entrepreneurial company to a maturing one: "The board felt it was important to bring in somebody who had run a larger company. For most of us here, every new day is our first day in the largest company we've ever worked for."

Avid's ambition is to grow into a multibillion-dollar company, says Hazen. Although Avid posted revenue of \$406 million in its last fiscal year, its stock took a beating in December after the company announced low earnings projections for fourth quarter '95. Over-

all, Avid's earnings in 1995 were down 22%, and the company since has streamlined its operations and cut 100 jobs.

The exact details of Miller's job are unclear, as the new Avid chief declined to comment on his management plans. For now, Miller "just wants to get his feet wet" and learn about Avid's business, says Hazen.

"When Miller spoke to all the employees on [April 8], he avoided giving a specific division of responsibilities [between him and Keshian]," says Hazen. "Over the next couple of months, he and Dan will be working that out." ■

Pioneer launches ad insertion system

Hybrid system will utilize CD-ROM archiving

By Glen Dickson

Pioneer New Media Technologies is showing a prototype commercial insertion system at next week's NAB convention. The hybrid system, called DiscBank, uses MPEG-2 compression and a combination of hard disk and optical storage.

"It's a jukebox-type optical and hard disk system, targeted for broadcast commercial insertion and for ad insertion by the larger cable operators and interconnects," says Pioneer's Richard Bauarschi, director of broadcast and professional marketing. "We're using CD-ROM disks for data storage and the hard disk for playback operations.

It's a very cost-effective system."

Pioneer estimates that storing one gigabyte on DiscBank costs \$10, while storing 1 gb on hard disk costs \$300.

DiscBank is based on a hard disk buffer connected to a 100- or 500-disk changer, with Windows NT software control. Taped spots will be digitized with an Optivision MPEG-2 (main level, main profile) encoder at variable encoding rates up to 15 megabits per second. The MPEG-2 files then can be loaded for on-air playback into the buffer or run through a CD-ROM writer for offline storage on removable write-once optical disks. One CD-ROM can store ten 30-second commercials encoded at 15 mbps.

"The optical disk will maintain the station's commercial library, with the disk changer filling up the buffer for commercials to air," Bauraschi says, adding that a 30-second spot encoded at 15 mbps would take a minute and a half to transport to the buffer. Upon playback, the MPEG-2 stream would then be sent through an integrated MPEG-2 decoder for analog output.

According to Bauraschi, the graphical user interface on the controlling PC is similar to a nonlinear editor's GUI, with a timeline that shows the commercials "floating" past a time-code point as they're playing. "It displays the playlist both in list and graphic form, and cursor bars allow you to see the video and two audio channels move across the screen," he says. "You can look at where the individual commercials butt up against each other through a color-coded depiction—that's a great thing for the master control operator who's required to do more than one thing at a time."

A lower-end DiscBank system with a 100-disk changer, encoder, decoder and interfaces to traffic and automation software would cost roughly \$160,000 and store 1,000 commercials at 15 mbps, says Bauraschi. Pioneer will accommodate the Sony VTR protocol to facilitate automation control and, Bauraschi says, the system should also interface to most traffic systems. Pioneer plans to have the system commercially available late this year.

The 500-disk model offers 325 gigabytes of storage, equivalent to 5,000 30-second spots at 15 mbps. Pioneer plans to use DVD technology for the system in the future, which would give a 500-disk unit up to two terabytes of storage. ■

People's Republic goes digital



PanAmSat President Fred Landman (second from left) joins China Central Television (CCTV) and PanAmSat officials at the CCTV studios in Beijing. Landman was in China signing an agreement that enables

CCTV, the national broadcaster of the People's Republic of China, to transmit up to six digital channels around the world on three PanAmSat satellites.

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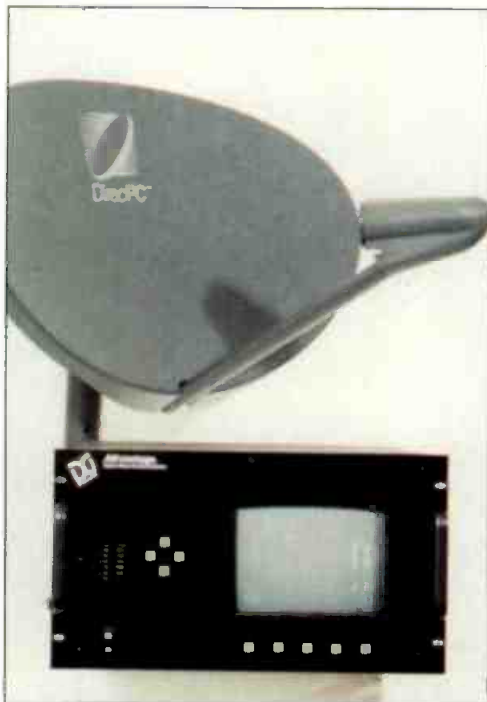
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Satellite spot delivery heats up

DG Systems enters market; CycleSat moves to DigiCipher II



DG Systems' ADvantage DVPS system makes its debut at NAB.

By Glen Dickson

DG Systems, which provides digital spot delivery over ISDN lines to more than 4,000 radio stations, just entered the video spot delivery market. At this week's NAB convention, the San Francisco-based company will show its DG ADvantage Digital Video Playback System (DVPS), which will deliver MPEG-2 compressed spots via satellite to television stations.

According to DG, 40 television stations have committed to test the ADvantage service, which will deliver MPEG-2 compressed spots to a Pentium-based server. The DVPS server unit has a video monitor and a 9-gigabyte hard drive capable of storing up to 300 30-second spots. (For reference, Jeff Byrne, DG vice president of marketing, says the unit will store 250

30-second spots encoded at 10 megabits per second.) With an integrated decoder, the DVPS can output analog video for dubbing to tape or MPEG-2 files for storage in a video server.

At press time, DG still was in negotiations with an MPEG-2 encoding/decoding vendor.

DG plans to install MPEG-2 encoders in selected post-production houses. Once digitized, spots will be transmitted via DS3 or T-1 fiber to DG's Network Operations Center for processing; post houses in smaller markets won't get encoders and will use full frame-relay rates to get their spots to San Francisco. DG will then use the Hughes DirecPC satellite system to transmit the spots from the Galaxy IV bird to television stations, which will be provided with a DVPS unit and DirecPC dish at no cost.

"We aim to provide the same level of service to television broadcasters that we've been providing in the audio distribution market," says Greg Schott, DG director of business development. Schott adds that DG will charge different rates to customers based on the required turnaround time, as it has done in the radio market.

DG becomes the second new player in the satellite delivery of television commercials. IndeNet, a Los Angeles-based start-up company, also is launching an MPEG-2-based delivery service aimed at replacing the "dub and ship" model of spot delivery and using the Hughes DirecPC system for transmission.

IndeNet appears to have a jump on DG, as it already has systems beta-testing in the field. The company also is trying to get into the traffic control business with its proposed acquisitions of CCMS and Enterprise Systems Groups, which write traffic and billing software for the cable and broadcast industries, respectively.

WABC-TV, the ABC O&O in New York, has been testing the IndeNet SpotServer for two weeks, says director of engineering James Baker: "We've had no reception problems, and the quality is just like the original tape." So far, IndeNet has sent only

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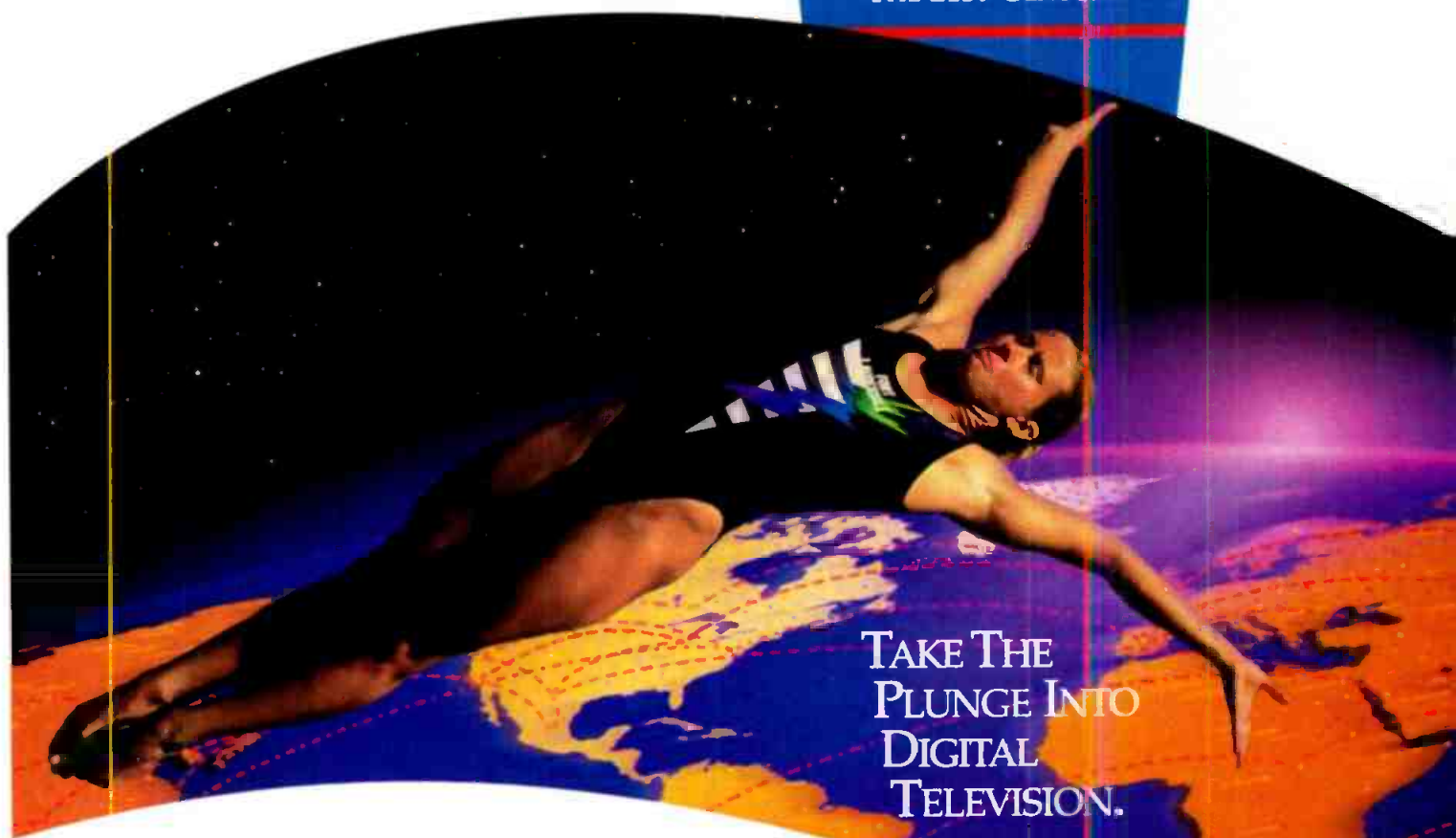
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test commercials, and Baker has no idea when the delivery of paid spots will begin. "But I'm ready to handle it," he says.

Although Baker says that while he doesn't want "a whole room full of different video file servers," he could see having two or three ad delivery systems. He'd be interested in testing DG's unit, particularly if the systems could share the same DirecPC dish. "Technically, I don't want any more antennas on my roof," he says. "Physically, we're running out of space, and I've already had to run 700 feet of cable to connect to the new dish."

KTVT(TV) Fort Worth, will be one of the first beta sites for the DG ADvantage system. But the CBS affiliate already is testing the IndeNet service, says assistant chief engineer Palmer Moynihan.

"We received it this morning, and it's already up and running tests," says Moynihan. He adds that he'll also look at DG's unit when it becomes available later this summer: "My arms are wide open." Like WABC-TV's Baker, Moynihan feels that two or three systems could probably survive in the satellite spot delivery market.

One player who's no stranger to satellite spot delivery is CycleSat, which has grown to \$30 million in revenue in its eight-year existence. The company is planning to replace its existing Cyclecypher analog units in its 500 affiliate stations with General Instrument's DigiCipher II MPEG-2 transmission system.

According to CycleSat President Loren Swenson, the first step in its transition to digital will be to install DigiCipher II encoders in the company's earth stations in New York, Detroit, Chicago and Los Angeles. MPEG-2 transmission between those uplink sites and CycleSat's Network Control Center in Forest City, Iowa, will begin in June via the GE Americom Satcom K2 satellite.

CycleSat will be moving to a transponder on the Satcom GE-1 satellite scheduled for launch in July. Following that move, CycleSat will begin to deploy GI's DSR-4000 integrated receiver/decoder units to its affiliates. Along with the DigiCipher II IRDs, which will be branded as Digital Cyclecypher units, CycleSat also will provide an interface box to supply BNC connections for output to analog VTRs.

"The DigiCipher box is not designed for station usage, so the interface box will provide a simple conversion," says Swenson. "It will have all the standard connections to the station's routing systems. It also has built-in software to control the tape machines...we have created this to be a plug-and-play replacement for Cyclecypher."

CycleSat will be transmitting its spots at 19 mbps to maintain high quality, says Swenson. He notes that

the DigiCipher IRD will also output a 9 mbps synchronous digital data stream from a built-in data port, which could support both high- and low-speed data, digital video and multiple audio channels.

Swenson plans to fully convert the CycleSat network to DigiCipher II by the end of the year. "The ultimate upside of this is the ability to provide more spots in a shorter time to the stations, along with the distribution of syndicated programming," he says. ■

News Digital Systems to launch at NAB

News Corp. subsidiary pushing DVB standard

By Glen Dickson

News Digital Systems, the wholly owned News Corp. subsidiary that combines compression provider Digital Media Vision (formerly the advanced products division of NTL) and encryption supplier News Datacom, makes its corporate debut at this week's NAB convention. The UK-based company will be showing its DVB-compliant MPEG-2 compression products, such as the established System 3000 encoders, and introducing a DVB codec for digital newsgathering.

NDS's Digital Satellite Newsgathering (DSNG) codec is a compact (roughly 8.5 x 17 x 18.5 inches) and lightweight (less than 50 pounds) unit that offers broadcasters a complete MPEG-2/DVB digital compression system for remote contribution feeds, incorporating video, audio and data encoding, multiplexing and modulation functions. According to Dr. Mike Windram, Digital Media Vision managing director, the system has already been beta-tested in Europe and will begin testing in the U.S. immediately after NAB.

