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Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 126 No. 21 65th Year 1996 A Cahners Publication

TV's $3.5 Billion Addiction

SPORTS

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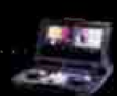

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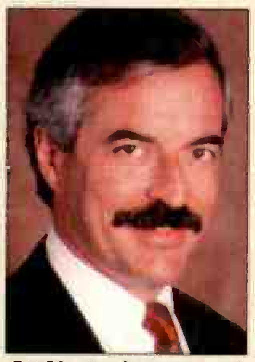
Fast Track

Must Reading from Broadcasting & Cable

May 13, 1996

TOP OF THE WEEK / 6

DARS may be on hold Members of Congress have asked the FCC to hold off on plans to set rules for digital audio radio satellite services. Among their concerns is the commission's plan to award CD Radio a "pioneer's preference." / 6



CBS's Andy Heyward changes his mind on free airtime for candidates. / 18

Clear Channel nears centennial mark Clear Channel is close to breaking the 100-station barrier: owning more than 100 radio stations, that is. Last week, Clear Channel spent $235 million to acquire Radio Equity Partners' 19 stations, bringing its portfolio to 92 stations. / 7

No deposit, no second channel Senate Commerce Committee Chairman Larry Pressler wants every TV station in the country to put down a hefty deposit on the second channel they need for the leap to digital TV. The deposit would be equivalent to the spectrum's open-market value. / 16

Age-based advisories get attention Some children's shows soon may be accompanied by an on-air advisory telling parents that the program is designed for kids ages 7 and older. Fox already has placed a similar advisory on its new live-action series *Goosebumps*. / 10

Networks offer free time Presidential candidates will get free airtime from every major broadcast TV network. Fox already has said that it will do so, and last week CBS, NBC and ABC followed suit. / 18

BROADCASTING / 23

CBS opens its 'Eyemark' That mouthful of a handle—CBS/Group W/Maxam—has been renamed Eyemark Entertainment. The outfit will develop and distribute CBS's first-run, cable and off-net programing. / 23

'Nanny' rehired, 'Carvey' canned With network fall-schedule announcements expected this week, CBS and ABC beat the pack by announcing early changes: CBS has ordered another full season of *The Nanny*; ABC hurriedly pulled *The Dana Carvey Show*. / 24

CBS has renewed 'The Nanny' for fall. / 24

SFX exits Dallas, swaps with CBS for Houston In separate deals last week, SFX Broadcasting swapped its KRLD(AM) Dallas and Texas State Networks for CBS's KKRW(FM) Houston and sold its last Dallas holding, KTCK(AM). / 32

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Nick plants more evergreens Nick at Nite's successful "stunt" formula will be used to roll out newly acquired classics *The Odd Couple*, *Rhoda* and *Happy Days*. / 49

'The Odd Couple' will bed down at 11 p.m. weeknights on Nick at Nite. / 49

Playoff shot falls short TNT's coverage of first-round NBA playoff games was down 10% in the ratings compared with last year's. TNT blames teams wrapping up their "best of five" series early. / 54

COVER STORY

TV Sports '96: Ahead of the pack The public's "insatiable appetite" for sports programing means that that genre accounts for about 10% of TV's annual advertising sales. Sports allow advertisers to stand out in an increasingly cluttered ad market. But as the price of ad time rises, so does the price of admission: The networks are paying billions for sports rights, and those fees are likely to become only more expensive. / 34

Cover illustration by Victor Stabin/SIS

Telemedia Week

Inferno fires up Lucent Technologies hopes its cross-platform network software, Inferno, will become 'the leading portable programing environment.' / 56

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Chopper sees infrared KGW(TV) Portland's new "gyrostabilized" unit for its news helicopter comes complete with an infrared camera that produces high-resolution images without visible light. / 60

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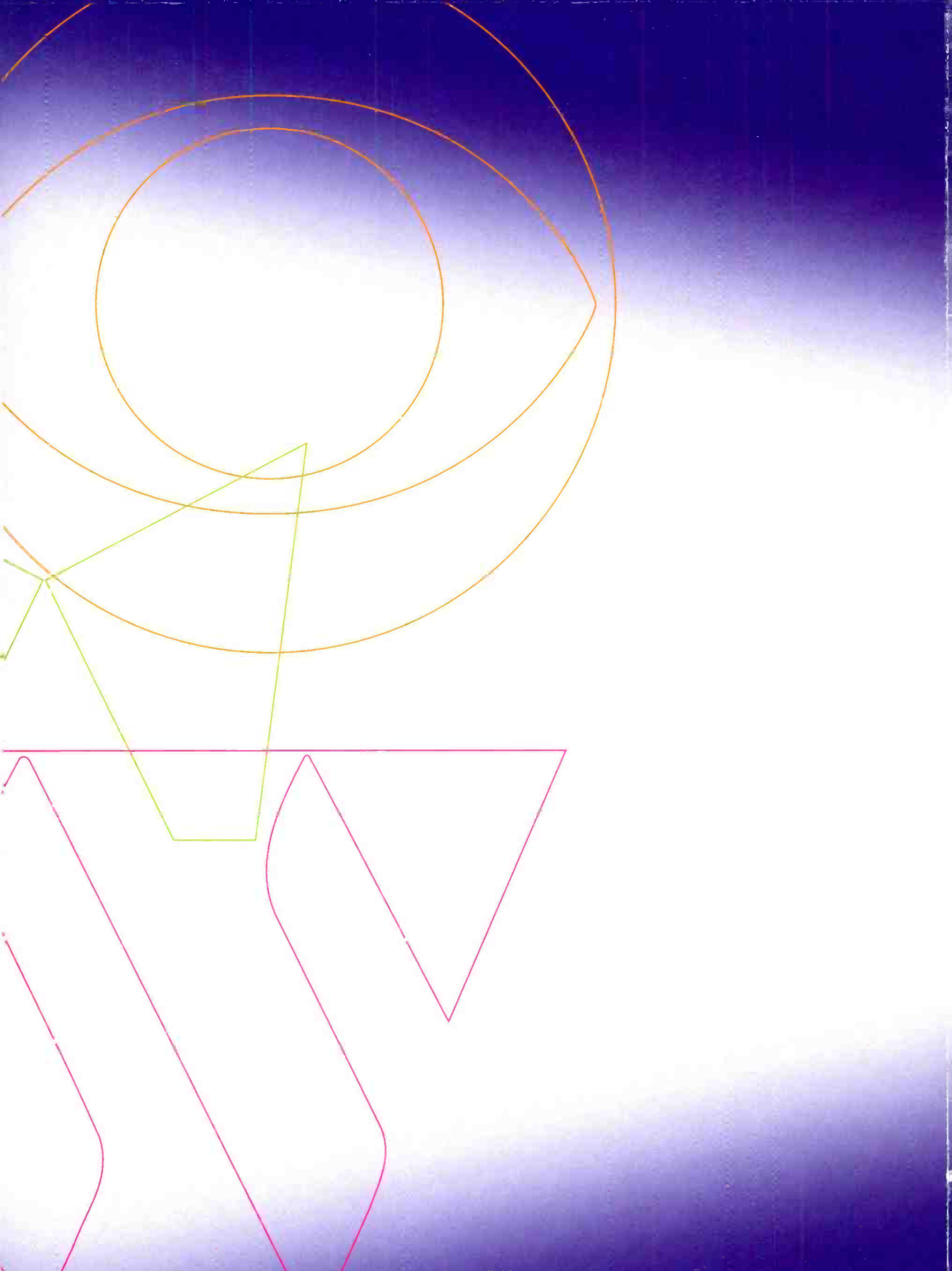
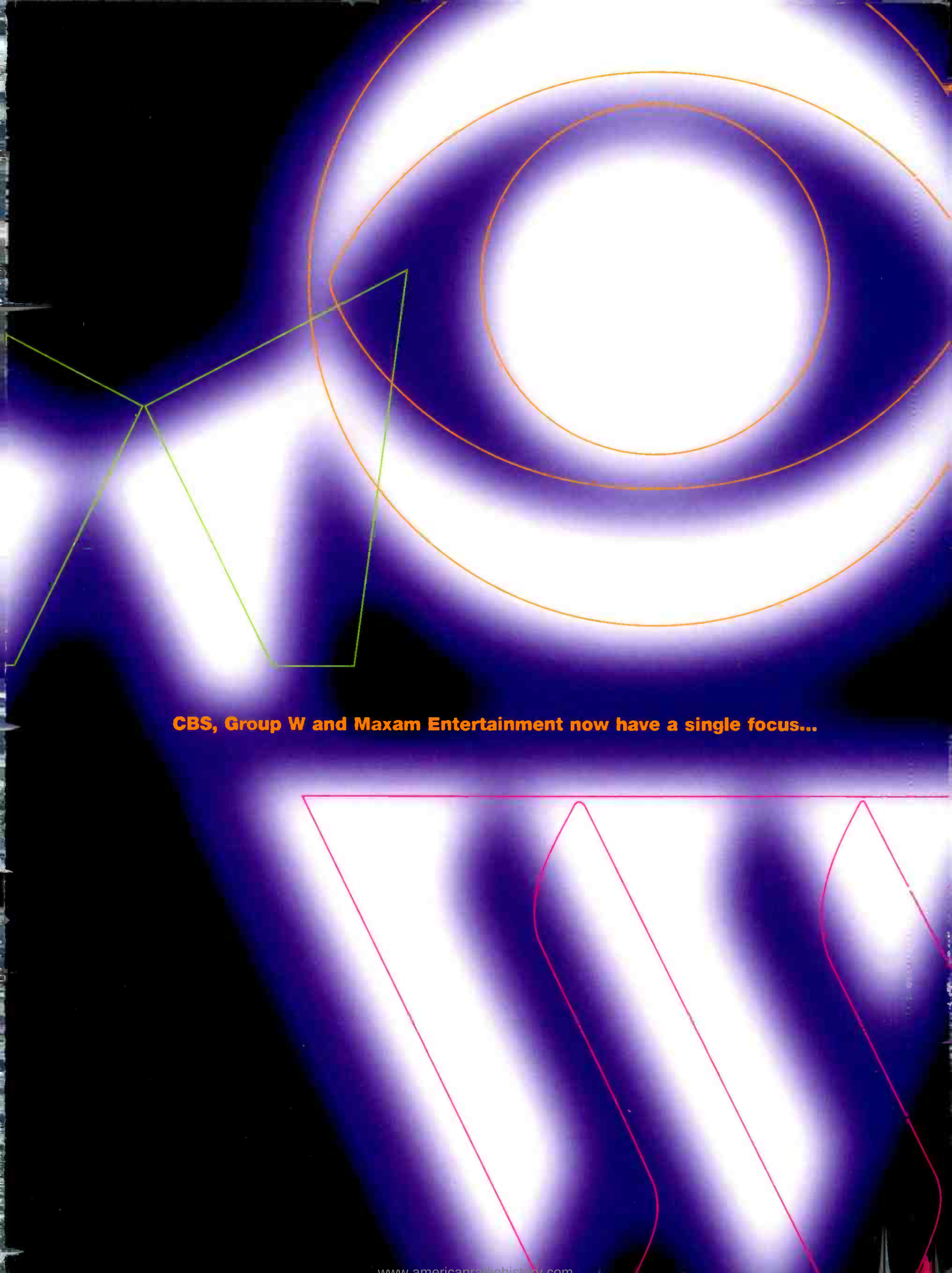
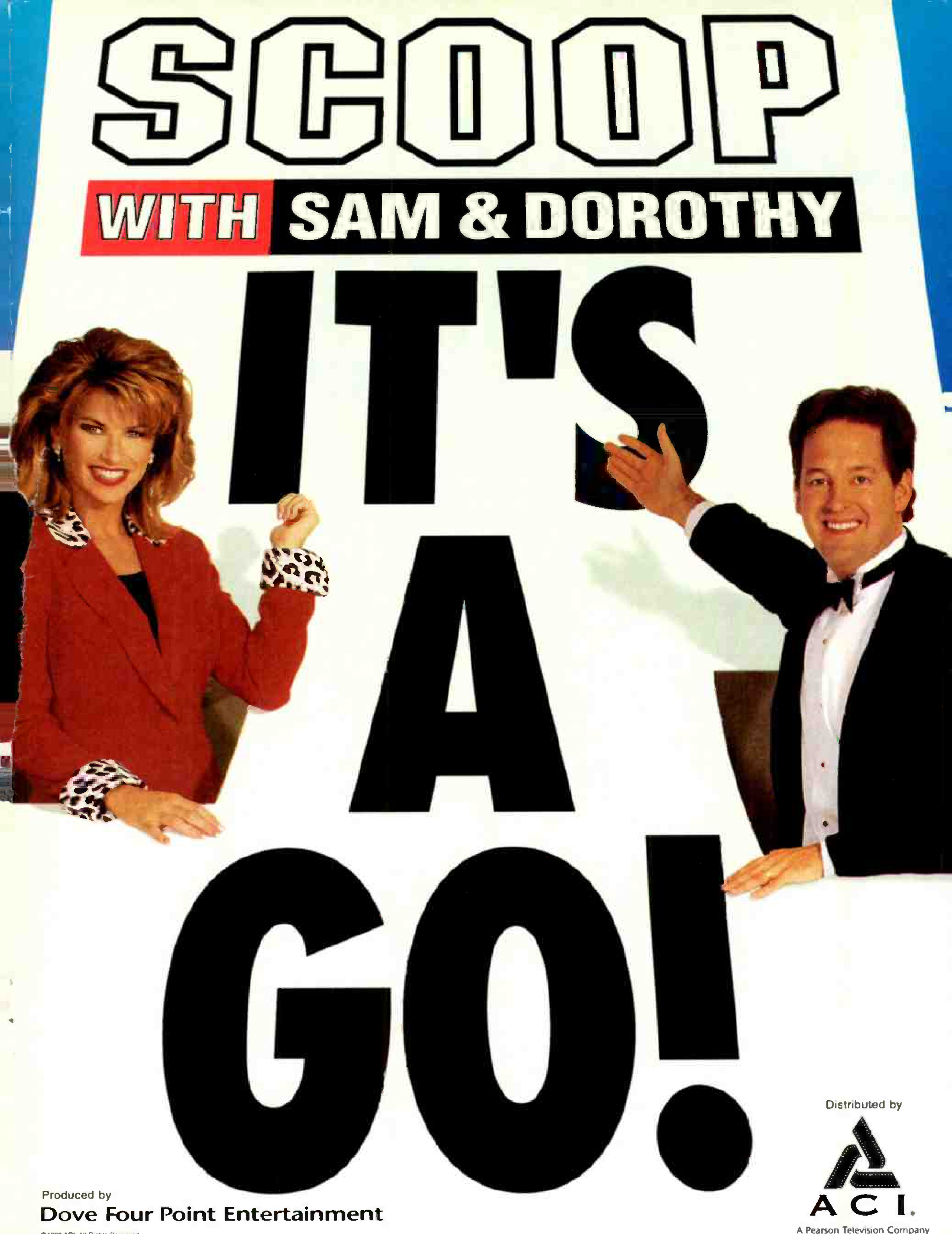



CBS, Group W and Maxam Entertainment now have a single focus...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Satellite radio on hold

Dingell and Bliley ask FCC to delay authorization of DARS service

By Chris McConnell

Broadcasters last week won a reprieve from the prospect of satellite-delivered radio services.

Representatives John Dingell (D-Mich.) and Thomas Bliley (R-Va.) asked FCC commissioners to hold off on plans to set rules for digital audio radio satellite services (DARS), FCC officials said. The request came as the commissioners were closing in on an agreement that would have given one DARS proponent, Washington-based CD Radio, a license to launch its planned slate of 30 music and 20 news and informational channels. CD Radio hopes to beam the subscription service to silver dollar–size mobile antennas.

Broadcasters have opposed authorizing such services, fearing that the services might draw listeners and advertising dollars away from terrestrial broadcasting.

Despite the broadcast objections, commissioners had hoped to add the DARS service rules to last week's open-meeting agenda. But Dingell and Bliley staff members called the FCC last Wednesday to say that the representatives had concerns with the FCC's DARS rules, sources said.

Among their concerns was the commission's plan to award CD Radio a "pioneer's preference" for its work in developing the satellite service. The award would give CD Radio 12.5 mhz of spectrum to launch its service, although the company would have to pay a percentage of the spectrum's market value. House Commerce Committee staffers discussed those concerns late last week in a meeting with satellite radio proponents, but were still planning to press the FCC on the issue.

Sources also said that the lawmakers initially asked the FCC to hold off on the rules so they could examine the use of DARS spectrum as a potential revenue source for offsetting the proposed 4.3% cut on the gasoline tax.


Dingell and Bliley want the FCC to wait on DARS.

Last Thursday, Senate Majority Leader Bob Dole introduced a bill authorizing the FCC to sell spectrum which includes the DARS frequencies in order to pay for the repeal of the gas tax.

FCC commissioners already had planned to auction at least half of the 50 mhz of DARS spectrum. Their spectrum scheme called for reserving 25 mhz of spectrum for a general auction in which winners would not be required to deliver a satellite radio service with the frequencies. Additionally, the FCC planned to conduct a closed auction for a 12.5 mhz slice among three other DARS applicants.

The call from Capitol Hill to shelve the DARS plan came as commissioners were working out a compromise on a dispute over the amount of flexibility the satellite companies would have to deliver alternate services with their spectrum.

FCC officials last week were unsure how long the issue will remain on hold. "There's no intention to slow down the issuance of DARS licenses," a House Commerce Committee staffer said. ■

CBS/Evergreen: Next mega deal?

By Donna Petrozzello

Evergreen Media Chairman and CEO Scott Ginsburg does not confirm rumors that CBS is buying his 35-station radio group. He does not exactly deny them either.

"If you sit down with any of the top four radio groups—CBS, CapCities/ABC, Infinity or Evergreen—I think we'd all like to buy each other," Ginsburg said last week. "But I don't think anybody is ready to purchase."

Yet, Ginsburg added, "the Telecommunications Act calls for consolidation" in the radio industry, which he predicts will continue at full force. CBS President Dan Mason declined to answer questions about the rumored deal.

Sources close to each group say a merger is plausible, especially in the wake of relaxed station ownership limits under the Telcom Act. The marriage would create a mega-group of 28 AM and 46 FM stations, with holdings in each of the top 10 markets and a massive AM news franchise.

However, according to several brokers and industry analysts, the sticking points are price and management issues.

Some sources say that CBS considers Evergreen's asking price, rumored to be more than $1.5 billion, too high. Others contend that Ginsburg and Mason are strong group operators who would jockey for control of the entire

74-station portfolio.

Several brokers say that merger talks between the groups started over the possibility of CBS's purchasing Evergreen's all-news WTOP(AM) Washington and news/sports KTRH(AM) Houston. Regarding the rumor, Ginsburg said that "nothing is happening."

Ginsburg also countered claims that he might be a seller rather than a buyer in radio: "We've done great acquisitions in the past two years, and our stock has gone from trading at $14 per share to almost $39. What is there that tells you we are ready to sell? Watch what we've done and what we're going to do. It will be interesting to see who will acquire the most stations." ■

Clear Channel buys Radio Equity Partners

$235 million purchase gives it 19 radio stations

By Donna Petrozzello and Elizabeth Rathbun

Clear Channel Communications Inc. last week became the nation's largest radio-station owner with its $235 million cash purchase of Radio Equity Partners LP's 19 radio stations.

The deal increases Clear Channel's owned-or-operated radio holdings to 92 stations, Clear Channel says, making it the biggest radio-station owner in the country in sheer size. Second (formerly first) is SFX Broadcasting Inc., with 70 stations; Jacor Communications Inc. weighs in at third, with 54 stations.

With Radio Equity Partners' stations, Clear Channel grows its holdings in Oklahoma City, Memphis and New Orleans, giving it four FMs in each city (see chart). Clear Channel reportedly paid 13 times Radio Equity Partners' $18 million cash flow to make the deal. On news of the acquisition last Thursday, Clear Channel's stock rose from its opening price of 64 to 66 3/8 at the market's close last Friday.

Despite industry rumors that Radio Equity Partners President George Sosson attempted to negotiate deals with several companies, Sosson said that Clear Channel made a preemptive bid "without an investment banking firm and without a broker."

Clear Channel President Lowry L. Mays views Radio Equity Partners "as an excellent complement to our existing station group. It will add to our presence in some markets and give the company excellent strategic positions in other markets from which it can continue to grow."

The deal brings Clear Channel into five brand-new markets: Fort Myers/Naples, Fla.; Springfield, Mass.; Winston Salem, N.C.; Providence, R.I., and Columbia, S.C.

San Antonio–based Clear Channel also owns 10 TV stations, including WPTY-TV Memphis, where it already owns two FMs and one AM. With Radio Equity Partners' stations there, Clear Channel will own one TV, four FMs and three AMs. Clear Channel has a similar situation in the Little Rock, Ark., market, where it owns KMJX(FM)-KLRT(TV) Conway and KDDK(FM) Jacksonville.

Even with the furious pace of radio-station deals since deregulation became law in February, Clear Channel's latest deal is one of the biggest. In fact, it is the second-largest radio-only deal this year. Besting Clear Channel at number one is Infinity Broadcasting Corp.'s $410 million purchase of Granum Holdings LP. In third place is Jacor's $152 million merger with Noble Broadcast Group Inc.

Sosson calls the deal "the culmination of a long road for me and a dream come true." He formed Radio Equity Partners in 1993 and purchased his first stations, WWBB(FM) Providence and WHYN-AM-FM Springfield, at the end of that year.

Sosson said he talked last fall with Clear Channel Vice President of Operations Mark Mays about selling Radio Equity Partners, but postponed any action until after Congress approved deregulation. The law eliminates national ownership limits and relaxes local ownership caps.

"I felt the value of the company would go up after the bill was passed, which proved to be correct," Sosson said. "I'm exiting at the right time."

Radio Equity Partners was heavily financed by investment capitalists, principally the General Electric Investment Corp. pension fund.

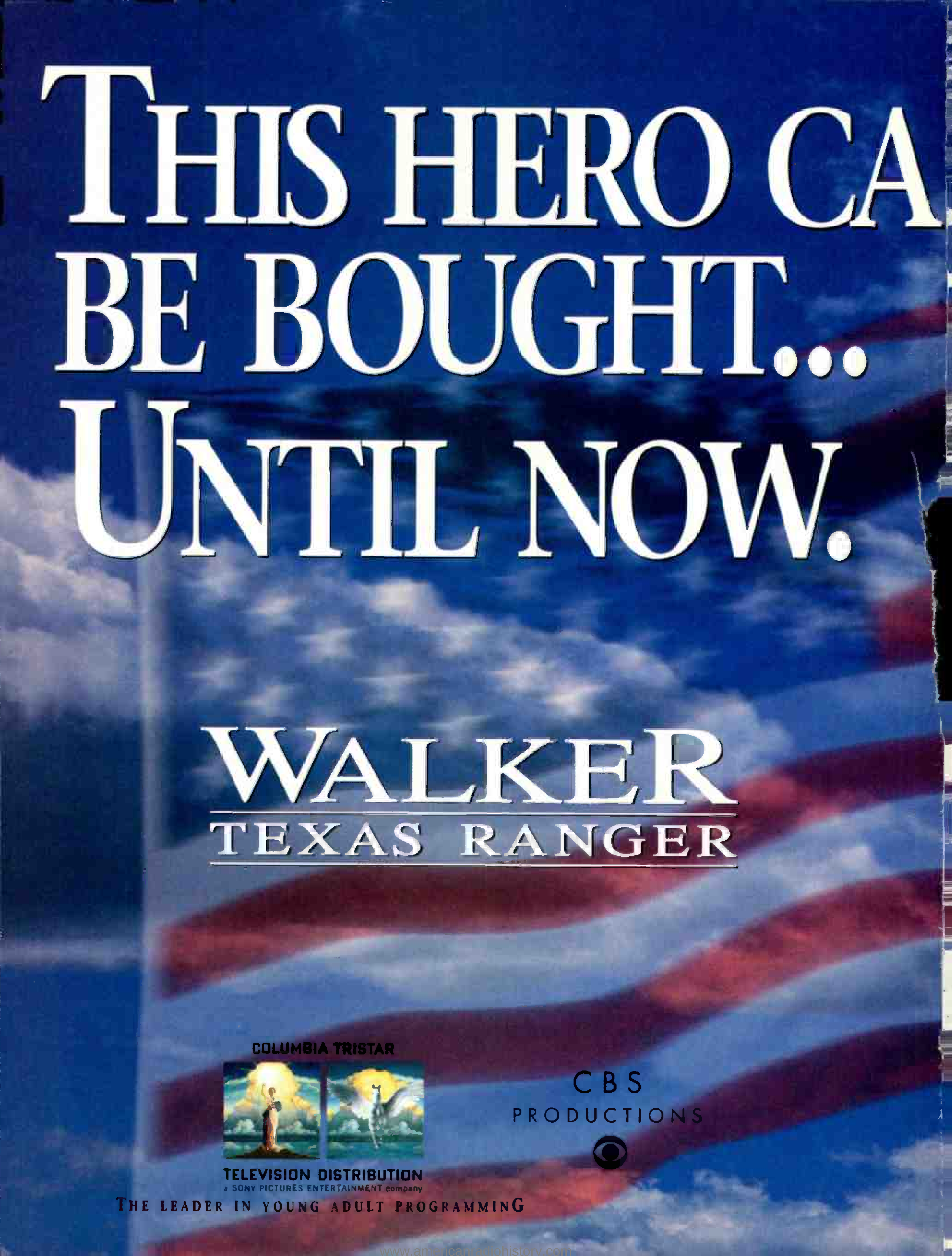
Sosson expects to take a management position with Clear Channel after the deal closes. ■