While both Digital Media Vision

and News Datacom have been tremendously successful in the DBS and international cable markets, News Digital Systems CEO Abe Peled says the U.S. broadcast and cable markets are ripe for DVB-compliant digital distribution products: "More and more broadcasters are looking at using digital compression for their contribution and distribution feeds. Considering the cost of satellite capacity, it makes economic sense." ■



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DEC unveils new server components

By Glen Dickson

Digital Equipment Corp. is introducing the three main components of its AlphaStudio Broadcast System at this week's NAB convention, following up on the prototype server system shown last year in Las Vegas. The server is based on DEC's 64-bit Alpha processor.

"We're taking a building-block approach to this," says Mike Humphries, DEC broadcast marketing manager. "This will allow broadcasters to easily add modular components and to scale the system up or down to meet their needs."

The three new components are a content server, a REV (record, edit and view) station and broadcast system software. DEC plans to start delivering the system by June.

"The content server eliminates the need for shelves of analog video cartridges, much like you've seen with the video cart, and it provides high-speed disk drives, an automated digital tape library and storage servers interconnected with high-bandwidth FDDI technology," says Humphries.

The REV station is a "direct replacement for an analog VTR," according to Humphries. The digital video recorder system can store various amounts,

from 35 minutes (at 3:1 JPEG compression), and can be scaled up to nine hours of broadcast quality video by adding optional drives, he says.

"We find that most broadcasters are at between 6:1 and 8:1 [JPEG compression] as the break-even point for CCIR 601 [digital video]," adds Humphries.

DEC's system software includes three software modules: a storage module to control the content server, with archiving, staging and database management; a video module to control the REV station, and a control module to run the AlphaStudio automation interface to transfer commands issued by the master control automation system.

Humphries says that DEC will be working with automation system vendors Louth and Columbine JDS "for the automation control portion of the solution." Leitch Technology is supplying the video interface to DEC's computer system.

"Leitch can allow us to put uncompressed video directly onto our system to a disk, as well as any type of JPEG-compressed video," says Humphries.

A base AlphaStudio system will cost about \$250,000: \$90,000 for a REV station with two video I/O's and two hours' worth of storage, and \$150,000 for a content server with six

BlimpieCam without the blimp



For its coverage of Cleveland Indians home baseball games, Sportschannel Ohio has installed a "BlimpieCam" high above home plate to give viewers a new perspective of the pitching and batting action. The BlimpieCam unit, sponsored by the sandwich restaurant chain Blimpie, is a Sony 3-chip camera with a 10-1 zoom lens. With the help of remote vendor Classic Productions, Sportschannel Ohio also is able to remotely control the camera's iris, shading and zoom functions from its production truck, says Steve Liverani, vice president of programming and operations. —GD

hours of staged disk storage. The system software is bundled with the components.

In addition to its original beta-test site at WMUR-TV Manchester, N.H., DEC is developing its system at Speer Communications' new multimedia complex in Nashville, says Humphries. ■

EMC moves into servers

Data storage supplier EMC Corp. will introduce its EMC Media Server video server at this week's NAB convention. According to Gil Press, EMC marketing manager, the system can be scaled to offer up to one terabyte of storage (or about 178 hours of MPEG-2 video encoded at 4 megabits per second), in 17 square feet of space.

The Media Server was born out of EMC's involvement with Alcatel and Pacific Bell in the Cinema of the Future project, says Press. The trial project involved sending HDTV movies directly from Hollywood studios to movie theaters over fiber-optic lines, and required EMC's server solution to handle HDTV's high bit rate.

"We focused on the video transmission problem, try-



The EMC Media Server on display in EMC Corp.'s Network Storage Technology Center in Hopkinton, Mass.

ing to solve the I/O bottleneck," says Press. He says that EMC's storage architecture is different from other servers, in that it doesn't require a host computer to communicate with other computers on a client/server network.

"The processing power is built right into the storage system, with no host computer attached to it," Press says. "It's more like a video pump." EMC calls this intelligent cache array system of 9-gig Seagate drives DART, for data access in real time.

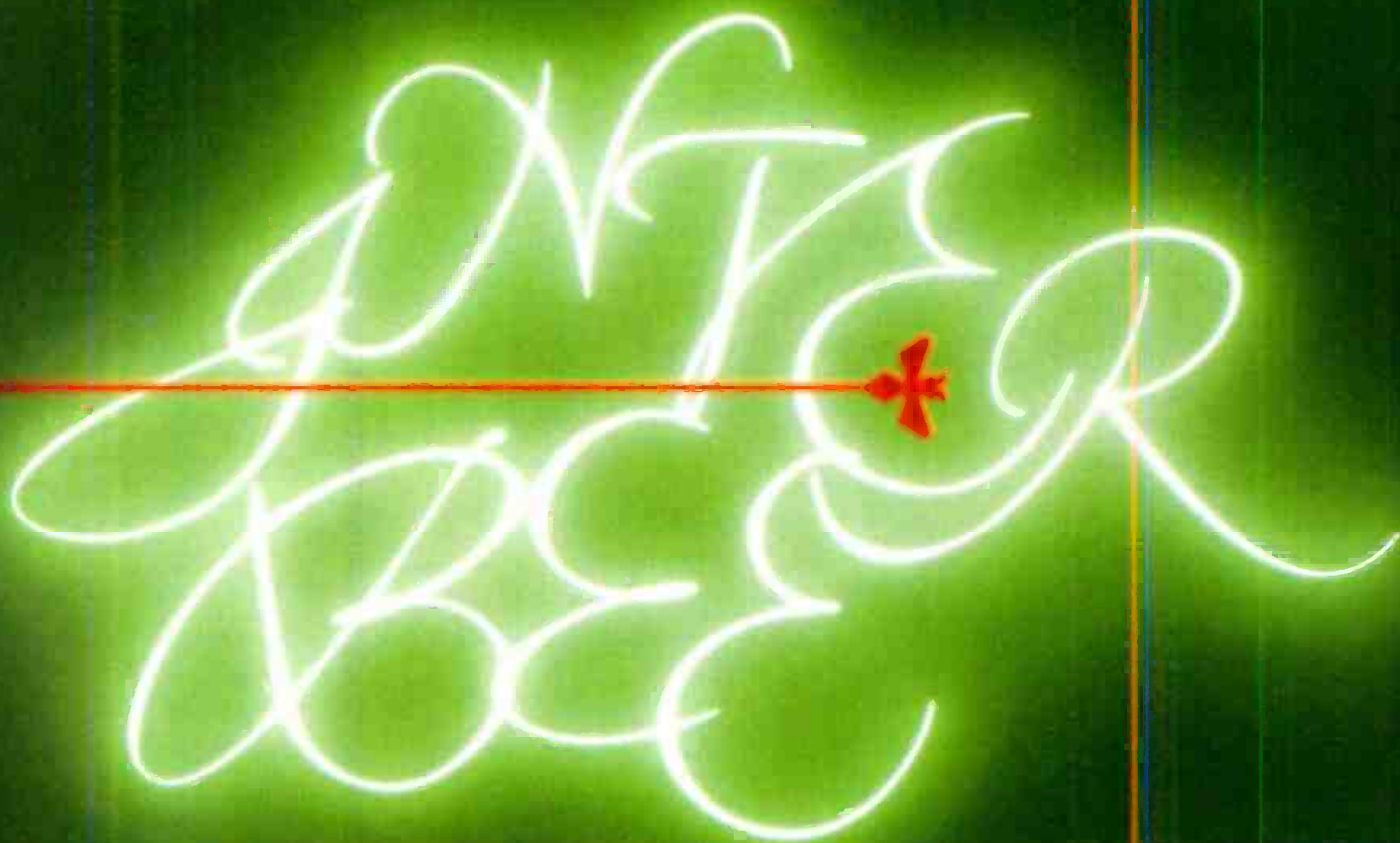
According to Press, the Media Server is available immediately, and EMC will configure custom systems (with custom prices) to offer any type of compression and to work with any type of networking protocol. —GD

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Candidates must be able to create and position sales strategies and rate structure for national reps, assist in management of inventory and establish sales plans and goals for Settel AE's. Position involves frequent travel. Requirements include a college degree and prior television broadcast sales experience. Qualified applicants send resume to: WUPA-TV UPN 69, Box NSM, 2700 NE Expressway, Suite A700, Atlanta, GA 30345. We are an Equal Opportunity Employer.

National Sales Manager. WISN-TV, an ABC affiliate, is seeking a highly motivated individual with 3-5 years national rep experience or a proven record of achievement in broadcast television sales. Candidate should be able to develop creative sales ideas and be an effective communicator. BIAS computer experience a plus. Travel required. EOE. Send resumes to: Pete Monfre, General Sales Manager, P.O. Box 402, Milwaukee, WI 53201.

National Sales Manager. Exciting opportunity for an experienced NSM with our new dual station TV sell in top 50 market. Position requires a minimum of 2 years NSM or Rep firm experience. Extensive travel. This is a great opportunity with a fast growing TV station group. Computer skills and a degree a must. Send resume to Box 00765. An Equal Opportunity Employer.

Large Southeastern Sports Television Production Company seeks qualified individual for national television ad sales position. Previous local/national television sales experience required. Prefer experience in motorsports/sports marketing and sales. Some travel required. College degree and minimum 3 years experience. Salary, commission and benefits. Please fax resumes with salary history and references (no phone calls) to 704-523-8459. Deadline 4/26/96.

Guaranteed Salary+Commissions+Health Benefits. Start up local news publication serving RI and Massachusetts. July 15th start date. We want people with broadcast and/or newspaper sales background. Fax resume with career goals and salary requirements to 800-962-3862. We will not contact references without your permission.

Account Executive: Want to live in the tropics? KABB-FOX29, and our new LMA station KRRT-UPN35, have 48 hours each day of the best TV programming to sell in beautiful, sunny San Antonio (the 9th largest city in the US). If you are up to the challenge, fax your resume to: Don Locke, GSM, (210)442-6351. An Equal Opportunity Employer.

Account Executive - Immediate opening at Dayton's new Infomall TV station WTJC-TV 26 operated by Paxson Communications. A self-starter with successful prior sales experience can earn great income and benefits! Send resume to 2675 Dayton Road, Springfield, OH 45506 or Fax 513-323-1912. No calls. EOE.

Account Exec. Univision is looking for local AE. Candidates should have 2-3 years sales experience. Send resume, cover letter and salary history to WUNI-TV, 33 Fourth Avenue, Needham, MA 02194, Attn: MG. No phone calls please. EOE.

General Sales Manager. WMBD-TV, Midwest Television, Inc., the CBS affiliate in Peoria, Illinois is looking for a dynamic General Sales Manager who can teach, lead, and inspire a young and enthusiastic sales team. The successful candidate will have successful experience in inventory control and pricing as well as strong organizational skills. Creativity, vision and high energy are vital. Responsibilities will include overseeing national sales and the traffic department with direct supervision of local sales. Send resume to: Bill Lamb, Station Manager, WMBD-TV, 3131 North University Street, Peoria, IL 61604. EOE. M/F.

General Sales Manager. The NBC affiliate in Dayton, Ohio is seeking a pro-active General Sales Manager with strong leadership and marketing skills. Fantastic opportunity for a motivated professional to join an exciting station on the move. Must have a proven track record of new business development, successful marketing research application, strategic inventory control, and budget attainment. If you really enjoy the challenges of this business and want to take this NBC affiliate to the next level, send your resume to: Vice President/General Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. EOE/M/F.

Traffic Manager. WTVK, a UPN affiliate in sunny Southwest Florida (Fort Myers/Naples), seeks a Traffic Manager with a minimum of two years experience. Qualified persons must have experience in log editing, inventory management, order input and continuity. Knowledge of the JDS system preferred. Candidates may reply in confidence to: Jon Pinch (941)498-4600, WTVK, 3451 Bonita Bay Boulevard, Suite 101, Bonita Springs, FL 33923. EOE.

Account Executive TV Promotion. Keep your present job and make up to \$5250 extra in one day in your own DMA. We're a national company with years of television and marketing experience. Call Wayne L. Boyd right now to reserve your market. 702-457-4241.

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 of reps to promote and sell Television On-Air Presentation Equipment to broadcast facilities. If your skills and experience meet the requirements above, please forward your resume to: E-mail address: lkk@odetics.com, Fax: (714)780-7999 or mail to: Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802 EOE M/F/H/V.

Account Executive. KIII-TV, ABC affiliate in beautiful Corpus Christi on the Gulf Coast, is seeking an Account Executive. Must have a superb, documented sales record and a minimum of two years television sales background selling major agency and direct accounts. Degree preferred. TVScan, Marshall Marketing a plus. Send resume to Don Gillis, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, Texas 78411. Minorities and women encouraged to apply. EOE.

Technical Regional Sales. The IndeNet Digital Spot Network is looking for experienced salespeople to call on major market commercial television stations, promoting and placing the IndeNet Digital SPOT Network into those stations. Requires 3 to 5 years equipment or service oriented, sales experience within the television broadcast or related industry with demonstrated success and excellence. Television operational and technical computer experience is required. The IndeNet Digital SPOT Network is the nation's first fully operational MPEG-2 digital video broadcast network designed to deliver TV spots to television broadcasters in minutes. Qualified candidates please send resume, w/salary requirements to: IndeNet Digital SPOT Network, National Sales Manager, 110 West Hubbard Street, Chicago, IL 60610 or stop by NAB96 Booth 10875. M/F. EOE.

HELP WANTED TECHNICAL

TELEVISION ENGINEER

STATE FARM is looking for a television engineer for its corporate television facility. Responsibilities include: satellite monitoring, supporting live Interactive Distance Learning broadcasts, monitoring studio production, operating duplication equipment, and engineering field productions.

IDEAL BACKGROUND: 2 to 5 years experience with: satellite broadcasts, live switching, master control, and editing. Experience in an educational production environment and excellent people skills. Educational background in electronics, engineering, or communications.

WE OFFER an excellent salary and benefits package. Send resume to: Doug Wigert, State Farm Insurance, Home Office Human Resources, Three State Farm Plaza, South K-1, Bloomington, Illinois 61791.



State Farm Insurance Companies
Home Offices: Bloomington, Illinois
An Equal Opportunity Employer.