Clearly, a big buy

With Radio Equity Partners, Clear Channel finds homes in five new markets and adds to its radio holdings in Memphis, Oklahoma City and New Orleans. The $235 million cash deal is the second-largest radio "combo" acquisition this year, after Infinity Broadcasting Corp.'s $410 million cash buy of Granum Holdings LP. Here is how the Clear Channel/Radio Equity Partners deal breaks out:

Market	Radio Equity Partners holdings	Clear Channel holdings	Total
Fort Myers/ Naples, Fla.	WCKT(FM) and WXRM-FM	None	2 FM
New Orleans	WNOE-FM and KLZJ-FM	WQUE-AM-FM and WYLD-AM-FM	4 FM, 2 AM
Springfield, Mass.	WHYN-AM-FM	None	1 FM, 1 AM
Winston-Salem, N.C.	WXRA(FM) and WSJS(AM)-WTQR(FM)	None	2 FM, 1 AM
Oklahoma City	KXXY-AM-FM and KTST(FM)	KTOK(AM)-KJYO(FM) and KEBC(FM)	4 FM, 2 AM
Providence, R.I.	WWBB(FM) and WWRX-FM	None	2 FM
Columbia, S.C.	WWDM(FM) and WARQ(FM)	None	2 FM
Memphis	WREC(AM)-WEGR-FM and WRXQ-FM	WPTY-TV, WDIA(AM)-WHRK-FM and KWAM(AM)-KJMS(FM)	1 TV, 4 FM, 3 AM

—compiled by Elizabeth Rathbun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a SONY PICTURES ENTERTAINMENT company
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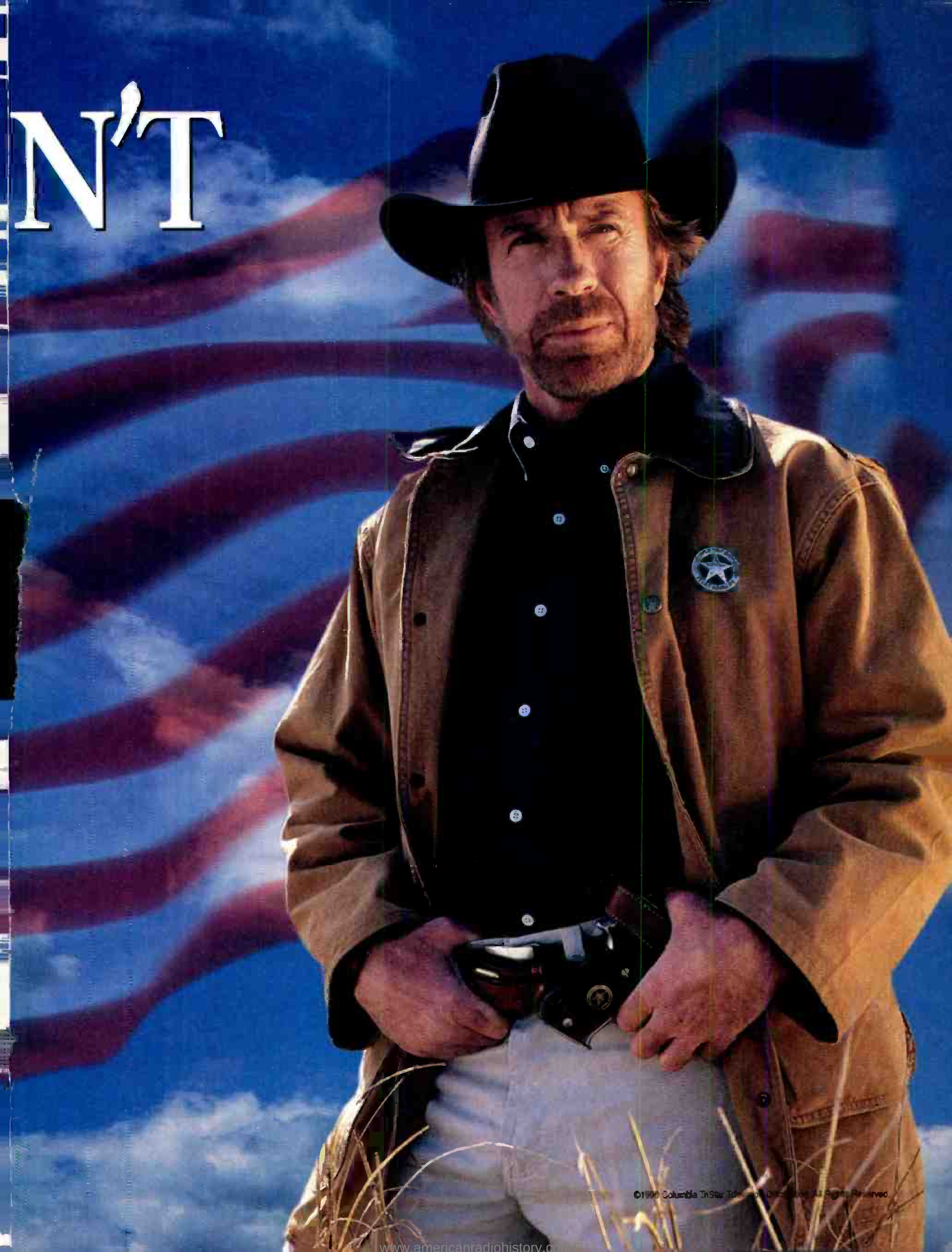

N'T
Columbia TriStar

Age-based kids ratings proposed

Kids TV executives discuss ratings at Hollywood meeting

By Cynthia Littleton

Some of TV's most popular children's shows may soon come with an on-air advisory telling parents that the program is designed for kids ages 7 and older.

The proposal to rate kids shows along age lines grew out of a meeting last week among leading children's TV executives and the co-chairmen of the TV ratings implementation group, sources say.

Jack Valenti, president of the Motion Picture Association of America, NAB President Eddie Fritts and NCTA President Decker Anstrom are leading the effort to develop a content ratings system to work in conjunction with the federally mandated V-chip. The three held closed-door meetings in Beverly Hills, Calif., last week to update Hollywood's creative community on the group's efforts.

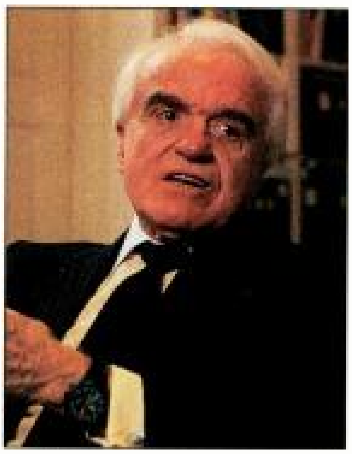
Sources say the roughly two dozen attendees at the segment of the meeting focusing on children's programing included Margaret Loesch, president of Fox Children's Network; Haim Saban, chairman and CEO of Saban Entertainment; Fred Seibert, president of Hanna-Barbera Cartoons; Jean MacCurdy, president of Warner Bros. Television Animation; Sally Bell, executive vice president of Claster Television, and Ellen Levy-Sarnoff, vice president of children's programing for UPN.

The idea for an age-based advisory system arose during a discussion of market research and other studies indicating that age 7 generally marks a turning point in a child's overall development.

The group agreed on the need for careful wording of any advisory statements. Certain shows would be flagged as programing "designed" for children ages 7 and above rather than billed as inappropriate or unsuitable for younger children. Fox already has placed a similar on-air advisory on its new hit live-action series *Goosebumps*.

Conversely, some suggested that a better approach would be to give certain shows an "appropriate for all ages" seal of approval.

Charren says that age-based ratings don't address violence.



Valenti says there is a lot of opposition to the effort.

Dennis Brack/Black Star

"To say a show is designed for kids [ages] 7 to 12 does not tell you that a show like [Fox's] *X-Men* is very violent," said Peggy Charren, founder of Action for Children's Television and the driving force behind the 1990 Children's Television Act.

Earlier Monday, Valenti, Fritts and Anstrom held a spirited two-hour session with 60 industry leaders, including producers Steven Bochco, John Wells and Marcy Carsey, CBS Entertainment President Leslie Moonves and UPN President Lucie Salhany.

"There's a lot of opposition to a ratings system of any kind," Valenti said at a news conference after the meeting. "This is a political issue." But many programers and producers are also "committed to the objective of giving parents more information to make smarter choices about what children watch," Anstrom said. ■

TCI buying 7.5% of STAR TV service

Asian DBS deal is in addition to News Corp. joint venture

By Rich Brown

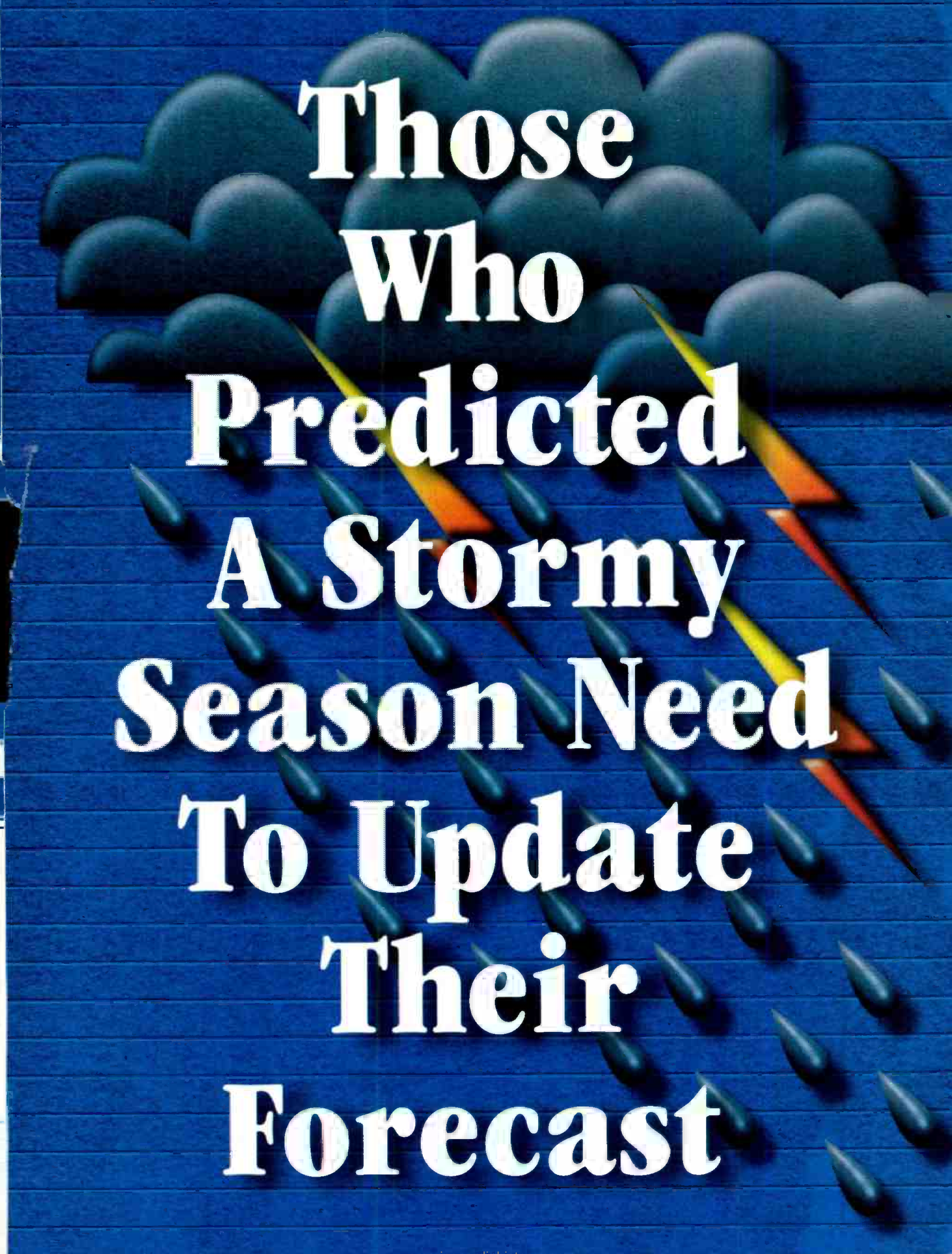
It is clear that cable giant Tele-Communications Inc. is looking to get a bigger piece of the direct broadcast satellite pie; less clear is who it wants joining it at the table.

TCI's latest move into the DBS business came last Thursday, when Tele-Communications International Inc. (which is 82% owned by TCI) struck a deal with News Corp. to buy a 7.5% stake in Asian service STAR TV. News Corp. is running losses estimated at $90 million a year on STAR TV, an ambitious start-up venture targeting more than 220 million people across Asia, India and the Middle East. TCI's stake in STAR TV is valued at an estimated $127.5 million.

The far-reaching TCI/News Corp. agreement would appear to boost the odds that TCI might join planned News Corp./MCI DBS venture American Sky Broadcasting (TCI executives in the past have expressed interest in joining ASkyB, which plans to begin offering service late next year). But TCI last week also cut a deal with an ASkyB competitor, TeleSat Canada, making it unclear exactly which partner TCI wants to take to the dance. Adding to the confusion are efforts now under way at the FCC that could crush the Canadian deal and lead TCI back to ASkyB.

TCI's agreement to become a partner in STAR TV was a surprise addition to the long-anticipated announcement of a global sports joint venture between News Corp., TC International and TCI programing arm Liberty Media. The overall deal joins Liberty's regional and national sports networks in the U.S.; News Corp.'s fX cable network; existing sports services in Latin America and Australia as well as additional channels in Latin America, and a

Those Who Predicted A Stormy Season Need To Update Their Forecast



NOT A CLOUD

Detroit, WJBK, 10am
(only on air two weeks)

Posting consistent week to week growth
Most current week (April 15) versus Feb. '96:

+27% rtg / +40% shr**

Seattle, KIRO, 1pm

Posting consistent week to week growth in April
Most current week (April 15) versus Feb. '96:

+15% rtg / +25% shr**

Tampa, WFLA, 9am

Posting consistent week to week growth in April
Most current week (April 15) versus Feb. '96:

+30% rtg / +56% shr**

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JIM OWENS & ASSOCIATES INC.

*Source: Frank N. Magid Associates, Inc.
**Source: NSI WRAP 2/1-2/28/96, 4/15-4/19/96

IN THE SKY

variety of new sports services in Europe (excluding the UK). The only STAR TV element that TCI originally was expected to get out of the deal was a piece of the sports channel carried by the service.

"This arrangement gives the venture a wider platform from which to present the sports programing," said one source familiar with the deal.

News Corp. has pumped more than $1 billion into STAR TV since buying its initial stake in the pan-Asian service in summer 1993. Any future profit will depend on mining a still-minuscule pan-Asian ad market and pay-TV revenue in such key markets as India, Indonesia and Taiwan (for more detail, see BROADCASTING & CABLE INTERNATIONAL, December 1995).

Meanwhile, as TCI continues to look for partners for the high-power DBS market, the company remains partnered with Time Warner and other large cable operators in Primestar, which offers a medium-power service requiring larger dishes (about one meter) than do high-power services. ■

FCC plans satellite quid pro quo

Reciprocity could be the key to bids by TCI and TelQuest to deliver DBS programing to the U.S. from Canadian satellites.

FCC commissioners last week proposed a plan that would allow foreign satellites to beam programing into the Unites States as long as U.S. satellites were allowed to deliver similar services to the foreign satellite's home country. The proposal came as TCI and TelQuest battled with MCI, News Corp. and other companies over their plans to beam programing to U.S. viewers from Canadian orbital slots at 82 degrees west and 91 degrees west.

Outgoing International Bureau Chief Scott Harris said the proposed satellite policy does not apply to pending applications. "This proposal is prospective in nature," he said. But other FCC officials expect the commission to apply the proposed satellite policy to the TCI/TelQuest applications as well as to future applications.

U.S. DBS companies have complained that Canada's government has kept them out of the Canadian market. "A Canadian DBS operator must provide a minimum amount of Canadian programing, which can be provided only on Canadian-owned satellites," United States Satellite Broadcasting (USSB) told the FCC. DIRECTV also told the commission that it has been unable to deliver its programing to Canada.

TelQuest last week countered at the commission that the FCC should consider the shortage of DBS capacity—and not a reciprocity test—in ruling on their application. "Historically, U.S. and Canadian satellite operators have frequently looked to one another in times of shortages of domestic satellite capacity," the company said. —CM

FCC doles out orbital slots

Loral, EchoStar enter domestic fixed-satellite market

By Glen Dickson

The FCC last week authorized the construction, launch and operation of 11 domestic fixed satellites and assigned them orbital slots.

The order clears the path for new birds from AT&T, GE Americom and Hughes—and marks the entrance of three new players in the domestic fixed-satellite market: Loral, Orion and EchoStar.

"This will let people build satellites," said Scott Blake Harris, outgoing chief of the FCC's international bureau. "There's no need to keep the industry waiting a month while we finish the legal drafting."

AT&T received authority to launch the hybrid (C-band/Ku-band) Telstar 5 as a partial replacement for the aging C-band Telstar 303 satellite. AT&T also was granted authority for the hybrid Telstar 6 under an FCC policy affording each operator an additional orbital slot. According to AT&T, Telstar 5 should be in service by summer 1997; Telstar 6, in 1998.

GE Americom was given the go-ahead for GE-3 and GE-5. A GE spokesperson said there is no definite launch plan for either bird, and that the hybrid GE-3 is now being built as a ground spare.

The FCC said that Hughes Communications could launch the hybrid Galaxy X, whose Ku-band capacity will replace the SBS-5 bird and C-band, Galaxy IX.

Orion Network Systems was granted a license to launch the Ku-band O-F4, pending adequate demonstration of its financial qualifications.

With the FCC's blessing, newcomer Loral plans to launch two hybrid satellites in 1999, with service beginning in 2000.

EchoStar, a direct broadcast satellite licensee, received two fixed Ku-band slots as a new entrant, but on the same conditional basis as Orion because of uncertainty about its financial qualifications.

"Obviously, EchoStar's bread-and-butter businesss will be DBS," said Coudert Bros. analyst Tim Logue. "Now it's a question of where will Charlie Ergen put his money?" ■

A PLACE IN SPACE

Number of orbital slots

Company	Previous C	Previous Ku	Additional C	Additional Ku	Total C	Total Ku
AT&T	3	2	1	2	4	4
EchoStar	0	0	0	2	0	2
GE Americom	8	11	2	1	10	12
Hughes	6	6	2	0	8	6
Loral	0	0	2	2	2	2
Orion	0	0	0	1	0	1
AT&T/GE Americom	1	0	0	0	1	0
Comsat	1	1	N/A	N/A	1	1
Total	19	20	7	8	26	28

GRAPHIC BY BROADCASTING & CABLE

UPN adding Monday comedy night

Hopes to repeat success generated by 'Moesha'

By Steve McClellan

With the relative success this season of *Moesha*, UPN is set to announce this week an expansion of its comedy lineup to a second night (Monday) when the fledgling network unveils its schedule for the 1996-97 season.

At deadline last week the network's programers had zeroed in on a handful of younger-skewing ethnic urban comedies designed to appeal to the same audience that has made *Moesha* the network's second-highest-rated program this season.

Those comedies include *Goode Behavior*, with former *Jeffersons* star George Hemsley; *Top of the Stairs*, with Malcolm Jamal Warner (formerly of *The Cosby Show*); *Home Boys in Outer Space*, from Disney, and *Sparks Sparks & Sparks*, from veteran producer Ed. Weinberger for MTM.

UPN's initial mission was to target hard-to-reach males, primarily with action dramas led by longtime Paramount franchise *Star Trek*. The strategy has had mixed results, and coupled with the audience appeal of *Moesha*, the network made comedy development a high priority this year.

Star Trek: Voyager has been the network's highest-rated show since its premier in 1995 and will return for the new season, executives at the network confirm. In March, UPN launched two dramas on Wednesday, including *Sentinel*, which leads off the night and has been renewed. But the companion dramas to both *Trek* (*Nowhere Man*) and *Sentinel* (*Swift Justice*) have struggled.

As for UPN's decision to try to broaden its audience target, Michael Sullivan, the network's top programer says: "You can't be dogmatic in your search for a certain audience. And you have to counterprogram. If you look at the number of available men on Tuesday night after *Home Improvement and Frasier* take their bite, there isn't a whole lot left."

The network sees an opportunity on Monday for the ethnic comedies it is developing—only NBC is programing such fare there now with *Fresh Prince of Bel-Air*, which is not returning next season. How much comedy UPN will program on Monday remains to be seen. It's considering moving *Star Trek* to Wednesday, paring its two strongest dramas there.

UPN's Sullivan is looking for a few good demos.

Moesha will continue to lead off Tuesday next season, but no decision has been made on its lead-out, *Minor Adjustments*, or the 9 p.m. show, *Paranormal Borderline*.

Next season, UPN also will beef up its roster of specials, says Sullivan. Theatrical films will pepper the schedule in the fourth quarter, led by "Carlito's Way," with Al Pacino and Sean Penn. In February, the network will air a new *Shaka Zulu* miniseries. ■

NBC to launch must-see Wednesday

By Cynthia Littleton

NBC was expected to unveil a new fall schedule today (May 13) that turns Wednesday into the network's third night of must-see comedies, sources said.

Sources familiar with NBC's fall strategy also said the network was picking up ABC's freshman *The Jeff Foxworthy Show*, which was pulled from ABC's schedule earlier this year. Although still subject to last-minute strategy shifts, at press time, NBC's fall schedule was shaping up as follows.

Dateline NBC will continue its effort to take a bite out of the *60 Minutes* audience at 7 p.m. Sunday, followed by two mid-season additions to NBC's schedule—the well-received sitcoms *3rd Rock From the Sun* and *Boston Common* and *The NBC Sunday Night Movie* rounding out the night.

Monday leads off with a dose of down-home humor in *The Jeff Foxworthy Show*, followed by an untitled Universal Television offering starring stand-up comedian Tom Rhodes and then *The NBC Monday Night Movie*.

Mad About You will make its fifth move in as many seasons to kick off Tuesday's "Must See TV" comedy night, followed by *Caroline in the City*, the freshman sitcom groomed this season in the post-*Seinfeld* Thursday 9:30 p.m. slot. *Frasier* and *The John Larroquette Show* stay put in the Tuesday 9-10 p.m. hour, with another edition of *Dateline* wrapping up the night.

Wings at 8 p.m. and *NewsRadio* at 9 p.m. are the seeds for the new "Must See TV" Wednesday, with Universal Television's new family comedy, *Something So Right*, landing at 8:30 p.m. and Carsey-Werner Co.'s remake of a British hit *Men Behaving Badly* at 9:30 p.m. *Law & Order* holds on to its 10 p.m. slot.

As many predicted, Warner Bros.' new sitcom with Brooke Shields and Elizabeth Ashley, *Suddenly Susan*, won the coveted Thursday 9:30 p.m. slot, with *Friends*, *The Single Guy*, *Seinfeld* and *ER* maintaining the same berths they occupied last season.

Friday will stay on course, with lead-off hour *Unsolved Mysteries* followed by *Dateline* and *Homicide: Life on the Street*.

But Saturday marks a shift to an all-drama night, starting with MTM Television's reality-bending *Pretender*, NBC Studios' *Insight*, about an FBI forensics expert returning to the force, and TriStar Television's *Dark Skies*, described as "*The X-Files* meets *Invasion of the Body Snatchers*." NBC's mid-season replacement candidates were said to include the Warner Bros. sitcom *Chicago Sons* and NBC Studios' *Bunk Bed Brothers*.

No deposit, no 2nd channel

Pressler plan would require TV broadcasters to put down value of spectrum; would be returned when analog channel is returned

By Christopher Stern

Every TV station in the country would have to put down a hefty deposit on the second channel each needs for the leap to digital TV, under draft legislation circulated last week by Senate Commerce Committee Chairman Larry Pressler (R-S.D.).

The deposit would be equivalent to the spectrum's value on the open market, according to the Pressler plan. The channel's value would be determined by comparable spectrum auctions. Stations could spread the deposit payment over a 15-year analog-to-digital transition period.

At the end of the 15 years, TV stations would get their deposit back if they returned their original analog channel. If they didn't, they would start losing money—20% of their deposit for each year they were late in returning the channel, according to the draft legislation.