ENGINEERS

DOMINANT NBC STATION

has the following job openings available immediately.



TRANSMITTER - RF ENGINEER

Applicant should have a strong background in RF equipment. Responsible for maintenance and operation of channel 5 Harris platinum solid state transmitter and extensive microwave equipment. Position requires 3 to 5 years recent experience plus FCC general license. Studio maintenance experience would be an advantage.

STUDIO MAINTENANCE - COMPUTER ENGINEER

Applicant should be experienced in the maintenance, repair, and operation of state of the art studio equipment. Strong computer skills required in the daily operation of a windows NT based network and maintenance of our internet connection.

WCYB-TV is located in the beautiful *Appalachian Mountains*. Excellent local public education system and quality of life with low crime rate. Competitive salary and excellent benefits.

EOE/M/F/H/V

Resumes to Judy Baker, WCYB, 101 Lee Street
Bristol, VA/TN 24201

Engineering KSTW, Seattle's CBS affiliate is seeking a Maintenance Engineer for our Seattle Office. Associates Degree in Electronics or equivalent courses in related technical field. Two to five years services broadcast equipment required. FCC General Class License preferred. Send your resumes to: KSTW- Channel 11, 2320 S. 19th Street, Tacoma, WA 98405, Human Resource Department. Women and minorities are encouraged to apply. EOE.

Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Some opportunities may require applicants to travel and/or live abroad. A minimum of 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.

Chief Operator. KXVO is currently accepting applications for a Chief Operator. The successful candidate should have an educational background in Broadcasting and five years Broadcast Maintenance experience. The emphasis will be computer and LAN maintenance as this is a very heavily computerized operation. Duties include maintaining FCC logs and Public File, plant maintenance including trouble shooting transmitter, studio equipment, computers, building equipment and proprietary broadcast equipment. The ability to work across departmental lines as well as working with minimal supervision is a must. Please send applications or apply in person to: KXVO, Attention: Personnel, 4625 Farnam Street, Omaha, Nebraska 68132. Applications will be accepted until April 31, 1996. No phone calls please. KXVO is an equal opportunity employer. M/F/H.

Chief Engineer: Progressive group owned station in the Southeast is in search of Engineering/Operations Manager to join team of professionals. We are looking for a "can-do" person who is at home in a fast paced news oriented atmosphere. The ideal candidate will have at least 3 years experience in broadcasting as a technical manager. SBE certified and will possess an FCC General Class license. Demonstrable competence in personnel, budgeting, strategic planning and performance standards are essential along with a solid understanding of computer, studio and RF transmission systems. Send resume to Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.

Assistant Chief needed for rapidly growing, fast-paced, quality oriented FOX affiliate in Market 65. 12 station group owner with excellent benefit package. Formal electronics training and 2 years TV maintenance experience required. Successful candidate will be a career-minded team player. SBE Certification preferred. Resume and salary requirements to Steve Crum, Chief Engineer, WUPW, Four SeaGate, Toledo, OH 43604. Ellis Communications is an Equal Opportunity Employer.

WETA -TV/FM, Washington, DC, seeks a Maintenance Technician to perform technical maintenance to all equipment associated with television operations. Station is getting ready to build ATV/HDTV facility. Responsibilities include: diagnosing television/radio electronics and specialized electronics test equipment; initiating, maintaining and completing all documentation used in administering and managing WETA television/radio engineering support activities. Qualifications include AS degree in electronics or equivalent, FCC General Operator's license mandatory; SBE Certification (Television) a plus. Ten years experience in directly related television/radio engineering systems maintenance experience. Solid knowledge of television standards required, automation/machine control and AUTOCAD or equivalent. CAD system experience desired. Computer literacy, H/W and S/W experience required. Knowledge of digital television theory and experience in digital technology highly desired. Position is covered by IBEW union contract. Good driving record. Position requires shift work. Send resume and cover letter to WETA, Human Resources Dept./MT, P.O. Box 2626, Washington, DC 20013. EOE/D/M/F/V.

UHF Broadcast Engineer. Religious television network. Duties include transmitter maintenance, trouble shooting and repair for master control, video tape and audio production systems. Needs to have knowledge of microwave and translator. FCC or SBE certifications preferred. Traveling is required. Only resumes with salary requirements will be considered. Forward to Chief of Staff, PO Box 81521, Mobile, AL 36689, E-mail: Sbox@Pipeline.com. or Fax (334) 633-2174. Equal Opportunity Employer.

Transmitter Supervisor, WCIA, is seeking an experienced broadcast professional with a strong RF background. Candidate will be responsible for technical operations and maintenance of our VHF, UHF and microwave sites. FCC/SBE certification desired. Position requires a well organized self starter with high ethical standards and 5 years experience in RF systems. We offer employees good pay, good benefits, a drug free work environment in a family friendly community. Qualified applicants should send a resume and salary history to: Engineering Department, WCIA-TV, PO Box 20, Champaign, IL 61824-0020. EOE.

Studio Engineer: Gulf Coast UHF station. Immediate opening for qualified Studio Engineer. Strong studio and production equipment maintenance background required. Should be proficient with the following: PC and Newsroom computers, Betacam SP and 1", Utah Scientific Switchers. Microwave and UHF transmitter experience a plus. EOE. Send resume and salary history to: Jack Dillon, WBSV-TV, 2065 Cantu Court, Sarasota, FL 34232.

Maintenance Engineer. Group owned station in the Houston market has an immediate opening for a Maintenance Engineer. Minimum 5 years experience in UHF transmitters, as well as component level troubleshooting, repair and operation of broadcast studio equipment. Working knowledge of Microsoft Office software a plus. FCC license or SBE certification desirable. If you are flexible, have good communication skills, and want to be part of a growing broadcast group, rush resume to: Silver King Broadcasting of Houston, 2522 Highland Square Mall, Alvin, TX 77511 or Fax (713)331-5924. EOE/MF. No phone calls.

KCEN-TV has an immediate opening for a qualified Chief Engineer with extensive television engineering experience. M/I experience a plus. Would consider qualified Assistant for the position. Please send resume to: KCEN-TV Personnel Dept. 24, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

Field Service Engineer-Broadcast Service. Responsibilities include installation and training of Odetics Cart Machines and associated products at the customer's location. Position requires a strong background in digital and analog electronics, solid mechanical aptitude, experience with current technology PC based products and proven experience working with broadcast quality video and audio equipment. A good working knowledge of Novell 2.X/4.X products and Microsoft NT are highly desirable. Requires travel both domestic and international. Position is based out of Anaheim, California. If your skills and experience meet the requirements above, please forward your resume to: E-mail address: lkk@odetics.com, Fax#(714)780-7999 or mail to: Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE M/F/H/V.

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

HELP WANTED HUMAN RESOURCES

HUMAN RESOURCES SUPERVISOR ■

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

An immediate opportunity exists for a Human Resources Supervisor at our state-of-the-art, 24-hour a day broadcasting facility near Castle Rock, CO. The successful candidate will provide employee relations and compensation consulting services in addition to supervising the facility's Human Resources operation. We are looking for a customer focused professional who has demonstrated leadership skills and the ability to successfully partner with management and deal with all levels of employees effectively.

We require a BS (or equivalent) in Business Administration or HR Management (MBA preferred) with 2-4 years progressively responsible HR exempt-level experience. This should include 2+ years in employee relations and one year in a lead or supervisory capacity. A working knowledge of PeopleSoft HR information systems software is desired. Prior telecommunications/cable/broadcast industry HR experience is a definite plus. Excellent interpersonal/communication skills and the temperament to thrive in a dynamic, progressive work environment and culture are essential.

DIRECTV offers an exciting compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history to: DIRECTV, Inc., Attn: Employment-BF, P.O. Box 915, RE/R8/N301, El Segundo, CA 90245. Resumes are electronically scanned. A letter quality resume with standard format and font (no underlines, bolding or italics) is required.

Equal Opportunity/Affirmative Action Employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply.



DIRECTV®

HELP WANTED NEWS



PRODUCER

Conus Communications wants a Producer with a commitment to news as a profession with lots of ideas and energy. Preparation and production of TV news material, write/edit news copy for anchor voice-overs and write/produce reporter packages. Send a resume and non-returnable tape to:

Conus Communications
Amy Stedman, Job #31-96
3415 University Avenue
St. Paul, MN 55114

*No phone calls please.
Equal Opportunity Employer*

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



REPORTER

Conus Communications in Washington DC is looking for a Reporter that has extensive experience in DC and with the Political scene. If you're not a beginner and you bring fire and desire to everything you do, don't hesitate to apply! Excellent writing, packaging skills and on air demeanor. Experience with live SNG or ENG reporting. Computer literacy a plus. Submit resumes and non returnable tapes to:

Conus Communications
Amy Stedman, Job #25 - 96
3415 University Ave.
St. Paul, MN 55114

*No phone calls please.
Equal Opportunity Employer.*

Weekend Producer: KMOL-TV 4, the NBC affiliate in San Antonio, Texas is looking for a Weekend Producer. We want someone who has strong, solid journalistic skills and is a good, prolific writer and copy editor. The right person will know how to use the best video and graphics to give our viewers the best and most informative, easy-to-understand newscasts of the day. We want a team player and a leader. The right person will be decisive, yet manage a collaborative, creative environment. Enthusiasm and people skills are a must. We're on the move. So, we want someone who has the will to win, the heart of a champion and a vision to create compelling television news. We are an Equal Opportunity Employer. Send tape and resumes to: Tim G. Gardner, News Director, KMOL-TV 4, P.O. Box 2641, San Antonio, Texas 78299. No phone calls or faxes please.

Weekend Anchor/Reporter. KIII-TV3, dominant ABC affiliate in beautiful Corpus Christi, Texas on the Gulf Coast, is seeking a Weekend Anchor/Reporter. Applicant must have a minimum of two years experience anchoring. Please send tape and resume to Billy Brotherton, Sr., KIII-TV, 4750 South Padre Island Drive, Corpus Christi, TX 78411. EOE.

Weekday News Anchor: Award-winning KTXS-TV, ABC affiliate in Abilene, TX, seeking compliment to our male anchor. Minimum 1 year anchoring experience required. We have our own satellite truck, onsite Doppler radar, and newsroom computer system. This is an ideal situation for someone in a midsize market to become a Monday through Friday anchor. Send a non-returnable 3/4 inch tape, resume, and salary requirements to: Paul Brown, News Director, KTXS-TV, P.O. Box 2997, Abilene, Texas 79604-2997. EOE. No phone calls, please!

We are expanding our award winning Ten O'Clock News. We are looking for a few good men and women - Reporters, Photo Journalists, Editors, Producers, Writers. Let me see your best stuff! Tapes and resumes to: Kevin Kelly, News Director, WFLA-TV, 3012 Highwoods Boulevard, Suite 101, Raleigh, NC 27604. EOE. No phone calls please. No tapes returned.

WVNY-TV, the ABC affiliate in Burlington, VT, is looking for a full-time Meteorologist. Degreed Meteorologist with previous on-air experience preferred. Shooting and editing skills a plus. Candidate needs to be able to operate an AMIGA 2500 and knowledge of the Internet would be helpful. Send non-returnable tapes and resumes to: John Cavazos, News Director, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY-TV is an Equal Opportunity Employer.

Top North Texas NBC affiliate is seeking a full time General Assignments Reporter. Must be able to shoot and edit own stories. Two years experience preferred. Knowledge of courts and legal system essential. Send resume and tape to: Larry Statser, Acting News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

News Producer. Good story-teller needed to make a competitive station turn up the heat. Good people skills and solid news judgement a must! Minorities and women encouraged to apply. Send resume to Box 00761 EOE.

TV Newscast Producer: Top 25 network affiliate is looking for a Newscast Producer. We want someone who can take a newscast and bring it to the next level. Show stackers need not apply. If you're ready to give 110%, send resume, tape and news philosophy to Box 00764 EOE.

Sports Director: Anchor 6 and 10 p.m. sports M-F on NBC affiliate in very competitive, upper midwest sports market. Oversee four person sports team. Top-notch personality, play-by-play, sports knowledge, video and production skills all a must. Bachelor's degree and previous experience required. This is not an entry-level position. Non-returnable tape, resume and references to Box 00760 EOE.

Reporter: We are searching for a digger who knows how to work a beat, develop sources, produce focused, unique packages and loves "live." College degree and two years of experience. Send tapes/resumes to Human Resources Manager, WYFF-TV, P.O. Box 788, 505 Rutherford Street, Greenville, SC 29602. WYFF-TV, a division of Pulitzer Broadcasting Company, is an Equal Opportunity Employer.

Producer. One of the hottest jobs in the best newsroom in the country. Are you an aggressive Producer who thrives on live, breaking news? We're looking for a newscast that's quick, slick and kicks the competition. KSTP TV, Amy J. Stedman, Job #5-96, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Photographer: Expanding award winning staff seeks N.P.P.A. oriented team player. Minimum 1 year experience in day to day deadline E.N.G. Frequent travel in the nation's largest geographical market. Individual beta gear for all. Brand new fleet of news vehicles. Good medical/dental and 401k plans. Send non-returnable Beta SP or 3/4" tape to: Barry Johnson, Chief Photographer, KTUU-TV, 701 East Tudor Road, Suite 220, Anchorage, AK 99503-7488. EOE.

Newscast Director. KIII-TV, ABC affiliate with the top rated newscast in Corpus Christi is seeking a Newscast Director immediately. Must have have a minimum of two years experience as a newscast director for a commercial television station and must be capable of doing your own switching. Send tape and resume to Mr. Pat Hales, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, TX 78411. EOE.

News Photographer wanted. I've thrown out all of the old resume tapes and am starting over. Strong photo shop with a great company. College degree and a minimum of 3 years experience shooting and editing are required. I need to fill one position now, and another in a couple of months. Send tapes and resumes to Steve Schroeder, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F.

Creative Services Producer/Director. Great opportunity for a motivated team player to start at an entry level market. Candidate must be able to create commercials. Send resume to Box 00763 EOE.

Anchor/Reporter. Strong communicator needed to compliment female anchor for soon to be expanding morning show. Competitive ABC affiliate in Midwest. Good writing skills and live experience are essential. Minorities and women encouraged to apply. Send non-returnable tape and resume to Box 00762 EOE.