In addition, the Pressler proposal would prohibit the FCC from mandating a technical standard for digital TV. Pressler began circulating the draft publicly last Thursday (May 9), the same day that the FCC proposed adopting the Grand Alliance standard for the U.S. television industry (see box below).

Commerce Committee staffers emphasized that the draft legislation is simply a proposal and that Pressler has no immediate plans to introduce it in the Senate as formal legislation. Pressler has conceded that there is little room in Congress's busy election-year schedule.

Although broadcasters expressed concerns last week about many elements of the proposal, they were pleased to see that the draft legislation does not attempt to use revenue from broadcast spectrum auctions to help balance the federal budget and that it specifically prohibits the FCC from auctioning spectrum now set for the digital channels. "We commend Senator Pressler for undertaking the complex and difficult task of preparing a comprehensive approach to spectrum reform," said National Association of Broadcasters President Eddie Fritts, adding, "We are especially pleased to see these issues discussed in the policy rather than the budget arena."

Pressler distributed the draft proposal before his scheduled May 23 hearing on spectrum.

Rick Cotton, NBC executive vice president/general counsel, says there is a lot to like in the proposal: "There are several aspects that are enormously positive if it turns out as advertised." NBC is particularly interested in elements of the plan that would allow broadcasters to use the additional spectrum for uses other than television.

The Pressler proposal, along with a rival plan being pushed by Senator John McCain (R-Ariz.), marks a clear turning point in the debate. Both senators had backed proposals to make broadcasters pay for the digital channel, but they now are focused on creating a time frame for return of the original analog channel rather than on sale of the digital spectrum.

Broadcasters say they need at least 15 years to make the transition, but some members of Congress are worried that broadcasters won't give back the original channel when the time comes. House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) said last week that broadcasters "say they [intend to give it back], but I don't really believe them."

The bill also would eliminate the Commerce Department's National Telecommunications and Information Administration and shift all spectrum-management duties to the FCC.

It also would require the government to auction 25% of the prime spectrum it controls or shares with private users. During the past year, broadcasters have urged the federal government to take a close look at its own spectrum before targeting airwaves allocated for broadcasting. ■

FCC plans mandatory ATV standard

Although FCC Chairman Reed remained skeptical, the FCC last week gave advanced-TV proponents the endorsement they were looking for.

The commission proposed adoption of the Grand Alliance system and a requirement that broadcasters entering the digital age use the technology. The commission's proposal also asked whether the FCC should sunset the requirement to use the standard and whether it should adopt all elements of the standard as mandatory.

"Mandating a standard that has been proposed by the industry is necessary," Commissioner James Quello said of the technology. Commissioners Rachelle Chong and Susan Ness also voiced strong support for the system.

Such words pleased the technology's proponents, who applauded the FCC proposal. "I think it was very positive," said ATSC Executive Director Mark Richer. "It's a long time coming," said Consumer Electronics Manufacturers Association President Gary Shapiro, adding, "Only politics can stop us now."

FCC Chairman Reed Hundt praised the Grand Alliance system, but continued to voice concerns about mandating a standard. He did so as Senate Commerce Committee Chairman Larry Pressler (R-S.D.) was circulating draft legislation that would bar the FCC from setting an ATV standard (see above). Hundt also cited objections to the standard raised by the computer and film industries. "Each of these groups raises concerns that cannot be dismissed out of hand," he said.

"We're pleased the chairman wants to examine what is reasonable in the interests of consumers," Apple Computer's James Burger said of the FCC action. **—CM**

FTC balking at terms of TW/Turner merger

By Christopher Stern

Federal Trade Commission investigators want a reduced role for Tele-Communications Inc. in the proposed merger of Time Warner and Turner Broadcasting System.

Investigators are particularly interested in TCI's ability to use its leverage as a major shareholder in Turner to wrest lucrative programing deals from the merged company, sources say.

TW acknowledged last week that it is in the middle of negotiations with the FTC, but refused to comment further.

The FTC also has reservations about allowing TCI to own an equity interest in Time Warner. Under the proposed deal, TCI would have a 9% interest in the merged Time Warner/Turner. TCI and Time Warner, the country's two largest MSOs, together control approximately 40% of the nation's cable subscribers.

Despite the questions raised by the FTC, TCI attorney Joe Sims of Jones Day Reavis & Pogue insisted last week that the deal will go through as planned. Time Warner and TCI may be the two biggest cable companies in the country, Sims said, but they do not compete with each other in any markets. Sims added that TCI can secure preferential programing deals because it is the country's largest cable company.

But other antitrust lawyers say programers already complain that it is difficult to survive in the marketplace without winning carriage from either Time Warner or TCI. Should the two companies coordinate their programing acquisitions, it would put a virtual lock on the cable programing business, they say.

If the FTC decides that the deal is anticompetitive, it will attempt to negotiate different terms. If those negotiations fail, the agency may attempt to block the deal in court.

The questions now seems to be whether TCI President John Malone is willing to revisit his deal with TW and Turner in order to appease the FTC. ■

Closed Circuit

HOLLYWOOD

New 'Spin' on syndication

The cutting-edge monthly music magazine, *Spin*, is mounting a push into radio and TV. The magazine hopes by next year to put its stamp on a syndicated series focusing on music and youth culture. That is one reason *Spin* officials recently asked DreamWorks Television not to use *Spin* as the title of ABC's upcoming Michael J. Fox sitcom. *Spin*, which has been producing music-oriented interstitials for Fox since September, also is launching the Spin Radio Network programing service via Westwood One next month.

WASHINGTON

He's in the money

Evergreen Media may continue to gobble up radio stations, or it may sell out to CBS (see story, page 6). Either way, Chairman Scott Ginsburg will make out well. According to an SEC filing last week, Ginsburg signed a lucrative new five-year contract that includes a $1 million signing bonus. His base salary starts at $750,000 and escalates to $950,000 in the final year, 2000. He also gets an annual performance-based bonus, options on 225,000 shares of common stock (the first 100,000 at $6 less than its current price) and an unsecured $10 million loan. He doesn't have to make payments on the loan until the sixth year. If the company changes hands, Ginsburg is entitled to an accelerated grant of all options, payment of a base salary through 2000 and a prorated annual bonus.

AAAA concentrates on concentration

The American Association of Advertising Agencies is concerned about duopolies. It has formed an ad hoc committee to consider its stand on whether broadcasters should be allowed to own two or more TV stations in a market. The exercise is more than academic. As required by the 1996 Telcom Act, the FCC plans to launch a proceeding later this spring to look at relaxing the current rule limiting each local owner to just one station. AAAA Senior VP John Kamp says advertisers are concerned that broadcasters with extra stations might acquire undue market power.

LOS ANGELES

Hispanic 'Howard'

Former KKHJ(AM) Los Angeles talk show host Renan Almendarez, described by some as a Spanish-language version of Howard Stern, is being shopped by Unico Talent Management for a national syndication outlet. Almendarez's morning show at KKHJ ranked within the top five in the market. After Almendarez left the station in mid-December, its weekday-morning audience share dropped from 4.5 to 2.3 among listeners 12 and older, according to Arbitron's fall 1995 and winter 1996 surveys. Unico President Jeff Symon says Almendarez wants to host a 3-10 a.m. PT show that would be available for morning broadcasts in East Coast and West Coast markets.

NEW YORK

Bye bye Brenner?

Westwood One Entertainment in mid-June will shut down its syndicated weekday radio afternoon show hosted by comedian David Brenner. Brenner had a two-year contract with Westwood One that expires next month and will not be renewed. Westwood One began syndicating his show in June 1994 to replace Larry King. Several of Brenner's affiliates have cut short their contracts, including WBCB(AM) Levittown (Philadelphia) and WNPV(AM) Lansdale, Pa., Brenner's former New York affiliate, WPAT(AM), dropped the show last year. WBCB program director Dan Rosenthal said the station "wasn't getting great sponsor reaction" to the show and that it has attracted fewer on-air guests in recent weeks than at the outset. WNPV General Manager Phillip Hunt said Brenner's show was "not as news-oriented or as topical" as King's and did not fit the station's format well.

Networks agree to free time for candidates

ABC, CBS, NBC each offer plans to allow presidential contenders to talk directly to public

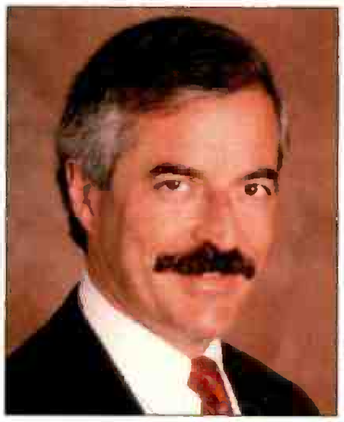
By Christopher Stern

Every major broadcast television network is now on record with a promise to give free airtime to presidential candidates during the closing weeks of the general election.

CBS, NBC and ABC announced plans last week to provide candidates with opportunities to address the American public directly, "unfettered" by journalist intermediaries. CNN said it would provide time to candidates during the final four weeks of the election.

Fox announced in February that it would carve time from its programing schedule to allow presidential candidates to make unfiltered statements directly to the public. Unlike Fox, the Big Three networks said they will make time available during their regular news programs. Fox does not have that option, since it has no national news programs.

The offers of free airtime came only four months after former *Washington Post* reporter Paul Taylor quit his job to form the Free TV for Straight Talk Coalition. The coalition, which includes former broadcasters Walter Cronkite, Roger Mudd and Robert MacNeil, has urged the networks to provide the time so that candidates can speak directly to the public.



CBS's Andy Heyward changed his mind about giving candidates free time.

Under the coalition's original proposal, each network would provide between two and five minutes of airtime every night of the final four weeks before the election. The prime time candidate statements would air simultaneously on all broadcast stations, according to the proposal. But as of last week, each of the networks had come up with its own proposal for providing free time (see chart).

The proposals range from Fox's offer of 10 one-minute slots during the final weeks of the campaign to ABC's offer of a "one-hour, live event [that] will be unstructured, with the candidates appearing without interruptions or questions from any third party."

Taylor says that he is pleased with the network announcements but is not ready to give up his campaign: "At this stage there are a whole lot of offers on the table." Taylor hopes to schedule a meeting of the four broadcasters and CNN to come up with a more cohesive plan for providing the free time.

Taylor calls the network proposals "healthy offers" but says they fall short of his stated goal: "They won't make a fundamental change in the way political discourse takes place."

Media Access Project's Andrew Schwartzman criticizes the proposals. He says that although the coalition is asking for free, unrestricted access to prime time, the networks are offering little more than free soundbites.

But CBS News President Andrew Heyward says that Taylor is getting what he asked for—free airtime "unfiltered" and "unfettered" by broadcast journalists. It is unrealistic to expect the networks to simultaneously air candidate statements, even if they are only two minutes long, says Heyward. He fears that viewers would get around the effort at a programing roadblock by switching to cable programing.

Network broadcasters, including Heyward, say they changed their minds about free time after taking a careful look at Taylor's proposal. In a letter to Taylor, CBS's Martin Franks, the network's top Washington lobbyist, wrote: "There is no question that it is in the public interest for the presidential candidates to convey their messages and positions...to the public. While we at the traditional networks provide literally thousands of hours of coverage of the candidates and their positions throughout the campaign year, we can see the benefit of allowing viewers to hear the candidates in their own words, speaking directly to

Free-time scenarios

Proposals for providing TV network exposure to presidential candidates

Fox During the closing weeks of the campaign, would air 10 one-minute position statements by each candidate on issues important to the American public. It also would provide a one-hour block for public statements by candidates on the eve of the election.

ABC Would air a live one-hour prime time program during the final week of the campaign. The candidates would discuss with each other the issues they think will be important in the election.

CBS Would invite candidates to make 90-second statements in regular news programs. Statements would have to be on issues important to the public as determined by CBS News polls.

CNN Would provide presidential candidates with five minutes each week for four weeks on *Inside Edition*. Free time also would be given to vice presidential candidates.

NBC In the 60 days preceding the election, would provide time to candidates on *Dateline NBC, NBC Nightly News with Tom Brokaw, Today* and *Meet the Press.*

PBS Has pledged to provide time to candidates to address the public directly, but has not released specific plans.

TCI Has carried *Race for the Presidency* since Sept. 5. The program includes unedited campaign statements from presidential candidates.

Graphic by Broadcasting & Cable

The man behind free TV time

"I confess, I'm having fun," says the former *Washington Post* reporter who in four months has corralled the Big Three broadcast TV networks into offering free airtime to presidential candidates.