News Director. KIII-TV, ABC affiliate, top rated newscast in beautiful Corpus Christi on the Gulf Coast, is seeking a News Director immediately. Minimum of 3-5 years experience as a Television Station News Director is necessary. Abilities should include good management skills, negotiation and complete knowledge of libel laws. Applicants must be budget minded, interested and involved in the community and possess a desire to produce the number one rated newscast in Texas. Contact Billy Brotherton, Sr., General Manager, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, Texas 78411. Minorities and women encouraged to apply. EOE.

News Director - Top rated North Texas NBC affiliate seeking an experienced hands on News Director. This person will lead a young but highly motivated staff through numerous newscasts and community involvement. We are the market leader in more than just ratings and if you are interested in joining our team send a resume with references to Andy Lee, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls, please. A US Broadcast Group station and an EOE.

Morning News Anchor/Reporter: Co-anchor 90-minute newscast, network cut-ins, report for noon newscast. Extensive live experience preferred. Must compliment existing anchor team of Augusta in News and Laura in Weather. Good communication skills, personality and storytelling skills a must. Minimum 3 years experience in a TV newsroom, at least 2 years anchoring/reporting. College degree preferred. Include references with resume. Resume and tape and writing samples: Pahl Shipley, Assistant News Director, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. Equal Opportunity Employer.

Meteorologist. FOX 45 News At Ten in Baltimore is screening candidates for a future weathercasting position. We're looking for a great communicator who knows weather science and the technology used to put it on TV. Send a non-returnable tape and resume to: Joe DeFeo, News Director, WBFF-TV FOX 45, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Meteorologist: 6P - 10P News, Mon-Fri. KIII-TV, ABC affiliate in beautiful Corpus Christi on the Gulf Coast, is seeking a Meteorologist for our weekday evening newscasts which are the top rated newscasts in the Corpus Christi market. Must have at least two years experience as a broadcast meteorologist. Send tape and resume to Billy Brotherton, Sr., KIII-TV, 4750 South Padre Island Drive, Corpus Christi, Texas 78411. Minorities and women encouraged to apply. EOE.

Meteorologist wanted by Mid-Atlantic ABC affiliate. At least three (3) years on-air TV experience, degree in Meteorology, AMS Seal, and familiar with Kavouras weather system. Comfortable with "live"/location weather shots. Two year contract. Send 3/4" tape, resume, references and salary history to: Weather, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/MF.

Anchor/Reporter: KJRH-TV in Tulsa seeking energetic Anchor/Reporter for personality driven morning and midday shows. Previous anchor experience preferred. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

Director/Technical Director: CLTV News, a 24-hour regional news cable channel located in suburban Chicago, is looking for a part-time and/or full-time Newscast Director/Technical Director. Must be able to switch and direct fast-paced newscasts, sports and talk shows. Knowledge of Sony DVS 8000 a plus. Send non-returnable tape with director track, resume and salary requirements to Human Resources, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521, or fax to 708-571-0489. No phone calls please.

Meteorologist/Reporter: Join our state-of-the-art weather center as fourth member of weather team. Will work weekends utilizing Nexrad with lightning detection, Triton I-7, Difax, NWS wires, and all the data you can digest. Weekdays you will handle science, weather, and some feature reporting. Will consider recent graduates with meteorology or broadcast meteorology degree. Looking for talent above experience. Send non-returnable tape to: News Director, WTVN, 410 West 6th Street, Chattanooga, TN 37402. No phone calls. Equal Opportunity Employer.

Assignment Manager - ABC station in the nation's fastest-growing market is looking for an aggressive manager to drive our news coverage. Las Vegas is a city that is booming. We've got breaking news, gaming issues, weather, and all the stories that come with 40,000 new people arriving here each year. Ideal for a big market assignment editor wanting to make a jump into management. Assignment desk experience a must. Send letter, resume and references to: KTNV-TV 3355 South Valley View Boulevard, Las Vegas, NV 89102, c/o Ed Chapuis, News Director.

Anchor: KCOY-TV, the CBS affiliate for California's Central Coast, has an immediate opening for an Anchor to complement our male anchor on the 6 and 11PM weekday newscasts. Minimum 2 years anchoring experience, excellent writing and live remote skills. You will be asked to report special projects and features and make occasional personal appearances on behalf of the station. Send non-returnable tape and resume: KCOY-TV, Attn: Personnel, 1211 West McCoy Lane, Santa Maria, CA 93455. EOE. Drug free workplace. Minorities encouraged to apply.

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

Anchor/Reporter. Immediate opening at top rated small market station. Prefer degree in journalism or telecommunications along with at least one year experience. Send resume, non-returnable tape, references, and salary requirements to Dave Walker, KCBT-TV, 5600 Avenue A, Lubbock, TX 79404. No phone calls, please. EOE.

HELP WANTED RESEARCH

Research Specialist: New World Sales and Marketing NY offers a unique opportunity within its Research and Technology Department. Incumbent will participate in program analysis as well as the production of targeted sales and marketing materials for both national spot and syndication ad sales. This position requires a creative individual with experience in related functions and the ability to produce effective sales/marketing campaigns using both quantitative and qualitative audience/consumer measurement systems. Proficiency with PC-based software required. Mail resume to: New World Sales and Marketing, 625 Madison Avenue, NY, NY 10022, Attn: Joe Mazzo. No phone calls.

HELP WANTED PROMOTION

Promotions Assistant: WICD-TV is looking for an energetic and creative #2 Promotions person. Our emphasis is promoting local news and lots of community involvement. We're looking for a team player with basic video editing experience, writing experience and good people skills. Send resume and non-returnable sample tape to: Promotions Director, WICD-TV, 250 South Country Fair Drive, Champaign, IL 61821. EOE.

Promotion Writer/Producer at WISH-TV. #1 Rated CBS affiliate in the country seeks a Writer/Producer. Needs strong writing skills and be able to produce daily topicals, series and image promotions. Must have 2-4 years experience with the creativity and drive to dominate in highly competitive market. Media 100 knowledge a plus. Send resume and non-returnable tape to: WISH-TV, Promotion Manager, P.O. Box 7088, Indianapolis, IN 46207. No phone calls please. EOE. M/F.

Creative hands-on manager to oversee all station promotion and client production. Must be able to conceptualize the overall station image campaign as well as execute daily topicals. We're looking for person with creative skills and ability to manage people and projects. Must be well organized and work well with clients. Send resume and tape to: General Manager, WCTI-TV, P.O. Box 12325, New Bern, NC 28561. EOE.

Creative Services Coordinator - ABC affiliate in Las Vegas looking for a promotion multi-tasker. You'll plan, produce, schedule, and supervise Creative Services functions. You'll write and produce spots for an award-winning news team. You'll share in our future growth and success. You'll do it all in the fastest-growing city in America. If you're looking for a new promotion challenge and are ready to step up to a #2 position, rush reel and resume to: Director of Creative Services, KTNV, 3355 South Valley View Boulevard, Las Vegas, NV 89102. EOE.

HELP WANTED ADMINISTRATION

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 in our Anaheim, CA location. Experience in the television broadcast industry either as a 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. If your skills and experience meet the requirements above, please forward your resume to: E-mail address: lkk@odetics.com, Fax#(714)780-7999 or mail to: Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE M/F/H/V.

HELP WANTED PRODUCTION**VIDEOGRAPHER**

Conus Communications in Washington DC is looking for a qualified individual with experience in shooting and editing for news programs. Experience in Washington, DC not required but a plus. Must be proficient in beta off-line editing, shooting news conferences, hearings, interviews, stakeouts, live shots and setting up IFB. Experience in working in cooperative news operations involving more than one company. Excellent communications skills. Knowledge of news gathering and processing techniques. Ability to set priorities and work well with others. Submit resumes to:

Conus Communications
Amy Stedman, Job #52-96
3415 University Avenue
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- o Adventurous
- o An out-of-the-box thinker
- o A winner
- o At home supervising crews/editors
- o A negotiating wizard

If you're proud of what you've done, want more and have top references, please send your resume, a cover letter, salary history/requirements and reel to EchoStar Communications Corporation, 90 Inverness Circle East, Englewood, CO 80155, Attn: Human Resources by April 24th. FAX: 303-799-0353

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ECHOSTAR

New reality syndication Fire Rescue wants hot shooters! No calls. Send demo to 4MN Productions, 1040 Calle Cordillera, Suite 105, San Clemente, CA 92673.

On Air Writer Producer. Award winning, highly prestigious producer of documentary films seeks a Writer Producer for On Air Promotion. 1-2 years experience in demanding On Air promotion environment as well as high standards of quality and creativity are a must. Some Avid training a plus. This is an exceptional opportunity to work with some of the world's most extraordinary images and stories. Excellent benefits. Send resume and reel to Box 00755 EOE.

Producer/Director-Public Affairs. Unique opportunity for a self-starter with great ideas to produce locally focused studio programs and documentaries with public affairs emphasis. You'll get to conceptualize through pre-production (including research and script writing), production and post: responsibilities may also include magazine show segment producing, fundraising support and other projects as assigned. Candidate must have college degree and five years of proven experience as a public affairs producer/director. Studio and remote directing, non-linear editing and on-air hosting abilities helpful. Send resume and non-returnable reel to: Human Resources, WJCT, 100 Festival Park Avenue,

Graphics Designer. Venture Productions, one of Florida's largest and busiest production companies, is seeking a talented and experienced Graphics Designer to manage our internal graphics department. The successful candidate should have a minimum of 5 years of graphic design in both 2D and 3D environments. We are looking for a "Leader" who doesn't mind getting their hands dirty by operating the systems. We have 2D paint systems and SoftImage 3D. Fax resumes and salary history to Mike Duncan, General Manager, (305) 621-0803.

Lighting Director. The Christian Broadcasting Network, located in Virginia Beach, Virginia, is seeking a Lighting Director to work on its daily television show, The 700 Club. The successful candidate will possess the following qualifications: Experience as a Lighting Director in television or film; experience in live broadcast production and post production; and excellent communication skills. The ability to work a variety of shifts a must. Experience in remote production a plus. If you meet the listed criteria and share our vision and purpose, call our toll-free number (800)888-7894 to request an application. Please forward a resume tape with the completed application.

On Air Senior Producer. Award winning, highly prestigious producer of documentary films seeks a Senior Writer Producer for On Air Promotion. 3-5 years experience in demanding On Air promotion environment as well as high standards of quality and creativity are a must. Position requires excellent writing, and producing skills including experience supervising cutting edge technology. This is an exceptional opportunity to work with some of the world's most extraordinary images and stories to execute a brand image strategy. Excellent benefits. Send resume and reel to Box 00756 EOE.

Videotape Editor. The Christian Broadcasting Network, one of the world's largest television ministries, is seeking a highly skilled Videotape Editor. The successful candidate will possess the following qualifications: experience with Infillit, Grass Valley 200 and D-2 equipment and experience as a videotape editor at a major production or broadcast facility. Experience designing DVE generated effects and good computer skills a plus. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800)888-7894 to request an application. Forward completed application and resume tape to: CBN Employment, 977 Centerville Turnpike, Virginia Beach, Virginia 23463-0001.

Graphic Designer. KSDK, St. Louis is seeking a person with strong design skills. Join a team that's positive and hardworking. Sure, we do the usual TV stuff, but we strive to be the best and we enjoy the challenges. If you have 1-3 years TV experience and wouldn't mind working at NBC's number one rated affiliate, then send us your resume and tape to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Graphic Artist: How would you like to create cutting edge graphics for an Austin, Texas television station? Great opportunity for a top-notch graphic artist who can create graphics for news and promotions. Must have excellent design and illustration skills, 1-2 years paintbox experience (Aurora or Quantel help ul) and knowledge of post production. Send resume and non-returnable tape by May 6, 1996 to Box 00767. No phone calls please. EOE.

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

Experience in Video and Computers? GTE VisNet, Inc. is seeking an individual experienced in video engineering or production with a solid knowledge of databases and video production facilities. This person will manage Myriad, our on-line facility management system. Responsibilities include data configuration and input, and on-line help desk support. Candidate should be personable, flexible, a fast learner, a problem solver and have 3 to 5 years of applicable experience. No phone calls accepted. Mail or fax resume to Brenda Morefield, Administration Manager, GTE VisNet, Inc., 2100 Walnut Hill Lane, Suite 260, Irving, TX 75038. Fax (214)714-0848.

Director, Television Manhattan. Plans and directs video aspects of Iranian television program based on program specification and knowledge of Iranian television programming techniques; inform technicians of scenery, lights, props and other equipment desired. Approve scenery, customs and choreography. Issue instruction to technicians. Direct programs for video recording. Approve editing to review and edit program tapes, using personal knowledge of television programming and editing techniques, amend script to make same appropriate for television broadcasting. Bachelor's degree in T.V. and Film required. 5 years experience in job offered. Must be fluent in the Farsi language and work 3 days a week, 12 hours/day, \$90,380/year. Supervise 3 employees. Send resume or letter to: #RLW #1153, Room 501, One Main Street, Brooklyn, NY 11201.

CMX Editor/Camera/Master Control Operators, TV station seeks, hands-on producers to write, shoot, and edit video for broadcast. Must meet strict deadlines. Bilingual (Spanish) helpful. San Antonio ADI. Resume tapes and letters only! KTRG TV 10, 3816 US Hwy 90 West, Del Rio, TX 78840.

Broadcast Designer WCCO-TV, CBS O&O is seeking a high-end Designer with Harriet and Mac experience for News, Promotion and Programming graphic needs. Send tape and resume to Mike Radogna, Design Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.

Creative hands-on manager to oversee all station promotion and client production. Must be able to conceptualize the overall station image campaign as well as execute daily topicals. We're looking for person with creative skills and ability to manage people and projects. Must be well organized and work well with clients. Send resume and tape to: General Manager, WCTI-TV, P.O. Box 12325, New Bern, NC 28561. EOE.

Creative Services Graphic Designer - Make your mark on the fastest growing television market in America. ABC affiliate in Las Vegas seeks a Graphic Designer with the vision to push our look to its next level. You'll work with great toys (paint and animation, Infinit Max!, and digital editing) and with an amazing amount of creative freedom. Bring to the table 2 years experience, a proficiency in paintbox and desk-top, and the proven ability to bring your creations to life. Rush reel and resume to: Director of Creative Services, KTNV, 3355 South Valley View Boulevard, Las Vegas, NV 89102. EOE.