Until late last year, Paul Taylor expected to spend a good part of 1996 on the campaign trail following the presidential candidates around the country. But instead of joining an ever-growing pack of campaign-trail reporters, Taylor quit his job at one of the nation's top newspapers and decided to mount a campaign of his own with the stated goal of elevating the entire discourse of American politics.

Even before Taylor formed his Free TV for Straight Talk Coalition in January, he was assured of at least a footnote in the history of late-20th-century American presidential campaigns. It was Taylor who asked Gary Hart during the 1988 presidential campaign if he had ever committed adultery. That question ultimately resulted in Hart's abandoning the campaign and raised ongoing debate over how far journalists should delve into the private lives of politicians.

Taylor stands by his decision to ask Hart the question and says he would do it again if he found himself in the same situation with another presidential candidate.

Taylor says he was motivated to reform American political discussion after spending three years in South Africa watching democracy take root. After 25 years of political reporting in the U.S., Taylor says, his experience in South Africa was "thrilling."

Taylor's current campaign is financed by the Pew Charitable Trusts, which has hired him as a consultant for six months. He expects that his contract will be renewed. And in November, when the presidential contest is decided, Taylor plans to shift his sights to state and local elections, which he says are in even more desperate need of reform. —CS

voters rather than journalists."

But others suggested last week that broadcasters had something other than the public good in mind when they agreed to provide the time. Broadcasters are in the middle of a vigorous lobbying effort to claim a second channel for every TV station in the country to make the transition to a digital format. The industry is defending its title to the second channels, which the Congressional Budget Office says are worth $12 billion, by claiming it will use it to serve the public interest.

Taylor sys that spectrum has never come up during his discussions with broadcasters. But he also acknowledges that the debate over broadcast spectrum has come at a propitious time for his effort: "They are in a very unsettled environment. It is a very good year to go to them and ask them to do something voluntarily in the public interest."

And Taylor is not the only one asking broadcasters for additional public interest commitments. The Clinton administration and FCC Chairman Reed Hundt want broadcasters to air at least three hours of educational TV for children. Also, some members of Congress have asked the industry to air only "family friendly" programs during the early prime time hours. ■

Senate wants time, too

While the networks voluntarily are offering free airtime to presidential candidates, Congress is at work on a bill that would make it mandatory for stations to give free time to federal candidates.

The bill, sponsored by senators Russ Feingold (D-Wis.) and John McCain (R-Ariz.), would give eligible candidates for the U.S. Senate 30 minutes of free time within their own state or a neighboring state.

Under the proposal, no single station would have to provide more than 15 minutes. The proposal also would give candidates a 50% break on the already discounted lowest-unit-rate charge for politicians during primary and general election periods. Radio-Television News Directors Association President David Bartlett says the proposal is dangerous and "fraught with constitutional concerns." —CS

Antenna battle under way at the FCC

Governments, wireless cable line up on opposite sides of commission plan to preempt local rules

By Chris McConnell

Local governments and wireless cable operators are clashing over the FCC's plan to preempt local restrictions on TV and wireless cable antennas.

The local governments think the FCC is going too far in its proposed preemption, while wireless cable groups think the plan doesn't go far enough. The proposed rule, issued April 4 as part of the FCC's efforts to implement the 1996 Telecommunications Act, would prohibit state and local rules affecting the reception of wireless cable and TV signals. The proposal would bar homeowners' covenants restricting signal reception, but allows for exceptions in cases of state and local government rules aimed at health or safety objectives.

Telcos and wireless cable companies fear that the exceptions could allow for more restrictions on antennas: "The door will remain open for state or local regulators to camouflage restrictions based merely on political or hypothetical concerns and circumvent the federal statue," BellSouth says.

Nynex also says the rule could allow non-experts to review the potential health and safety risks of antennas and thereby thwart congressional intent. "A new bureaucracy is being born," CAI Wireless Systems and other companies say of the proposed exceptions. "Emerging wire-

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less cable companies will be burdened with time-consuming and expensive proceedings."

Local governments say the FCC is going too far and should limit its preemption to rules that actually impair the reception of TV and wireless cable signals rather than those "affecting" the use of reception antennas.

"There is no evidence of a widespread problem in this area at all," says the National League of Cities and a collection of groups representing local regulators. The groups last month petitioned the FCC to reconsider an FCC preemption of local regulations against satellite dishes one meter or less in diameter.

Building managers also maintain that they should be excluded from the federal preemption because it would interfere with their ability to comply with safety codes. "Requiring the involuntary emplacement and mounting of antennae owned by others on the owners' private property is a clear violation of the owners' Fifth Amendment rights," the Building Owners and Managers Association and other groups say.

The Association for Maximum Service Television, meanwhile, has urged the FCC to expand the preemption rule to cover transmitting antennas as well as receiving antennas. The group cited the industry's approaching shift to digital television. "It is estimated that at least 50% of existing broadcast television stations will have to build new towers or modify their existing structures in order to implement the transition to ATV," MSTV says. ■

Washington Watch

Edited By Chris McConnell

Goodbye to Barrett

Andrew Barrett had warm words and a parting kiss on the cheek for FCC Chairman Reed Hundt last week as commission officials held a going-away party for the former commissioner. Barrett, who last year had strong words for Hundt during debates over children's television, insisted that he differed from Hundt only on the process and not the idea of increasing the supply of children's educational television. Hundt offered praise for Barrett's work at the commission, and Commissioner and fellow Republican Rachelle Chong added that they all will miss Barrett, "some of us more than others." Chong, who sat next to Barrett during commission meetings, also entertained the party with a top 10 list of things Barrett had whispered to her during the commission gatherings. Among them: a Barrett question of why the rest of the commissioners recite statements during FCC meetings when they instead could ask endless questions of the staff members presenting the items. In addition to the praise and humor, Barrett was presented with a Chicago Cubs jacket and a framed piece of carpet from his old office.

The commissioner and the captain.

Live long and prosper

FCC Commissioner and *Star Trek* aficionado Rachelle Chong had a chance to meet Captain James Tiberius Kirk (William Shatner) last week during the Cellular Telecommunications Industry Association's VITA Awards ceremony. Shatner, who went on to host *Rescue 911* after his days aboard the Enterprise, was in Washington to help present the awards for companies and individuals using wireless technology in emergencies.

Moving criticism

Representative Harold Rogers (R-Ky.) last week was calling on the FCC to trim the budget for next year's planned move to the Portals office complex. The commission has requested $30 million to support the switch to new headquarters. During a hearing of the House Subcommittee on the Departments of Commerce, Justice and State, Rogers cited one request for $13 million for furniture. "I'd like to see what you're buying," Rogers said. In his testimony, FCC Chairman Reed Hundt predicted that the move will cost $40 million over two years. Hundt offered to provide the panel with more background information on the commission's cost estimates. "It may take more than background," Rogers told Hundt. "You're going to have to cut back on these costs."

EEO fines

The FCC has fined the Lutheran Church–Missouri Synod $50,000 as part of a decision to renew the license of KFUO-AM-FM Clayton, Miss. The fine stems from an administrative law judge's finding that the stations had lacked candor in describing their EEO efforts. A review board earlier this year held a "trial-type" hearing on the fine and this month elected to uphold the judge's decision. The fine last week drew the attention of Representative Charles Taylor (R-N.C.), who asked FCC Chairman Reed Hundt about the fines during an appropriations hearing and also asked when the FCC will wrap up its EEO streamlining proceeding. In other EEO actions, the commission fined Brissette TV of Wichita Falls, Tex., $15,000 as part of a decision to renew the license of KAUZ-TV Wichita Falls. Public Interest Corp. was fined $15,000 as part of a decision to renew the license of WTMV(TV) Lakeland, Fla.

Let's talk

The FCC last week said that it will not pull Columbia Communications Corp.'s license if the separate satellite system does not limit its use of an Atlantic Ocean satellite to avoid interference with any Intelsat satellite. As part of an agreement between Columbia and Intelsat concerning Columbia's use of the orbital slot at 41 degrees west, the FCC had imposed restrictions on Columbia requiring the company to avoid interfering with Intelsat after 1997. Columbia and Intelsat have been negotiating to extend Columbia's use of the orbital slot but have reached no agreement. The FCC has lifted its restrictions on Columbia in an effort to spur the talks, although Columbia still will be required to negotiate with Intelsat under international rules in order to continue operating from the orbital location.

Broadcasting
May 13, 1996

CBS opens its Eyemark

CBS/Group W/Maxam program distribution unit rechristened

By Cynthia Littleton

EYEMARK Entertainment
A Unit of CBS Enterprises

CBS/Group W/Maxam—the production-distribution outfit amalgamated in the wake of the CBS/Westinghouse merger and CBS Inc.'s subsequent purchase of the start-up Maxam Entertainment—has rechristened itself Eyemark Entertainment.

Eyemark will develop and distribute CBS's first-run, cable and off-network programing. As first outlined in January by CBS President Peter Lund, Eyemark is the cornerstone of the newly expanded CBS Enterprises division, designed to handle worldwide marketing and distribution of CBS product for TV, home video and new-media outlets.

Among the Big Three networks, CBS has been the most aggressive in taking advantage of the sunset of fin-syn regulations, mounting a major push into domestic syndication. Syndication sales veteran Ed Wilson, who co-founded Maxam with Belo Broadcasting in late 1994, now serves as president of Eyemark Entertainment and CBS Enterprises.

"Eyemark Entertainment transcends traditional domestic distribution," Wilson says. "By creating an organization [whose] key elements—program development, sales and marketing—are integrated in every area of the division, Eyemark impacts and benefits from our worldwide reach."

Eyemark's domestic first-run slate includes the strips *Day & Date* and *Gordon Elliott*, the talk show launched in 1994 as a joint venture of CBS Entertainment and Fox's Twentieth Television. Eyemark also has inherited Group W's hit weeklies *Martha Stewart Living* and *Bob Vila's Home Again*. *Psi Factor*, a weekly reality hour hosted by Dan Aykroyd, is set for launch this fall.

The six other units of CBS Enterprises include the CBS Broadcast International sales arm; CBS Licensing and Merchandising; CBS Video, and Eyemark Cable Sales. Rainer Siek, former president of CBS Enterprises, has assumed the title of executive vice president, reporting to Wilson. Siek is also president of CBS Broadcast International and will continue to oversee the division's licensing and home video activities.

As part of the post-merger reconfiguration, Westinghouse's former Group W media sales and its satellite/tape video delivery units have been renamed Eyemark Media Sales and Eyemark Video Services, respectively. ■

Brand-new 'Morning'

CBS News has named Jane Robelot, Mark McEwan and Jose Diaz-Balart anchor team for the revamped *This Morning* that will debut on Monday, Aug. 5. Robelot has been the news reader on the show and will co-anchor both hours of the program. McEwan, who has been weatherman and feature reporter with the broadcast since its inception in 1987, will contribute features to the first hour and co-anchor the second (8-9 a.m.) with Robelot. Diaz-Balart joins from NBC affiliate WTVJ-TV Miami, where he co-anchored the noon and 5:30 p.m. newscasts. He will co-anchor the first hour of *This Morning* with Robelot. She will serve as news reader and contributor during the second half-hour. Cynthia Bowers was named co-anchor, *CBS Morning News* (replacing Robelot), and will share news-reading chores on *This Morning* with Diaz-Balart and make interview and feature contributions to the program. Outgoing co-anchor Paula Zahn was named anchor of the Saturday edition of *CBS Evening News*, replacing Bob Schieffer, who will continue as host of *Face the Nation*. Outgoing anchor Harry Smith is still discussing his future at the division, including a possible regular segment on the *CBS Evening News* and substitute-anchor duties on *CBS Sunday Morning*. —SM

The new 'Morning' team joins (rear l-r) CBS News President Andrew Heyward and executive producer Jim Murphy at New York press conference. Front row, l-r: Early morning co-anchor Cynthia Bowers with This Morning co-anchors Jane Robelot and Mark McEwan. On monitor via satellite from Miami is co-anchor Jose Diaz-Balart.

'Nanny' rehired, 'Carvey' canned

CBS picks up sitcom; Carvey show could resurface, says ABC

By Cynthia Littleton

With the networks' fall schedule announcements set to begin this week, CBS and ABC have made some programing moves.

CBS has ordered a full season's worth of *The Nanny*, marking the network's seventh series to receive a full-season pickup for fall. CBS has ordered 25 new episodes of the Fran Drescher sitcom, which ranks second in household ratings to *60 Minutes* among CBS programs and 16th among all network prime time series this season.

CBS also has given early renewals to *Cybill; Murphy Brown; Dr. Quinn, Medicine Woman; Touched by an Angel; Chicago Hope*, and *Walker, Texas Ranger*.

The programing news wasn't as good for former *Saturday Night Live* star Dana Carvey.

ABC says *The Dana Carvey Show* is still a contender for the fall schedule,

Carvey's last broadcast, at least for a while, included a scatological takeoff on 'The Wizard of Oz' and, above, first ladies as dogs, including a barking, dog-biscuit-eating Jackie Kennedy.

but last week's episode of the sketch comedy series was replaced in its Tuesday 9:30 p.m. slot by an original episode of *Home Improvement*. ABC will air original episodes of *Ellen* in the slot for the balance of the sweeps, in addition to *Ellen*'s regular Wednesday 8 p.m. slot.

The Dana Carvey Show, which has raised eyebrows and lost advertisers with strong language and off-the-wall skits—President Clinton breast-feeding various animals, for example—has averaged an 11.2 Nielsen household rating and an 18 share during the past two months. A network spokesperson says the last episode of ABC's initial eight-episode order of the Brillstein-Grey series will air sometime this summer.

The show, originally designed as a spoof of sponsor-titled programing, planned to feature a different major sponsor in the title each week. But fast-food giant Taco Bell was not amused by some of the material in the inaugural *The Taco Bell Dana Carvey Show* in March, and the running gag was dropped after the fourth episode. ■

Troubles mount for 'Later Today'

Planned syndicated newscast has lost financing; status of anchor in doubt; executive is target of allegations in anonymous letter

By Cynthia Littleton

Officials with the Later Today Television Newsgroup have strongly denied allegations of financial impropriety and other accusations levied against chairman Glenn Barbour in an anonymous letter sent to BROADCASTING & CABLE.

LTTN, based at the Disney/MGM Studios in Florida, was founded last year by Barbour with the intent of launching a syndicated national midday newscast in April. LTTN officials say the launch of *Later Today* was postponed after key investors backed out of the project.

Enclosed with the letter was what was purported to be an internal LTTN memo, dated Jan. 22, detailing problems with the set for the newscast, described as a "G-rated" hour aimed at homemakers.

LTTN spokesman John North said that the unsubstantiated allegations against Barbour, a veteran local news producer who spent six years with WNBC(TV) New York, probably came from a disgruntled former employe. Unable to meet payroll, LTTN laid off 44 of its 58 staff members in April, according to Joe Moreland, LTTN president and CEO.

"We're restructuring the company and securing new funding," Moreland said. "We're close to being back in a viable position," he said, although no stations have signed on for the newscast and no new launch date has been set.

Track star Florence Griffith Joyner was named *Later Today*'s sports anchor last December, but Moreland conceded that it is uncertain whether she is still involved with the project. Joyner could not be reached for comment by press time.

Although *Later Today* was designed as an upbeat alternative to crime-laden local news, industry observers questioned the demand for such a show.

LTTN originally planned to produce four live hour newscasts each weekday to air in various time zones between 9 a.m. and 1 p.m. Yet the most likely outlets for *Later Today*—Fox, UPN and WB Network affiliates—increasingly are producing their own morning and midday newscasts.

LTTN also is facing a battle on the legal front against NBC, which late last month won a preliminary injunction barring LTTN from using the name *Later Today* for its newscast. In granting NBC's motion, a Delaware federal judge ruled that the name was "confusingly similar" to NBC's *Today*. Moreland said LTTN planned to appeal the ruling, while NBC officials promised to press on for a permanent injunction. ■

Delay of game for syndicated football

By Cynthia Littleton

No football will be offered in syndication this fall. Officials with the start-up All-Star Football League say they have been forced to push back the start of play to September 1997. BKS/Bates Entertainment, a joint venture of advertising agency Bates USA and syndication veterans Tony Brown, Len Koch and Bob Silberberg, had planned to distribute the three-hour games, set to take place from September through February on a barter basis. Officials with the Northern California–based league, founded by former Minnesota Vikings quarterback Joe Kapp, blame the delay on the summer Olympics, saying the world contest has drained the advertising budgets of sports-oriented sponsors. But Eric Parton, president and CEO of Kapp's Team Dynamics Inc., says the league is on track to begin competition next year with 14 teams in major North American cities.

Many broadcasters have doubts about the appeal of a start-up league to advertisers and sports fans, as evidenced by the quick demise of the United States Football League in the mid-1980s. And many broadcasters, in and outside the top 50 markets, say they have not been contacted by BKS/Bates. Nonetheless, Parton says All-Star Football is close to announcing an alliance with a station group that will take an equity stake in the fledgling league. ■

Games are afoot


Noah

All American Television and Tribune are moving ahead with their game show joint venture. Three games from the Goodson library—*Tattle Tales, Card Sharks* and *Match Game*—have been selected for development, reports All American Television President Larry Lamattina. Run-throughs have begun on the games, and two of the three will be selected for series production. Lamattina says "there's a chance" the shows may debut in the fall, but it is more likely they will debut sometime in 1997.

All American also has hired Robert Noah as president of its Mark Goodson Productions subsidiary. Noah joins the company from Reg Grundy Productions, where he has served as senior vice president and head of development for the past 13 years. —SM

Broadcasting & Cable

PEOPLE'S CHOICE

Ratings according to Nielsen

April 29-May 5

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 ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 33

MONDAY

Time	ABC	CBS	NBC	FOX	UPN
	7.5/12	10.8/17	17.0/27	6.4/10	3.2/5
8:00	80. Put to the Test 5.2/8	17. The Nanny 11.7/20	16. All-New TV Censored Bloopers 11.8/19	41. Melrose Place 8.9/14	83. Star Trek: Voyager 4.7/8
8:30		25. Dave's World 11.0/17			
9:00	43. ABC Monday Night Movie—Angel Flight Down 8.7/14	17. Murphy Brown 11.7/18	3. NBC Monday Night Movie—The Beast, Part 2 19.5/30	84. Profit 3.9/6	97. Nowhere Man 1.8/3
9:30		21. Cybill 11.4/17			
10:00		33. Chicago Hope 9.4/15			
10:30					

TUESDAY

Time	ABC	CBS	NBC	FOX	UPN
	11.2/18	10.0/16	11.3/18	7.5/12	2.7/4
8:00	31. Roseanne 10.0/17	48. Forces of Nature 8.5/14	28. 3rd Rock fr/Sun 10.3/18	59. Fox Tuesday Night Movie—The Beverly Hillbillies 7.5/12	85. Moesha 3.2/5
8:30	33. Coach 9.4/15		23. Wings 11.1/18		87. Minor Adjustments 2.8/4
9:00	9. Home Imprvmt 13.4/21	26. CBS Tuesday Movie—Unforgivable 10.7/17	11. Frasier 13.0/20		92. Paranormal Borderline 2.4/4
9:30	41. Dana Carvey 8.9/14		22. J Larroquette 11.2/17		
10:00	13. NYPD Blue 12.6/21		23. Dateline NBC 11.1/18		
10:30					

WEDNESDAY

Time	ABC	CBS	NBC	FOX	UPN	WB
	12.1/20	8.8/15	9.1/15	7.2/12	2.3/3	2.6/4
8:00	37. Ellen 9.3/17	71. Myst of Millenium 5.9/11	52. JAG 7.6/14	45. Beverly Hills, 90210 8.6/15	92. The Sentinel 2.4/4	90. Sister, Sis 2.5/5
8:30	32. Drew Carey 9.7/17					89. Pt 'Hood 2.7/5
9:00	14. Grace Under Fire 12.5/20	33. CBS Wednesday Movie—The Silence of the Lambs 9.4/16	37. Dateline NBC 9.3/15	71. Kindred: The Embraced 5.9/9	95. Swift Justice 2.1/3	87. Wayans 2.8/5
9:30	8. Barbara Walters: 20 Years at ABC 13.7/23					94. Unhap Ev 2.3/4
10:00			30. Law & Order 10.1/17			
10:30						

THURSDAY

Time	ABC	CBS	NBC	FOX
	6.9/12	6.2/10	20.8/35	5.8/10
8:00	75. World's Fun Vid's 5.8/11	76. Smithsonian: Fantastic Journey 5.7/10	4. Friends 18.0/33	71. Martin 5.9/11
8:30	71. Before They/Stars 5.9/10		6. The Single Guy 15.8/28	
9:00	61. ABC Thursday Night Movie—Wiseguy 7.4/12	66. Rescue: 911 6.3/10	2. Seinfeld 22.0/35	76. New York Undercover 5.7/9
9:30				
10:00		65. 48 Hours 6.7/11	1. ER 23.4/39	
10:30				

FRIDAY

Time	ABC	CBS	NBC	FOX
	9.9/19	7.4/14	8.4/16	7.6/14
8:00	52. Family Matters 7.9/17	68. Due South 6.1/12	49. Unsolved Mysteries 8.2/17	82. Sliders 4.9/10
8:30	56. Boy Meets World 7.7/15			
9:00	52. Step by Step 7.9/14	45. Diagnosis Murder 8.6/15	40. Dateline NBC 9.0/16	29. The X-Files 10.2/18
9:30	58. Hangin' w/Mr. C 7.6/13			
10:00	7. Turning Point 14.2/26	59. Nash Bridges 7.5/14	52. Homicide: Life on the Street 7.9/14	
10:30				

SATURDAY

Time	ABC	CBS	NBC	FOX
	5.7/11	10.9/21	6.6/13	5.9/12
8:00	78. Saturday Night at the Movies—Dragnet 5.4/11	45. Dr. Quinn, Medicine Woman 8.6/18	81. Lance Burton's Magic 5.0/10	78. Cops 5.4/12
8:30				68. Cops 6.1/12
9:00		17. Touched by an Angel 11.7/22	61. Sisters 7.4/14	70. America's Most Wanted 6.0/11
9:30				
10:00	67. American Comedy Festival 6.2/12	15. Walker, Texas Ranger 12.4/23		
10:30				

SUNDAY

Time	ABC	CBS	NBC	FOX	WB
	9.0/15	11.4/19	14.8/25	6.2/11	1.9/3
7:00	63. Am Fun Hm Vid 6.9/14	12. 60 Minutes 12.8/24	(nr) NBA Playoff 11.7/23	85. Rudy Coby Magic 3.2/6	100. Pinky & The Brain 1.5/3
7:30	43. Am Fun Hm Vid 8.7/16				99. The Parent 'Hood 1.6/3
8:00	37. Lois & Clark 9.3/15	20. Murder, She Wrote 11.5/19	9. Mad About You 13.4/23	63. The Simpsons 6.9/12	95. Sister, Sister 2.2/4
8:30			5. NBC Sunday Night Movie—The Fugitive 16.4/27	49. The Simpsons 8.2/13	90. Kirk 2.5/4
9:00	33. ABC Sunday Night Movie—An Unfinished Affair 9.4/15	27. CBS Sunday Movie—A Season in Purgatory, Part 1 10.6/17		51. Married w/Chld 8.1/13	98. Savannah 1.7/3
9:30				56. Married w/Chld 7.7/12	
10:00					
10:30					

Averages

	ABC	CBS	NBC	FOX	UPN / WB
WEEK AVG	8.9/15	9.5/16	12.7/22	6.6/11	UPN: 2.7/4; WB: 2.1/4
STD AVG	10.6/18	9.6/16	11.7/19	7.3/12	UPN: 3.1/5; WB: 2.5/4

Going 'Wild!'

Turner Program Services has cleared its monthly travelogue series *Wild! Life Adventures* in 65% of the country, including all top 10 markets. The series, which will debut in syndication and on TBS this fall, puts the spotlight on environmental issues by following actors and other celebrities on treks into the great outdoors. Stations onboard for the 12 hour-long specials include WCBS(TV) New York, KABC(TV) Los Angeles, WCIU(TV) Chicago and WCAU(TV) Philadelphia.

Ghost stories

Ghostwriter is a "go" as a weekly in syndication this fall. TradeWinds Television has cleared off-network episodes of the acclaimed PBS children's series on 91 stations covering 77% of the country, with a projected lineup of 140 stations by September. Produced by the Children's Television Workshop, *Ghostwriter* encourages reading by focusing on a group of computer-savvy kids who solve mysteries in their neighborhood with the help of printed messages sent by a friendly ghost. TradeWinds is seeking one-year deals for the live-action series, offered on a barter basis of 2 1/2 minutes local, 2 1/2 national.