Control Room Team for NBC affiliate startup. Weekend Director and Audio, and Weekday Audio Ops should also know their way around switcher. New equipment, expanded facility, upbeat atmosphere. Send resume with cover letter stating position of preference to: Personnel - Control Room, WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. Equal Opportunity Employer.

HELP WANTED PROGRAMMING

Director of Programming/Station Management. Low power TV station and Warner Brothers affiliate in Pennsylvania, is seeking a highly motivated organized leader to transform a compelling embryonic program concepts into dynamic TV and to supervise programming, production, and studio staffs. Must be entrepreneurial, willing to take risks, work within tight budgets, and have a high energy level. Must have significant production and programming experience and a track record as effective and inspiring manager. Send resume and references to Box 00747 EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Tax Manager. Savoy Pictures Entertainment, Inc., merging with Silver King Communications, Inc. (NASDAQ), a leading television broadcasting company, seeks an experienced Tax Manager. Responsibilities include preparing Federal, state and local tax returns, managing tax examinations, and developing and implementing tax planning strategies. SFAS 109 experience is required and partnership experience is preferred. This is an outstanding opportunity for an applicant who possesses initiative, excellent organizational and leadership ability, strong computer skills, and a willingness to be an integral part of a dynamic, growing company. CPA with minimum 5 years public accounting experience is required. Please send your resume and salary requirements to: Savoy Pictures, Inc., 2425 Olympic Boulevard, Santa Monica, CA 90404, Attention: Human Resources. No phone calls please.

HELP WANTED HOST

Conservative T.V. Talk Show Co-Host sought for nightly political program. Must have a consistent point of view and be a proven performer. Send tape and resume to: Warren Otto, WRNN-TV, 721 Broadway, Kingston, NY 12401. EOE.

HELP WANTED PUBLIC RELATIONS

Seasoned Television Media Relations Professional. Qualifications Required: Minimum 3-4 years of TV Consumer and Trade PR experience, established media contacts, strong ability to strategically plan and execute PR efforts, proven writing ability, college degree, willingness to relocate. Experience n, knowledge of, love of classic movies a major plus. Resume to Jim Weiss, Vice President, Public Relations, Turner Classic Movies, 1050 Techwood Drive, Atlanta, GA 30318.

PROGRAMMING SERVICES



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"Kid's Weather Club" and custom local TV Weathercasts via satellite daily at most economical cash/barter rates. A virtual money-maker for independent stations nationwide. Call Edward St. Pe' for market clearance and pricing info.

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Program Director: KABB-FOX29, and our new LMA station KRR-UPN35, have 48 hours each day of the best programs on TV in beautiful, sunny San Antonio. Fax or send your resume to: Michael Liff, VP and GM, 4335 NW Loop 410, San Antonio, TX 78229. An Equal Opportunity Employer. Fax # (210)442-6351.

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Atlanta 1996! Veteran shooter with complete beta SP package. National credits. Great rates! George Criswell 770-734-0636.

CABLE

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Reporter - Court TV's "Inside America's Courts." We're looking for a journalist to join our nationally syndicated news program. The right person has TV reporting experience, a law degree, and can tell stories about the legal system in an interesting and informative way. Please send your resume and tape to Jon Greene, News Director, Court TV's, "Inside America's Courts," 600 Third Avenue, 2nd Floor, New York, NY 10016.

HELP WANTED PRODUCTION

Award winning Commercial Production Department has an opening for a Writer/Producer/Director. Responsible for writing, producing and directing commercials, corporate videos and long form programming. Work in both film and tape. Must have excellent scriptwriting skills and ability to follow projects from conception to delivery. BA and 3+ years location production experience required. Reply in confidence to: TKR Cable Company, CN 6805, Piscataway, NJ 08855-6805. Attn: Commercial Production Supervisor. Equal Opportunity Employer.

HELP WANTED SALES

Media Research Assistant: Assist sales staff by prioritizing research and marketing projects, generating detailed data analysis and client presentations, and maintaining databases. Computer literacy and proficiency in TV media measurements required. Send resume to: CT Cable Advertising, D. Salonia, P.O. Box 4222, Kensington, CT 06037-4222. FAX:(860)505-3352. Drug Test Required. EOE M/F/D/V.

Advertising Sales: Excellent opportunity for national sales manager and account executive to sell cable advertising throughout state of Connecticut. Requires use of research data and conceptual selling techniques. Send resume to: CT Cable Advertising, D. Salonia, P.O. Box 4222, Kensington, CT 06037-4222. Fax: (860)505-3352. Drug test required. EOE. M/F/D/V.

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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.

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HELP WANTED PROGRAMMING

**Director Financial
Program Executive**

New Financial Programming Cable Network start-up seeks highly qualified Programming Executive. Must have experience in creating programming, with a thorough knowledge of the entire production process from writing/producing to field gathering to studio to post-production. A proven history of successful programming management is essential. The successful candidate also will be fluent in financial and investment issues. You must be able to conceive of and execute programming ideas that inform and educate viewers about these topics.
Atlanta Base.

Fax Resume 404-364-1625.

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245 West 17th St.,
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ALLIED FIELDS

HELP WANTED INSTRUCTION



COLLEGE OF COMMUNICATION

Visiting faculty member in the Television Program at Boston University's College of Communication for September 1996. The program is designed to teach the skills needed to be an effective producer in a rapidly changing telecommunication environment. Successful candidate will adapt existing courses and create new ones to meet the challenges of an evolving industry. Skills should include expertise in designing programs with new technology; familiarity with new digital applications and their importance in future television productions; and the ability to teach both traditional and innovative forms of writing for television. Teaching experience and an advanced degree preferred. The search will remain open until the position is filled. Applicants should submit résumé, names of three references, and samples of their work to: Assistant Dean Phyllis Robbins, College of Communication, Boston University, 640 Commonwealth Avenue, Boston, MA 02215, e-mail <probbins@bu.edu>.

Boston University is an equal opportunity/affirmative action employer and does not discriminate on the basis of race, gender, religion, age, ethnic origin or disability.

HELP WANTED NEWS

Editor: Phillips Business Information is seeking an editor for its biweekly newsletter on video technology news. Candidate should possess strong reporting, and editing skills, as well as industry background. Fax resume to D. Engelgau (301)424-8602.

HELP WANTED SALES

Two positions, experienced Satellite Video and Satellite Data salespersons for Pittsburgh International Teleport expansion. With response, include work history outlining products sold with details. No phone calls. To President, PO Box 14070, Pittsburgh, PA 15239-0070. M/F. EOE.

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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.

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For the Record

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

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

OWNERSHIP CHANGES

Granted

Honolulu (BTC-960321GU)—Manayan Ventures Inc. for KISA(AM) 1540 khz: involuntary transfer of control from Manayan Ventures Inc. to Manayan Ventures Inc., D.I.P. *Apr. 5*

NEW STATIONS

Dismissed

Winner, S.D. (BPH-950801MA)—Mas Communications Inc. for FM at 98.1 mhz, ERP 100 kw, ant. 299 m. *Mar. 29*

Returned

Mariposa, Calif. (BPED-950824MF)—American Family Association for noncommercial educational FM at 91.1 mhz, ERP .45 kw, ant. 604 m. *Apr. 2*

El Dorado, Kan. (BPED-951017MC)—Butler County Community College for noncommercial educational FM at 88.1 mhz, ERP .617, ant. 28 m. *Apr. 2*

Granted

Pueblo, Colo. (BPH-951205IG)—Pueblo Broadcasters Inc. for FM at 104.5 mhz, ERP 50 kw, ant. 150 m. *Apr. 2*

Abilene, Tex. (BPED-950427MA)—American Family Association for FM at 91.3 mhz, ERP 1 kw, ant. 54 m. *Apr. 3*

Richmond, Va. (BPH-851216ON)—Barbara B. Bennis for FM at 101.1 mhz, ERP .3 kw,

ant. 328 ft., Giant Dr., Richmond. *Mar. 29*

Filed/Accepted for filing

Lihue, Hawaii (BPED-960321MA)—Lifeline Foundation Inc. (Newton J. Ricard, president, 1911 1/2 19th St., Santa Monica, CA 90404) for FM at 88.9 mhz, ERP 60 kw, ant. 111 m. *Mar. 21*

Omak, Wash. (BPED-960325MB)—Washington State University (Samuel H. Smith, president, 382 Murrow Ctr., Pullman, WA 99164) for educational FM at 90.1 mhz, ERP 3 kw, ant. 749 m., on Lemansky Peak, 19 km W of Tonasket. WSU owns KWSU(AM)-(TV) and KZUU(FM) Pullman, KFAE-FM and KTNW(TV) Richland, KNWR(FM) Ellensburg, KNWY(FM) Yakima and KNWV(FM) Clarkston, all Wash.; KRFA-FM Moscow and KNWO(FM) Cottonwood, Idaho, is building FM in Moses Lake, Wash., and has applied to build FM in Walla Walla, Chehalis and Port Angeles, all Wash. *Mar. 25*

Port Angeles, Wash. (BPED-960325MC)—Washington State University (Samuel H. Smith, president, 382 Murrow Ctr., Pullman, WA 99164) for educational FM at 90.1 mhz, ERP 1.6 kw, ant. 60 m., atop Striped Peak, near lookout tower, 16 km E of Port Angeles. WSU owns KWSU(AM)-(TV) and KZUU(FM) Pullman, KFAE-FM and KTNW(TV) Richland, KNWR(FM) Ellensburg, KNWY(FM) Yakima and KNWV(FM) Clarkston, all Wash.; KRFA-FM Moscow and KNWO(FM) Cottonwood, Idaho, is building FM in Moses Lake, Wash., and has applied to build FM in Walla Walla, Omak and Chehalis, all Wash. *Mar. 25*

South Bend, Wash. (951011MB)—Jodesha Broadcasting Inc. for FM at 105.7 mhz, ERP 3.2 kw, ant. 276 m. *Oct. 11*

Diamondville, Wyo. (950906MN)—Jerrold T. Lundquist for FM at 105.3 mhz, ERP 50 kw, ant. 3 m. *Sept. 6*

FACILITIES CHANGES

Dismissed

Benson, Ariz. (BPH-950620IH)—Stereo 97 Inc. for KAVV(FM) 97.7 mhz: change ERP to 3

kw, ant. to 32 m., TL to 12.46 km from Benson. *Apr. 2*

Sulphur, Okla. (BPH-921023IB)—DFWU Inc. for KFXT(FM) 100.9 mhz: change ERP to 30 kw, ant. to 175 m., TL to 10.5 km SW of Davis, Okla., class to C2. *Mar. 29*

Returned

Tucson, Ariz. (BTCCT-960222YJ)—KTUC Inc. for KTUC(AM) 1400 khz: change TL to 2550 N. Los Altos, Tucson, make changes in ant. system, increase power to 1 kw. *Mar. 22*

Pekin, Ill. (BPED-951128IA)—Illinois Bible Institute Inc. for WCIC(FM) 91.5 mhz: change ant. to 101 m., modify directional ant. pattern. *Mar. 26*

Granted

Cramford, Ga. (BMPH-951122IB)—New Broadcast Investment Properties Inc. for WGMG(FM) 102.1 mhz: change ant. to 100 m., delete directional ant. *Mar. 28*

Miami (BPCT-950918KE)—NBC Stations Management Inc. for WTVJ(TV) ch. 6: change ERP to 100 kw visual, ant. to 549 m., TL to 17107 SW 148 St., Princeton, Fla. *Mar. 21*

Orlando, Fla. (BPCT-950707KF)—Meredith Corp. for WOFL(TV) ch. 35: change ant. to 451 m. dielectric. *July 7*

Volcano, Hawaii (BMPH-950731IB)—Li Hing Mui Inc. for KKOA(FM) 107.7 mhz: change ERP to 18 kw, class to C3, ant., TL. *Oct. 27*

East Moline, Ill. (BMPH-951120IM)—Mississippi Valley Broadcasting for WLLR-FM 101.3 mhz: change ERP to 12.5 kw, ant. to 299 m. *Mar. 25*

Seelyville, Ind. (BMPH-950227IC)—The Radio Minstr. Bd. Vic. Christian Center for WTHC(FM) 95.9 mhz: change ERP to 4.1 kw, ant. to 121 m. *Apr. 2*

Glencoe, Minn. (BMPH-941116IZ)—Waite Park Broadcasting Co. for KARP(FM) 96.3 mhz: change ERP, ant., TL, frequency. *Mar. 27*

Minneapolis (BMP-950216AA)—Minnesota Public Radio Inc. for KNOW(AM) 1330 khz: change TL to 175 m. N of SR 13, 140 m., E of Vernon Ave., Savage, Minn., make changes in ant. system. *Mar. 22*

Worthington, Minn. (BMPET-960209KE)—West Central Minnesota Educational TV Inc. for KSMN(TV) ch. 20: change ERP to 2,400 kw visual, ant. *Mar. 22*

Potosi, Mo. (BMPH-960212IA)—Joseph and Donna Bollinger for KHCR(FM) 97.7 mhz: change ant., ERP, structure height. *Apr. 2*

Red Lodge, Mont. (BMPH-950922IE)—Silver Rock Communications Inc. for KMXE(FM) 99.3 mhz: change ERP to .46 kw, ant. to 353 m., class to A. *Apr. 1*

Canandaigua, N.Y. (BPED-950515MK)—Family Life Ministries Radio Inc. for WCIV(FM) 88.9 mhz: change ERP to .5 kw. *Apr. 4*

Hope Mills, N.C. (BMPH-940921IF)—Dr. James E. Carson for WCCG(FM) 104.5 mhz: change ERP to 6 kw, ant. to 93 m. *Mar. 28*

Lewisburg, Pa. (BPH-951012IA)—Diggins

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

Media Inc. for WCXR(FM) 103.7 mhz: change ERP to 1.4 kw, ant. to 212 m., frequency, TL. Feb. 9

Mercersburg, Pa. (BPH-9512131B)—M. Belmont Verstandig Inc. for WSRT(FM) 92.1 mhz: change ERP. Apr. 3

Hilton Head, S.C. (BPH-9512121B)—New Adventure Communications Inc. for WFXH-FM 106.1 mhz: change ERP to 25 kw, ant. to 181 m. Apr. 4

Huntsville, Tex. (BP-930503AA)—James W. Standefer for KYLR(AM) 1400 khz: increase power to .6 kw. Mar. 26

Chester, Va. (BMPH-9510251D)—Hoffman Communications Inc. for WDYL(FM) 105.7 mhz: change ant. to 98 m., delete directional ant. Mar. 27

Christiansied, Virgin Islands (BPH-9505311B)—St. Croix Wireless Co. Inc. for WAVI(FM) 93.5 mhz: change ERP to 50 kw. Mar. 26

Cruz Bay, Virgin Islands (BMPH-9512081A)—Jersey Shore Broadcasting Corp. for WWSK(FM) 101.3 mhz: change frequency from 92.3 mhz to 101.3 mhz. Mar. 27

Tomah, Wis. (BPH-9512121A)—Magnum Radio Inc. for WUSK(FM) 94.5 mhz: change class to C3, ERP to 8.3 kw, ant. to 172 m. Apr. 2

Accepted for filing

Florence, Ala. (BPH-9603221D)—Big River Broadcasting Corp. for WOLT-FM 107.3 mhz: change ERP, ant., class. Mar. 22

Florence, Ala. (BPH-9603221F)—Big River Broadcasting Corp. for WXFL(FM) 96.1 mhz: change ERP ant., TL, class, ant. supporting-structure height. Mar. 22

Anchorage (BPET-9603251E)—Alaska Public Telecommunications Inc. for KAKM(TV) ch. 7: change ERP to 316 kw visual. Mar. 25

Soledad, Calif. (BPH-9603111C)—Ralin Broadcasting Corp. for KLUE(FM) 105.3 mhz: change ERP, ant., TL. Mar. 11

Bethany Beach, Del. (BMPH-9603141B)—Great Scott Broadcasting for WZSK(FM) 103.5 mhz: change ERP, ant., structure height. Mar. 14

Naples, Fla. (BPED-9602271H)—Shad-owlawn Association Inc. for WSRX(FM) 89.5 mhz: change structure height, ant., TL. Feb. 27

Gainesville, Ga. (960327AB)—JWJ Properties Inc. for WDUN(AM) 550 khz: change daytime power. Mar. 27

Moline, Ill. (EPET-9603281E)—Black Hawk College for WQPT-TV ch. 24: change ERP to 1,200 kw visual, ant. to 275.9 m., TL to U.S. Hwy 150, 2.1 km S of Orion Rd., in Lynn Township, Ill. Mar. 28

Greenfield, Ind. (BPH-9603151B)—Mystar Communications Corp. for WZPL(FM) 99.5 mhz: change ERP, ant., TL, structure height. Mar. 15

Indianapolis (BPH-9602021B)—Shirk Inc. for WHHH(FM) 96.3 mhz: change structure height, ant., TL, ERP. Feb. 2

New Albany, Ind. (BPH-9603181A)—Cox Louisville LLC for WRVI(FM) 94.7 mhz:

Call for authors

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For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

change structure height, ant., ERP. Mar. 18

New Sharon, Iowa (BMPH-9603191F)—Crown Broadcasting Co. for KCWN(FM) 99.9 mhz: change ant., from 3-bay to 6-bay ant. Mar. 19

Ottumwa, Iowa (BPH-9603221C)—Gillbro Communications LP for KTWA(FM) 92.7 mhz: change ERP, class. Mar. 22

Fredonia, Kan. (BMPH-9603211E)—KGGF-KUSN Inc. for KJGM(FM) 104.1 mhz: change ERP, ant., TL, ant. supporting-structure height, class to C3. Mar. 21

Wamego, Kan. (BPH-9603151D)—KHCA Inc. for KHCA(FM) 95.3 mhz: change structure height, ant., ERP. Mar. 15

Lewiston, Me. (BMPCT-9603191KG)—New England Television for WWLA(TV) ch. 35: change ERP to 5,000 kw visual, ant. 278 m. Mar. 19

Great Barrington, Mass. (BMPED-9603071A)—WAMC for WAMQ(FM) 105.1 mhz: change TL, ERP, ant., structure, install directional ant. Mar. 7

Glencoe, Minn. (BMPH-9411161Z)—Waite Park Broadcasting Co. for KARP(FM) 96.1 mhz: change ERP, ant., TL, frequency. Nov. 16, 1994

McComb, Miss. (BPH-9603141C)—San-Dow Broadcasting Inc. for WAKH(FM) 105.7 mhz: change structure height, ant., TL. Mar. 14

Boonville, Mo. (BPH-9601231B)—Big Country of Missouri Inc. for KTLH(FM) 93.9 mhz: change class to C3. Jan. 23

Moultonborough, N.H. (BPH-9603131B)—Northeast Communications Corp. for WSCY(FM) 106.9 mhz: change ERP, ant., structure height. Mar. 13

Peterborough, N.H. (960325AA)—Peterborough Broadcasting Co. Inc. for WRPT(AM) 1050 khz: change community of license, TL,

frequency and power. Mar. 25

Los Alamos, N.M. (BPH-9603221E)—Mountain Broadcasting Inc. for KTMN(FM) 98.5 mhz: change ERP, ant., transmitter location. Mar. 22

Clifton Park, N.Y. (BPH-9603211C)—Jarad Broadcasting Co. of N.Y. Inc. for WWCP-FM 96.7 mhz: change ERP. Mar. 21

Oswego, N.Y. (3PH-9603151A)—Radio Corp. for WTKV(FM) 105.5 mhz: change ERP, ant., structure height. Mar. 15

Syracuse, N.Y. (BMPH-9603181C)—Salt City Communications Inc. for WXCD(FM) 105.9 mhz: change ERP. Mar. 18

Roanoke Rapids, N.C. (9603211A)—Better Life Inc. for WZRU(FM) 88.5 mhz: change ant., ERP, directional ant. pattern. Mar. 21

Franklin, Tenn. (BPH-9603061D)—GMX Communications of Tennessee Inc. for WRLT-FM 100.1 mhz: change class from A to C3. Mar. 6

Lometa, Tex. (BPH-9603221G)—Debra L. Witcher for KACQ(FM) 101.9 mhz: change ant. supporting-structure height. Mar. 22

Monterey, Va. (BPED-9603151C)—Pocahontas Communications Co-op Corp. for WVLS(FM) 89.7 mhz: change ERP, class. Mar. 15

Milwaukee (BPCT-9603111KF)—The Hearst Corp. for WISN-TV ch. 12: change ERP to 229 kw visual, ant. to 337 m., TL to 5201 Milwaukee River Pkwy., ant. Mar. 11

Neenah-Menasha, Wis. (960321AA)—Odon Communications Group I Ltd. for WNAM(AM) 1280 khz: change power. Mar. 21

Port Washington, Wis. (BPH-9603081C)—Wisconsin Great Lakes Broadcasting Inc. for WGLB-FM 100.1 mhz: change ant., TL, ERP, ant. structure. Mar. 8

Tomah, Wis. (BPH-9512121A)—Magnum Radio Inc. for WUSK(FM) 94.5 mhz: change ERP, ant., TL, class. Feb. 13

West Salem, Wis. (BPH-9601111Y)—DN Communications Inc. for WQJY(FM) 100.1 mhz: change ERP. Jan. 11

Wausau, Wis. (BMPED-9603041C)—State of Wisconsin Educational Community Board for WLBL-FM 91.9 mhz: change ant., ERP. Mar. 4

—Compiled by Jessica Sandlin

Errata

The following item from the April 8 issue should have been listed under "New stations/Granted":

Colfax, Ill. (BPH-930902MC)—Daniel Wayne Keister for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. Mar. 25

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THIS WEEK

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 15-19—**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 17—"The Future of the FCC," policy forum presented by the **Cato Institute**. Cato Institute, Washington. Contact: Elizabeth Kleinknecht, (202) 789-5229.

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

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

April 23—**Federal Communications Bar Association** luncheon featuring Howard Stringer. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

April 24—"The Changing Face of Cable and Telecommunications," career conference presented by the New York chapter of **Women in Cable & Telecommunications** and the **Financial Women's Association of New York**. HBO offices, New York City. Contact: (212) 642-6333.

April 25-26—"High-Speed Data Delivery Systems for the Cable Industry," conference presented by **Institute for International Research**. Sheraton Universal Hotel, Los Angeles. Contact: (212) 661-8740.

April 26-27—**Texas Associated Press Broad-**

casters annual convention and awards banquet. Sheraton Astrodome, Houston. Contact: Diana Jensen, (214) 991-2100.

April 26-27—**Women in Cable & Telecommunications** Betsy Magness Leadership Institute Meeting. Biltmore, Los Angeles. Contact: Christine Kane, (312) 634-2343.

April 26-28—**Intercollegiate Broadcasting System** 56th annual national convention. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

April 26-28—Adventures in Broadcasting Promotion Director's School, presented by **CRN International**. Sheraton Stamford Hotel, Stamford, Conn. Contact: Doug Harris, (203) 288-2002.

April 26-28—**NewsProNet** producer forum. Stouffer Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

April 27—**Museum of Broadcast Communications** salute to Larry King. Chicago Hilton and Towers, Chicago. Contact: (312) 629-6000.

April 28-May 1—Cable '96, **National Cable Television Association** annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

April 30—**Women in Cable & Telecommunications** annual Accolades Breakfast. Biltmore Hotel, Los Angeles. Contact: Tracy Mitchell, (312) 634-2339.

April 30—Deadline for entries for the 1996 Clarion Awards Competition, sponsored by **Women in Communications**. Contact: Colleen Phelan, (703) 359-9000.

April 30-May 2—4th annual **DRTV (Direct Response Television) Expo & Conference**. Long Beach Convention Center, Long Beach, Calif. Contact: Erika Bockhaut, (800) 513-8400.

MAY

May 1-3—Third annual Radio Only Management Conference, presented by **Inside Radio Inc.** Camelback Inn, Scottsdale, Ariz. Contact: (609) 424-6800.

May 1-5—**Southern Educational Communications Association** 11th annual utilization conference. Sheraton Hotel, Columbia, S.C. Contact: Norma Gay, (803) 799-5517.

May 2—**Hollywood Radio and TV Society** newsmaker luncheon. Universal Hilton Hotel, Universal City, Calif. Contact: Neith Stickells, (818) 789-1182.

May 6—Peabody Awards luncheon presented by **University of Georgia College of Journalism and Mass Communication**. Waldorf-Astoria, New York. Contact: (706) 542-3787.

May 8—Fred Friendly First Amendment Award presentation by **Quinnipiac College** to Leslie Stahl. Metropolitan Club, New York. Contact: (203) 281-8655.

May 8—**International Radio & Television Society Foundation** Foundation Awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

May 9—**Federal Communications Bar Association** luncheon featuring John Sie. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

May 11-14—100th **Audio Engineering Society** convention. Bella Center, Copenhagen, Denmark. Contact: (212) 661-8528.

May 14—Seminar on Telecommunications Reform Act of 1996 and mass media issues, presented by **Federal Communications Bar Association** and **Glasser LegalWorks**. National Press Club, Washington. Contact: (800) 308-1700.

May 14-15—"March on Washington," annual Washington rally hosted by the **Association of Local Television Stations** (formerly INTV). Contact: Angela Giroux, (202) 887-1970.

May 14-16—"Innovative Strategies for the 21st Century: Creating and Managing New Growth Partnerships," conference presented by the **American Stock Exchange** and **Forbes Magazine**. Waldorf-Astoria, New York City. Contact: Elizabeth Ames, (212) 620-2398.

May 14-21—**National Association of Black-Owned Broadcasters** 20th annual spring management conference. Nassau, Bahamas. Contact: (202) 463-8970.

May 15-16—East EuroLink, eastern and central European pay-TV conference presented by **Global Exposition Holdings**. Atrium Hilton Praha Hotel, Prague. Contact: (713) 342-9826.

May 15-19—Annual public radio conference, presented by **National Public Radio**. Washington Hilton and Towers, Washington. Contact: Alma Long, (202) 414-2000.

May 15-19—"Content '96," educational media conference and market presented by **National Educational Media Network**. Waterfront Plaza Hotel, Oakland, Calif. Contact: (510) 465-6885.

May 16-17—"Successfully Implementing Object-Oriented Technology for Telecom Cable and Wireless Companies," conference presented by **Global Business Research Ltd.** Doubletree Guest Suites, Chicago. Contact: (212) 366-3212.

May 17-19—**Federal Communications Bar Association** annual seminar. Hot Springs, Va. Contact: Paula Friedman, (202) 736-8640.

May 17-19—"Economic Issues in the 1996 Elections," conference for journalists presented by the **Foundation for American Communications**. University Inn and Reynolds School of Journalism, Reno. Contact: Christina Gardner, (213) 851-7372.

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 21—Digital television and Internet conference presented by **Convergence**. Sheraton New York, New York City. Contact: (303) 393-7449.

May 21—Seminar on Telecommunications Reform Act of 1996 and telecommunications issues, presented by **Federal Communications Bar Association** and **Glasser LegalWorks**. National Press Club, Washington. Contact: (800) 308-1700.

May 21-22—International conference on electromagnetic energy presented by the **Electromagnetic Energy Association**. Washington Vista Hotel, Washington. Contact: Amy Nelson, (202) 452-1070.

May 22—23rd annual Daytime Emmy Awards, presented by the **National Academy of Television Arts and Sciences**. Radio City Music Hall, New York City. Contact: David Beld, (212) 586-8424.

May 22—**Foundation for Accounting Education of the New York State Society of CPAs** entertainment and sports conference. Grand Hyatt Hotel, New York City. Contact: (212) 719-8383.

May 22-23—"Learning-Oriented Leadership," course presented by **Women in Cable & Telecommunications**. TCI Building, Denver. Contact: Molly Coyle, (312) 634-2353.

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.

May 30—Seminar on FCC implementation of the Telecommunications Reform Act of 1996, presented by **Federal Communications Bar Association** and **Glasser LegalWorks**. National Press Club, Washington. Contact: (800) 308-1700.

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 Associa-**

tion 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, cosponsored 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 Osmani, [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, Los Angeles, Calif. Contact: (510) 428-2225.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

OpenMike

Still wary of auctions

EDITOR: While I appreciate your words of praise for NAB's lobbying efforts in the spectrum battle, I am concerned with the April 1 story that leaves broadcasters with the impression that the spectrum battle is over.

Spectrum auctions are still very much a live possibility should there be any type of budget deal between Congress and the administration. For example, the administration, in its new budget proposal for FY97, has included not only accelerated analog spectrum auctions but also a provision that requires broadcasters to pay a onetime tax if the auctioned spectrum brings in less revenue than the \$17 billion projected in its budget. Meanwhile, the administration and Congress have not given up hope of putting together a mini-budget deal, or "downpayment" on the federal deficit, before they move ahead on the budget for the new fiscal year that begins Oct. 1.

Our biggest concern has always been—and continues to be—that a backroom deal that includes either upfront or accelerated analog spectrum auctions will be put together by a handful of administration officials and congressional leaders. This budget deal would be presented to Congress as a "fait accompli," with little or no chance to amend the package.

Further, while the House hearings have been completed, the Senate Commerce Committee has three more spectrum hearings to come. We must remain cautious, as neither congressional body has given any direction to the FCC.

We have made headway. Broadcasters have done an excellent job of educating congressional leadership

and Budget and Commerce Committee members about the impact of early spectrum auctions on free TV, but our task is far from over. It would be a tragic mistake for broadcasters to let up in their public education and grassroots lobbying efforts while we are still so much at risk. Our industry's future depends on these continued efforts.—*Eddie Fritts, president, National Association of Broadcasters, Washington*

Gay bashing on the radio

EDITOR: "Fag." "Homo." "Dyke."

If you're offended by simply reading slang like this, imagine how it feels when these insults are aimed directly at you.

The Gay and Lesbian Alliance Against Defamation (GLAAD) exists to promote fair and accurate representation of lesbians and gay men in the media. Our watchdog committee, composed mainly of volunteers, monitors and responds to positive and negative portrayals in just about every medium. Although print, TV and film are generally making strides in the right direction, we cannot seem to keep up with the complaints we receive about gay bashing over the radio.

While it's no secret that right-wing talk shows revel in homophobic messages, anti-gay and -lesbian remarks are also sneaking into broader formats ranging from adult contemporary to alternative rock to sports talk.

In California, for example, one late-night sports program refers to gay men as "butt pirates." A morning rush disk jockey compares

"dykes" to "dogs." A Spanish-language station warns the listener not to "tie your shoes in San Francisco." An alternative rock personality yells to a caller, "Are you some kind of homo?!"

We are not so naive as to think that this doesn't reflect the unfortunate attitude still present in some of America's living rooms that lesbians and gay men are somehow fundamentally different from everyone else. But when radio personalities perpetuate these offensive stereotypes across the airwaves, they are only reinforcing those listeners' perceptions of gay and lesbian people.

Listeners would not tolerate this kind of misrepresentation and stereotyping if it were directed at any other minority group. An air personality attacking African Americans or Jews or the physically challenged in the same way he attacks lesbians and gay men would soon find he had taken the low road to the unemployment line.

If radio is truly such a creative business, why is it that the most creativity some jocks can muster is the easy "fag" or "dyke" joke? To some, the jokes deeply hurt. To others, they are simply not funny. To everyone, they inaccurately portray a community that is far too diverse to be represented by a stereotypical string of slang.

Keep in mind that what you broadcast affects your listeners' perceptions of gays and lesbians they know and that affects how fairly (or unfairly) we are treated in our communities and workplaces. It's a big responsibility, but ultimately, what you broadcast can affect the perceptions that affect people's lives.—

Mike Roth, Los Angeles

Pushing broadcasters to a digital age

Like many executives who have risen to the top ranks of broadcasting, Phil Jones got his start selling advertising time. Also like a lot of other executives in broadcasting, his original goal was a job on the news side.

"When I got out of school I thought about news and I really did try to get into it," says Jones. "But probably one of the luckiest things that ever happened to me is that I didn't."

Certainly Jones's unflappable optimism seems to run against the grain of the sardonic personality often associated with reporters. "I'm a power positive thinker type," says Jones. "I'm boring in that regard." His lectures to colleagues on the link between a positive attitude and business success have earned him the nickname "preacher."

"I'm motivated by money and fear of failure," he says. That motivation apparently has served him well. He is president of Meredith Corp's seven-station broadcast group. He also is the current Joint Board chairman of the National Association of Broadcasters.

Jones heads the NAB board at a time when many in broadcasting think the industry is in a fight for its life. Jones is confident that television broadcasters will be given a second channel for digital broadcasting and insists that the industry has no interest in hoarding spectrum. Broadcasters will be eager to give back their analog channel as soon as the transition to digital is complete, according to Jones, who also is a member of the Association for Maximum Service Television (MS-TV): "I don't need two channels. That is what everyone has to grow up about. Why in the world do I want to transmit two channels? It doubles my cost and what do I get in return?"

The debate over alternative uses for the second channel has served only to distract broadcasters from the goal of having a technically competitive signal in the 21st century, Jones says. "Call them visionaries if you want to; I call them subversives," he says, referring to broadcasters who want to use the additional spectrum to sell data or other auxiliary services.

Jones compares the potential for entry into the data transmission business to the opportunity for a local station to get into production. "That's available to me because I have cameras and I have studios. But I don't want to be in the production



"I want the networks to better understand that we are not each other's enemies."

Philip Alan Jones

President, Meredith Broadcasting Group, Des Moines, Iowa; also, chairman of joint board, National Association of Broadcasters; b. June 27, 1944, Cairo, Ill.; BA, University of Missouri, 1966; account executive, KCMO-FM Kansas City, Mo., 1966-67; account executive, KMBR-FM Kansas City, 1967; WDAF-TV Kansas City: account executive, 1968; local sales manager, 1968-70; general sales manager, WTAF-TV Philadelphia, 1974-76; general manager, WGR-TV Buffalo, N.Y., 1976-79; VP/GM, KCTV-TV Kansas City, 1979-89; executive VP, KCTV parent Meredith Broadcast Group, 1989; current position since 1989; m. Lynnsay Williams, Sept. 6, 1967; children: Whitney, 27; Spencer, 24.

business because I'm a television station operator. That's where my money is. That's where my margin is."

Jones's business philosophy was formed during the early part of his career at the former Taft Broadcasting: "I learned some really strident bottom-line, tough discipline. Things that I hated at the time...but that basically gave me some really good fundamental business principles."

The debate over the second channel is not the first big industry fight in which he has played a leading role. Jones was chairman of the CBS affiliate board during the battle over compensation in the mid-1980s. "We went from hugging and loving each other at the meetings to biting and kicking each other," he says.

As president of Meredith's broadcast group, Jones now oversees three Fox affiliates in addition to the three CBS affiliates. Meredith also owns an NBC affiliate, and Jones hopes to add an ABC affiliate to the group. By investing in all four major networks, Jones says he would be protected to some degree from the ups and downs of any individual network. For example, while Meredith's three CBS affiliates lost NFL programming to Fox last year, its three Fox affiliates benefited.

Although he did not make a direct comparison to the compensation trouble with CBS during the 1980s, Jones said that Fox also can be a tough negotiator: "They [justifiably] believe they have brought some value to some valueless properties, and because of that they believe [Fox stations] owe them something," Jones says. He also acknowledges that Fox has "led us screaming and crying to things that have really been in our best interest." As examples, he points to Fox's prime time schedule, its children's programming and its financial commitment to NFL football.

On the other hand, when Fox decides to make a move, it often is not overly sensitive to the needs of the affiliates, Jones says: "They have the gun and the bullets. The implicit threat is that they always have somewhere else to go."

While he may have squabbles with Fox or CBS, Jones says broadcasters must realize that they have an interest in each other's success. "I want the networks to better understand that we are not each other's enemies." Ever the optimist, he adds: TV broadcasters "should command a disproportionate share [of the audience] forever. We can do that if we don't eat our young." —CS

BROADCAST TV

Appointments at Katz Communications Inc., New York: **Rory O'Neil**, research analyst, West Central; **Paul Wasserman**, sales assistant, and **Michelle Lavery**, research analyst, all of Katz Continental Television, named research manager, research analyst and research manager, respectively; **Elen Dolan**, payroll assistant, U.S. Trust Co., New York, joins Katz Continental as research analyst; **Scott Schirmer**, sales executive, Katz Continental Television, Los Angeles, named sales manager, Katz Television Group, San Francisco.



Dienst

Jonathan Dienst, reporter, New York 1 News, Manhattan, joins WPIX(TV) New York in same capacity.

Tom Manning, assistant news director, WTIC-TV Hartford, Conn.,

named news director.

Lisé Markham, VP, special projects, Tribune Broadcasting Co., named VP/GM, KTTY(TV) San Diego.

Kate Juergens and **Shelley McCrory**, managers, prime time series, NBC Entertainment, New York, named directors.

Charles Freericks, VP, development, Water Street Pictures, joins NBC Studios, New York, as director, development, miniseries and motion pictures for television.



Greenwood

Patrick Greenwood, sports director, WHLT(TV) Hattiesburg, Miss., joins KLFY-TV Lafayette, La., as reporter.

David Tynan, director, sales, WGN-TV Chicago, joins KHTV(TV) Hous-

ton as VP/GM.

Appointments at New Media Sales, Capital Cities/ABC, New York: **Claire Schultz**, manager, affiliate sales and marketing, ABC Radio Networks, New York, named national marketing executive; **Eric Better**, senior account executive, Independent Television Network,

New York, joins as national marketing executive; **Robbie Horn**, branch manager, MMT Sales, Charlotte, N.C., joins as sales manager, National Television Sales, Charlotte.

Appointments at WOI-TV Ames, Iowa: **John Sloan**, president/GM, WPTA(TV) Fort Wayne, Ind., joins as VP/GM; **Steven Dant**, VP/GM, KMID(TV) Midland, Tex., joins as VP/GM; **Raymond Cole** named VP/COO, Citadel Communications Co. (owner), and its affiliated companies.

Diane Rinaldo, director, media sales, Warner Bros. Domestic Television Distribution, New York, named VP, media sales.

Mitchell Fink, columnist, *People* magazine, joins WCBS-TV New York as contributor, *Channel 2 News*.

Kevin Sargent, station manager, WSJV(TV) Elkhart, Ind., named VP/GM.

Appointments at CBS Affiliate Relations, New York: **Fran Eigendorff**, regional director, Southeast, and **Preston Farr**, managing director, named VPs, affiliate relations; **Jeff McIntyre**, director, marketing services, named VP, marketing.

PROGRAMING



Leffler

Barry Leffler, VP, creative services and programing, WTVJ(TV) Miami, joins NBC Super Channel and CNBC Europe, London, as director, promotions.

Alan Foster, VP, national syndication, American

Program Service, joins Public Broadcasting Service, Alexandria, Va., as executive director, syndication services.

Chris Ender, VP, public relations, Columbia TriStar Television Distribution, joins CBS Entertainment, Los Angeles, as VP, media relations.

Mike Nelson, media relations manager, National Basketball Association, Oakland, Calif., joins NBC Entertainment Press & Publicity, Burbank, Calif., as director, entertainment programing information.

Jennifer Anne Smithson, trademark attorney, Ladas & Parry law firm, Los

Angeles, joins Saban Entertainment there as director, legal affairs for intellectual property.



Huang

Linda Huang, manager, finance, Paramount Television Group, Hollywood, named director, finance, Jonathan Goodson Productions, a newly formed game show production company that has

a development arrangement with Paramount.

William Phillips, executive in charge of production, Big Ticket Television, joins Steven Bochco Productions, Los Angeles, as VP, production.



Cicha

Frank Cicha, VP, research and marketing, Twentieth Television, New York, named senior VP, Twentieth Television and Twentieth Century Fox Television.

Providence Journal Co. has reorganized its executive management as a result of the merger of its cable operations into Continental Cablevision. Appointments include: **Jack Clifford** named executive VP, broadcasting, programing and electronic media; **Howard Sutton** named senior VP/GM, publishing; **John Hayes** named VP, television; **Paul McTear** named VP, finance; **Tom Matlack**, VP, finance, adds CFO to his responsibilities; **Jack Hammond**, VP, legal, named VP, general counsel/chief administrative officer; **Michael Isaacs** named VP, government and corporate relations; **Mark Ryan** named assistant general counsel; **Denise Parent** named senior corporate counsel.

RADIO

Shy Scheihagen, media director/media planning manager, Southland Corp., joins The Arbitron Co., New York, as Southwest manager, advertising agency services.

Wendy Gayle, controller/station manager, KSDO(AM)/KKBH(FM) San Diego, joins Personal Achievement Radio, Palo

Alto, Calif., as corporate controller.

Bill Wilkerson, **Wendy Wiese** and **Kevin Horigan**, radio personalities, KMOX(AM) St. Louis, join WIBV(AM) Belleville, Ill., in same capacity.

Dave Presher, VP/GM, KCPM(TV) Chico, Calif., joins KPWR(FM) Los Angeles as GSM.

J. Chris Ackerman, GSM, KCIN(FM)/KRPM(AM) Seattle, joins WAMG(FM)/WMYX(FM)/WEMP(AM) Milwaukee in same capacity.

Laura La Pre, account executive, WOR(AM) New York, joins SportsFan Radio Network there as director, advertising sales.

Appointments at ABC Radio Networks, Dallas: **Cary Pall**, program director, WSRF-FM Millington/Nashville, Tenn., joins in same capacity; **Nina Gladir**, account executive, CBS Radio Networks, Los Angeles, joins as director, sales, Los Angeles.

Graham Satherlie, sales manager, WMAQ-TV Chicago, joins Chancellor Broadcasting Co.'s KXKL-AM-FM and KIMN(FM) Denver and KLAC(AM) Los Angeles, as VP, sales.

Jeffrey Byrne, VP, worldwide marketing, Dataquest, joins DG Systems, San Francisco, as VP, marketing.

Alan Sledge, operations director/program director, KSAN-FM/KNEW(AM) San Francisco/Oakland, joins KMPS-AM-FM Seattle as program director.

Sheila Richards, morning show host, KRMD-FM Shreveport, La., joins WVEZ-FM Louisville, Ky., in same capacity.

Appointments at Major Market Radio Sales: **Sharon Day**, NSM, WDOK(FM) Cleveland, elected chairman of station advisory board; **John Hurlburt**, account executive, named director, sales, Dallas.

CABLE



Walters

William Walters, director, advertising sales, MTV Networks, New York, joins MuchMusic USA there as VP, ad sales.

Bud Breheny, director, local sales and marketing, Cable Advertising Bureau, joins the TV Food Network, New York, as VP, local ad sales.

Lifetime Television, New York, is adding sports and the Internet to its portfolio. **Brian Donlon**, VP, public affairs, has been named VP, sports, new media and public affairs, overseeing the company's efforts in these two areas. The company also has expanded its programming department in Los Angeles. Appointments include:



Singer

Sheri Singer, VP, long-form programming, named VP, movies and drama series; **David Craig**, VP, The Haft/Nasatir Co., joins as director, long-form programming; **Amanda Moore**, manager, long-form programming, named director.

Vicki Livakis, correspondent/anchor, *Real Life*, joins The Travel Channel, Atlanta, as co-anchor/traveling correspondent, *Travel News Now*.



Scannell



Dunn

Appointments at Nickelodeon, Los Angeles: **Herb Scannell**, executive VP, Nickelodeon and U.S. Television, named president, Nickelodeon; **Jeff Dunn**, executive VP, strategy and business development, named COO.

ADVERTISING/MARKETING

Brian Sisko, partner, Klehr, Harrison, Branzburg, Ellers and Weir, joins National Media Corp., Philadelphia, as VP, corporate development and legal affairs.

Susan Haggerty, consultant, joins Koehler Iversen Inc., New York, as VP, media services.

Appointments at Product Information Network, Englewood, Colo.: **Chuck Price**, president, Infomall Cable Network, joins as VP/GM; **Jon Shaver**, business manager, named operations manager.

Charlie Watson, commercial director,

Roy Disney, vice chairman, board, Walt Disney Company has been named honorary chairman of UNICEF's International Consortium. The consortium was created to bring together top studio animators to create a package of public service announcements (PSAs) on children's rights.

joins RSA/USA Inc., Los Angeles, in same capacity.

ASSOCIATIONS/LAW FIRMS

Charles Morris, co-founder and senior managing partner, Morris & Madison Ltd., Del Mar, Calif., elected VP, board of directors, the Cable and Telecommunications Human Resource Association.

Appointments at North American National Broadcasters Association. Ottawa, Ontario: **Larry Loeb**, VP, Cable and international development, Capital Cities/ABC Inc., elected president; **Bill Roberts**, member, executive management committee, TVOntario, Toronto, joins as secretary general.

Ted Woo, manager, mechanical engineering, C-Cor Electronics, joins The Society of Cable Telecommunications Engineers, Exton, Pa., as director, standards.

Greg Renker, co-owner, Guthy and Renker, Palm Desert, Calif., named chairperson, executive committee and the board of directors, NIMA International, Washington.

DEATHS

Ernie Reck, 72, radio personality, died March 30. Reck operated a studio from his home in Arcadia, Minn. His remote program, *Arcadia on the Air*, broadcast on KWNO(AM) Winona, Minn for 35 years. Reck also had a weekly television show on WEAU-TV Eau Claire, Wis., where his band played for 16 seasons. The show ended in the '70s. He is survived by a daughter and a grandson.

Thomas Coyne, 43, commercial director, died March 15 of pneumonia, the result of complications from Hodgkin's disease. In 1983 Coyne directed promos for *Little House on the Prairie* and for CBS News. In 1993 he started his own company, Coyne Operated Pictures. A year later he joined RSA USA Inc. He is survived by his wife, Ronnie; two daughters; parents, a brother and sisters.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

As expected, **the Justice Department has been given the task of reviewing US West's \$10.8 billion purchase of Continental Cablevision.** Approximately 8% of Continental's subscribers are in US West territory. The Telecommunications Act bars telcos from buying cable systems in their own service areas. Justice's antitrust division also is likely to take a close look at Continental's stake in Teleport, a telephone company it jointly owns with Comcast, TCI and Cox.

DreamWorks SKG co-founder **Jeffrey Katzenberg filed a \$250 million breach-of-contract lawsuit last week against the Walt Disney Co.,** accusing the media giant of renegeing on a profit-sharing agreement struck during his tenure as chairman of Walt Disney Studios. The suit, filed in Los Angeles Superior Court, said that Katzenberg was promised 2% of profits from movie and TV product developed during his 10-year stint with Disney, which ended in 1994. A Disney spokesperson declined to comment on the

allegation, saying only that there has been "a raft of spin-control about the issues in this case, and now the real facts will be dealt with in a court of law." Although Katzenberg's exit reportedly was prompted by a falling out with Disney Chairman Michael Eisner, the lawsuit "should not be misconstrued as any kind of personal or punitive action," Katzenberg said a statement.

CBS announced last week that it is selling WPRR-TV Providence, R.I., to Clear Channel for \$68 million. The deal is subject to FCC approval. Clear Channel has been on a buying spree this spring. If all of the deals announced are closed, Clear Channel will own 63 radio stations and 10 TV stations.

Andy Setos has been named executive VP of News Corp.'s News Technology Group. Setos, who will report to News Technology Group President Dr. Greg Clark, moves from his slot as Fox Inc. senior VP, where he managed technology and operations for Fox Broadcast-

ing, Fox Television Stations, 20th Century Fox and Twentieth Television. He will continue his duties at Fox Television.

MGM Worldwide Television has given a green light to a second season of LAPD, the half-hour reality strip. *LAPD*, which has averaged a 2.2 national Nielsen household rating for the season to date, has been renewed for year two in more than 81% of the country.

Scripps Howard Productions has teamed with actor Brian Dennehy on two TV movie projects, one of which is a sequel to last year's high-rated NBC TV movie *Shadow of a Doubt*. Dennehy will reprise his role as lawyer Charlie Sloan in *Shadow of a Doubt II*. The actor will executive-produce and direct *My Real Name Is Lisa*, a thriller about a plot to kidnap an 8-year-old girl. SHP, which recently signed a worldwide distribution deal with Rysher Entertainment, has 40 hours of programming in development with ABC, CBS and NBC.

Marilu Henner and Linda Lavin have signed to star in a TV movie for Lifetime Television about the still-unfolding saga of allegations that doctors at the University of California at Irvine fertility clinic stole eggs and embryos from patients and implanted them in other women. Filming on the Neufeld/Rehme Productions project, tentatively titled *The Irvine Fertility Scandal*, begins next week.

Colin Davis, president of MCA TV International, said last week that he will retire at the end of May after nearly 20 years with the studio. Davis, who was appointed head of the division in 1987, intends to stay active in the international TV arena. His retirement comes amid a major restructuring of MCA's TV operations, led by last month's appointment of Jim McNamara to the new position of president of worldwide television distribution.

Broadcasters and celebrities lavished praise on radio giant Norman Knight, founder of the Boston-based

TCI balks at Silver King strings

TCI's Liberty Media arm is threatening to bail out of its investment in Silver King TV stations if the FCC doesn't alter conditions it put on the deal.

The commission last month approved the application by Liberty and Barry Diller to acquire the 12 Silver King stations through a joint venture, Silver Management Co. (SMC), in which Liberty holds nearly all the equity and Diller all the voting stock. But the commission conditioned its action on prior FCC approval of any "material" increase in the percentage of TCI cable subscribers in any of the markets served by Silver King stations.

TCI is worried that such conditions will hamper its efforts to acquire cable systems in any of the Silver King markets. The company also fears that the condition could disrupt deals for multiple cable systems in which one system is located in a Silver King market.

"TCI's entire transaction would be held hostage by a prior-approval requirement that no other bidder would have to endure," Silver Management Co. told the FCC last week. "Liberty will not proceed with the SMC/Silver King transaction if the condition remains in place," the company added.

SMC has asked the FCC to delete the requirement. The company also has offered the commission an alternative plan in which it would notify the commission of any approaching deal in which TCI-served cable households in any Silver King market would exceed 50%.

Silver Management Co. is making the case to delete the provision while it awaits word from the FCC on its investigation of charges that Silver King, under previous management, evaded FCC ownership rules. The commission last month stayed its approval of the Diller/TCI deal while it investigates the charges.

—CM

Knight Quality Station Group, as Knight accepted the 1996 Golden Mike Award from the Broadcasters' Foundation at a ceremony at New York's Plaza Hotel last Wednesday. Speakers included Patrick Buchanan, Curt Gowdy and Arnold "Red" Auerbach. In his acceptance speech, Knight urged radio broadcasters to support charities and "give back" to their communities.

President Clinton appointed U.S. Trade Representative Mickey Kantor to be Secretary of Commerce, replacing Ron Brown who died in an April 3 plane crash. Senate Majority Leader Bob Dole (R-Kan.) told the Associated Press that Kantor is "a good choice" who likely will be supported by Republicans.

House Intellectual Property Committee Chairman **Carlos Moorhead** (R-Calif.) introduced a bill last week that requires consumers who receive network signals via satellite to have their local broadcast signal intensity measured. Customers who do not have their signal measured must be cut off from the network signal, according to the proposed legislation.

MTM Television has signed actor Corbin Bernsen to star in its upcoming first-run action hour *The Cape*, the big-budget series focusing on astronauts and the space program. Bernsen, former star of NBC's *L.A. Law*, will play Barry "Bull" Eckert, a veteran NASA astronaut who leads a shuttle mis-

Names at the top of Americast

Americast, the video programing and interactive joint venture of Ameritech, BellSouth, GTE, SBC Communications and Disney, put its senior management team in place last week.

Headed by CEO Stephen Weiswasser, the team consists of David Loewith, senior VP/CFO; Jody Greenstone Miller, senior VP for operations; Craig Newman, senior VP/general counsel; Robert Rene, senior VP/chief marketing and advertising officer, and Jonathan French, VP for software development.

Loewith formerly was president of Chilton Enterprises, the book publishing division of Capital Cities/ABC. Miller joins Americast from Time Warner, where she was president of Time-Life Television. Newman left a partnership at New York law firm Arnold & Porter to oversee Americast's legal affairs. Rene formerly was senior VP, director of marketing, and an account managing director at Young & Rubicam. French was director of interactive video/multimedia software at Southwestern Bell Technology Services.

—MK

sion. Representatives for Bernsen said last week it was unclear whether the actor also will continue to host MG/Perin's *The Extraordinary*, the first-run weekly reality hour renewed for a third season this fall. *The Cape*, cleared in 85% of the country for a fall start, has been sold in 34 countries.

Prodigy Services Co. announced plans to lay off 115 of its 680 employees last week, citing as the prime reason its transition from a commercial online service to an Internet service. A group of Prodigy executives also is trying to make the company more attractive to potential investors being sought to support a leveraged buyout. Sears, Roebuck (which owns 50% of Prodigy; IBM owns the other 50%) recently said it wants to sell its stake in the troubled online service.

Sandy Becker, 74, New

York radio and television personality, died April 9 of a heart attack at his home in Remsenburg, Long Island. Becker worked for CBS as a staff announcer in the '40s, announcing news, daytime serials, such quiz shows as *Take*

It or Leave It, variety and talk shows. He also hosted *Armstrong Circle Theatre*. As a radio actor, Becker was known for the role of "Dr. Malone" on the daytime radio serial *Young Dr. Malone*. Beginning in 1955 he hosted *Wonderama*, a children's program on WNEW-TV New York. That led to *The Sandy Becker Show* and *Sandy Becker's Fun House*, shows where he created the characters and costumes and performed the parts. Becker is survived by his wife, Cherie, and three children.

Errata: An April 1 article on first-quarter 1996 cable ratings (page 16) incorrectly reported that "almost all the basic cable networks posted hefty ratings for the first quarter of 1996." The story should have said that seven of the top 10 cable networks registered prime time increases.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"We're introducing a new format for tonight's news, since we've joined forces with our local newspaper."

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Just do it.

It's right, proper and prudent that the National Association of Broadcasters keep a weather eye out for any residual threat to broadcasters' acquiring digital spectrum. Indeed, our April 1 story reporting that "the effort to auction the digital spectrum has run out of political steam" was laced with qualifications, including NAB President Eddie Fritts's caution that "as long as they need money, [members of Congress are] going to rumble around...until they find what they are looking for."

This issue's "Open Mike" carries another Fritts caution on the subject, and the editors commend its admonition that broadcasters not let up on their lobbying. But equally important, in our view, is to begin establishing digital momentum. That means pressuring the FCC to get on with it in terms of endorsing the Grand Alliance standard and allocating channels. It means revving up financial and engineering plans to accomplish the transition. It means, on the consumer electronics front, getting into production on a new generation of receiving sets. The list could fill this page, and most of the years between now and the future.

Delay is not a risk-free option. It's time to seize the digital day.

Just do it.

Reed Hundt's contrariness is coming to the surface again. After finally setting the Grand Alliance standard for initial commission consideration May 9, the FCC chairman is now sending signals that he'd like that standard torn limb from limb before the FCC

approves it. Give us a break.

We're not historians enough to know if the transmission standard devised by the FCC's own advisory committee is the longest-researched, most-prodded in history, but after eight and a half years we're persuaded there's no better option on the horizon, in this country or abroad. The FCC should have adopted it by acclamation on Nov. 28, 1995—the day Hundt declared this "a remarkably capable, high-performance, flexible transmission system that far exceeds the vision and goals of the committee's early days in 1987." He was right then and he's wrong now, a victim of his own too typical over-intellectualizing.

We're all for due diligence, but this is ridiculous. Nearly six precious months have been lost so far—months in which millions of additional analog TV sets have populated the marketplace, each one making it more difficult to bring that spectrum home for auction. If Hundt wants to do the nation a favor, and stop driving the broadcasting industry bananas, he'll get out of the way on this one.

Just do it.

It has been at least 20 years since broadcasters first set their sights on HDTV, not knowing whether they would ever be able to squeeze all that information into a 6 mhz signal. Now, the unattainable is within reach. To any who have seen high definition on a 65-inch screen, it is truly a new generation of television.

Now it's up to the broadcaster—literally, to take the high road or the lower. It's not just what the industry needs, it's what the country needs: the chance to enjoy the highest-quality television system known to man. Talk about operating in the public service.

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 Stern, 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 (Telemedia 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

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Neal Vitale, group vice president

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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. Coifax, production manager

212-463-6558; Fax 212-463-6563

Eric Peterson, production assistant

Jane Rogers, vice president, research

Gillian Lewis, research director

Circulation Inquiries

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New York 212-337-6940; Fax 212-337-6947

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Sandra Frey, executive assistant

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Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national marketing director,

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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;

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