Getting 'Real'

Paramount Domestic Television's upcoming reality strip *Real TV* will speak five languages this fall as a result of strong international demand for the show, billed as TV's first all-video news magazine. The show aims to tell the stories behind real-life clips ranging from crime and police work to the past screen tests of current stars. Paramount also has confirmed that *Hard Copy*'s co–executive producers, Ron Vandor and Cheri Brownlee, will leave that show to head *Real TV*, which grew out of the popular "Caught on Tape" segment that Vandor and Brownlee created for *Hard Copy*. Domestically, Paramount has cleared *Real TV* in 78% of the country.

Prime time inserts

Burbank, Calif.-based Starquest Prime-Time Productions is syndicating a package of news inserts aimed at a huge demographic group often ignored by the TV industry: ages 50 and up. The minute-plus *Life in Prime Time* spots, covering a wide range of news-oriented topics, have been produced by WPTV(TV) West Palm Beach, Fla., for several years. Starquest has a library of 250 *Life in Prime Time* vignettes and also is offering a package of 104 new spots for a one-year cash deal. Stations onboard for the national rollout thus far include CBS affiliate WKRG(TV) Mobile, Ala., and ABC affiliates WJRT(TV) Flint, Mich., and WBKO(TV) Bowling Green, Ky.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 28. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.6/226/99
2. Jeopardy!	9.7/220/99
3. Home Improvement	8.1/225/98
4. Oprah Winfrey Show	7.5/235/99
5. Seinfeld	7.1/222/98
6. Entertainment Tonight	5.9/178/95
6. Wheel of Fortune–wknd	5.9/179/82
8. Inside Edition	5.7/165/92
8. Star Trek: Deep Space Nine	5.7/234/98
10. Home Improvement–wknd	5.4/217/95
11. Simpsons	5.3/193/97
12. Hercules, Journeys of	5.2/232/98
13. Baywatch	4.8/227/97
14. Fresh Prince of Bel-Air	4.7/162/89
14. Imagination III	4.7/160/95

'Bullard' is back

Multimedia Entertainment has succeeded where others have failed by clearing its upcoming talk strip, *Pat Bullard*, for a fall launch in 81% of the country, including 22 of the top 25 markets. The show, hosted by the former writer/producer for the Carsey-Werner sitcoms *Roseanne* and *Grace Under Fire*, will aim for a wider audience than did most of this season's short-lived crop of younger-skewing talk shows. The poor showing of the freshman talkers has hurt demand for new strips, forcing major distributors to pull high-profile projects off the market.

Worldvision captures 'Criminals'

Worldvision Enterprises is close to a deal with Nashville-based producers Entheos Group to take over distribution of *America's Dumbest Criminals*, the upcoming reality series brought to the marketplace last year by Active Entertainment. Active expanded its sales force last year to handle *ADC* and two other first-run projects, neither of which succeeded, but the New York–based distributor is paring down again to focus on its primary business of children's programing.

ADC comes to Worldvision with clearances in 76% of the country, including the NBC O&Os in New York and Los Angeles. The half-hour weekly, based on the best-selling book of the same name, spotlights "the dumbest, unluckiest, most inept criminals at work" in a *Cops*-style format hosted by author Dan Butler. "Wanted Dead or Alive," the follow-up to Butler's first book, is expected to be in stores by September.

Best on the beach

Baywatch stars David Chokachi and Donna D'Errico will host the upcoming All American Television special highlighting this month's Rescue '96 competition in South Africa. Some 5,000 lifeguards from 23 countries are competing in the 10-day event, which began May 9 and includes ocean swimming, beach relays, accident simulations and other contests designed as the ultimate test of a lifeguard's skills. Stations airing *Baywatch* will have first option on the special, tentatively set to air in August.—**CL**

Cornwell looks to radio for continued success of TV

Changing Hands

By Elizabeth Rathbun

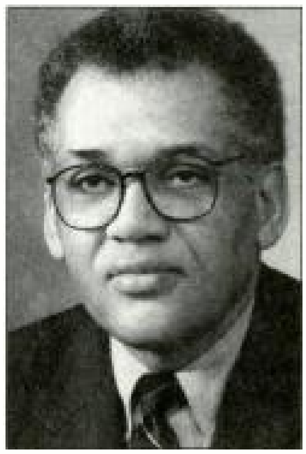
TV station owner W. Don Cornwell has made his first radio purchase. Like radio-only buyers, Cornwell sees the value in owning an inexpensive-to-operate radio station. But his motives take turn from there: He's buying radio stations only in markets where he already owns a TV station.

"What we're trying to buy is almost the equivalent of a stick in a market," Cornwell says; then "we can give it...that prominence" associated with the local TV station.

Cornwell's Granite Broadcasting Corp. last week paid $1 million for WIVR-FM Eureka, Ill. (see "Changing Hands," page 30). That price is less than seven times cash flow, Cornwell says. The call letters will be changed to WEEK-FM and the station "paired" with Granite's nearby WEEK-TV Peoria/Bloomington.

The radio station eventually will be reformatted to offer more news, talk and information provided by the TV station. WEEK-TV airs five hours of news a day, Cornwell says. WEEK-FM also will simulcast some TV programming, such as local minor league hockey and baseball games, and local TV personalities may host radio call-in shows.

In TV, "the one thing we control" is local news, weather and sports, Cornwell says, something to which neither direct broadcast satellite or cable can lay claim. When it comes to profiting even more from that strength, radio "is a fairly low-cost way of expanding our franchise," Cornwell says.



W. Don Cornwell wants to hear his TV stations' news on the radio.

There could be efficiencies in someday moving the radio station under the TV station's roof, Cornwell says. But he doesn't expect much in the way of staff efficiencies: "Radio stations don't have a lot of people," he says.

Although the Eureka radio station is Cornwell's first, "we don't think we're taking a huge risk," he says. Besides paying a low price, the FCC's crossownership rule "has by and large gone by the wayside. I think you're going to find more people doing this."

The Telecommunications Act of 1996 extends the FCC's liberal waiver policy for the rule barring common ownership of TV and radio stations in a market to the top 50 markets. The Peoria/Bloomington market is ranked 109 by Nielsen.

Cornwell hopes to expand into radio in all his TV markets within the next two to three years. Granite's TV markets (and their Nielsen rankings) are Visalia/Fresno (56) and San Jose/Monterey/Salinas (122), Calif.; Fort Wayne, Ind. (103); Grand Rapids/Kalamazoo, Mich. (38); Buffalo (39) and Syracuse (69), N.Y.; Austin, Tex. (64), and Duluth, Minn./Superior, Wis. (134).

As for future TV purchases by Granite, Cornwell says, "It's a tough market. Prices are high." He will say only that rumors that he is in the market for Walt Disney Co's KCAL-TV Los Angeles are "interesting."

SFX plans offerings

SFX Broadcasting Inc. is intent on continuing its expansion apace. As of last week, the company owns, is buying or controls 70 radio stations, more than any other group. Last Wednesday it said it will offer $440 million in senior subordinated notes and $120 million in series D preferred stock. SFX will "use substantially all of the proceeds...to make radio station acquisitions," repay debt and purchase all or a portion of its 11 3/8% senior subordinated notes. SFX says there are $80 million worth of notes outstanding. The company, led by Robert F.X. Sillerman, is offering to pay $1,080 per $1,000 principal amount, plus accrued interest. The acceptance date is set for May 31.

More first-quarter fun

First-quarter results continue to pour in. Most eager group owners report increased revenue accompanied by net losses that result from buying stations.

Evergreen Media Corp., for example, saw a loss of $2.9 million in the first three months of 1995. But in the same period this year, Evergreen's loss swelled 393.1%, to $14.3 million. Meanwhile, net revenue skyrocketed 110.2%, from $25.4 million in the first quarter of 1995 to $53.4 million in the same period this year. Evergreen attributes the loss primarily to increases in "non-cash depreciation and amortization expenses" related to recent acquisitions.

Evergreen's operating income went from a $919,000 profit to a loss of $8.2 million, while broadcast cash flow rose from $8 million to $16 million.

■ **American Radio Systems:** Although ARS's revenue grew 19.2%, from $19.8 million to $23.6 million, 1995's net income of $5.2 million turned into a net loss of $455,609 in the first quarter of this year.

Operating income rose 168.6%, from $672,150 to $1.8 million, while cash flow increased 21.4%, to $5.1 million from $4.2 million. ARS attributes the cash-flow results to "continued improvements in radio station operations and...the impact of station acquisitions." ARS this year has been on a station-buying spree, purchasing 21 FMs and 10 AMs in states from California to Nebraska to Florida.

Here is how some other companies did in the first quarter of this year, compared with the same period in 1995:

■ **Infinity Broadcasting:** Infinity's first-quarter returns show that net revenue increased 13%, to $84 million, and operating cash flow increased 16%, to $28.3 million. The company also reports a 46% increase, to $17 million, in net free cash flow for the quarter. Net free cash flow reflects Infinity's acquisition of stations formerly owned by Alliance Broadcasting and TDI Worldwide Inc. earlier this year.

■ **Chancellor Broadcasting:** Net revenue was up 10.5%, to $25.6 million, excluding the impact of acquiring Shamrock Broadcasting. Broadcast cash flow increased 43.3%, to $9.2 million, while Chancellor reports a net loss of $12.2 million in the first quarter of this year, compared with a net loss of $3.4 million in 1995.

■ **Multi-Market Radio:** MMR's net revenue grew 8.1%, to $4.2 million, over the first quarter of 1995. Meanwhile, broadcast cash flow for the quarter increased 40.8%, to $1.7 million. The company reports a net loss of $2.7 million, compared with a loss of $703,341 in first quarter 1995.

■ **Sinclair Broadcast Group:** Sinclair reported a net loss of $458,000 for the first quarter, compared with a net loss of $2.5 million in 1995, and a 7.2% increase in broadcast cash flow, to $23.5 million on a pro forma basis for first quarter 1996 over first quarter 1995. The company also reported net broadcast revenue totaling $45.2 million for the quarter, a pro forma increase of 6.2% over last year.

■ **SFX Broadcasting:** SFX posted record first-quarter revenue of $19.8 million, up 44.3% from $13.7 million in first quarter 1995. Broadcast cash flow was up 42.1%, to $5.7 million, while operating income rose 46.7%, to $2.2 million. Last year's first-quarter net loss of $521,000 grew to a loss of $985,000 this year.

—Donna Petrozzello contributed to this report

Big deals

The following station-sale applications were made public last week by the FCC:

■ KFOX-TV (ch. 14) El Paso. Price: $20.855 million (includes $105,000 non-compete agreement). Buyer: Cox Enterprises Inc., Atlanta (Nicholas D. Trigony, president). Seller: KFOX-TV Inc., El Paso (John B. Mulderrig, president). (BROADCASTING & CABLE, May 6)

Amplification

American Radio Systems Corp. has released the price for KMJI(AM)-KSFM(FM) Woodland, both Sacramento, Calif. The combo was part of a deal that also involved KMZQ-FM and KJMZ(FM) Henderson, KFBI(FM) Pahrump and KVEG-AM North Las Vegas, all Las Vegas, for $38 million ("Changing Hands," April 29). Besides acquiring KMJI-KSFM from Secret Communications LP, ARS will get $20 million. In turn, ARS will trade to Secret its WQRS-FM Detroit and WFLN-FM Philadelphia.

Changing Hands

The week's tabulation of station sales

TV

KWBF(TV) Flagstaff/Phoenix, Ariz.; KUBD(TV) Denver and LPTV at Fort Collins, Colo.; WCEE(TV) Mount Vernon, Ill./St. Louis, and WTJC(TV) Springfield/Dayton, Ohio
Value: $18.7 million ($18.3 million in loans + $100,000 per station)
Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns KLXV-TV San Jose/San Francisco and KZKI(TV) San Bernardino/Los Angeles, Calif.; WHAI-TV Bridgeport, Conn./New York and WTWS(TV) New London/Hartford, Conn.; WPBF-TV Tequesta/Palm Beach, Fla.; WTLK-TV Rome/Atlanta, Ga.; WGOT(TV) Merrimack, N.H./Boston; WAKC-TV Akron/Cleveland, Ohio; WTGI-TV Wilmington, Del./Philadelphia; KTFH-TV Conroe/Houston, Tex.; WYVN(TV) Martinsburg, W.Va., and Infomall Television Network; is buying WAAP(TV) Burlington/Greensboro/High Point/Winston-Salem, N.C., and 50% of WSJN-TV San Juan, P.R.; has time brokerage agreement with seller's WCTD(TV) Miami and WIRB(TV) Melbourne, Fla., and WHKE(TV) Kenosha/Milwaukee, Wis.; WOCD(TV) Amsterdam/Albany, N.Y.; has other time brokerage agreements with WFCT-TV Bradenton, WHBI-TV Lake Worth and WTVX-TV West Palm Beach, all Fla.; WNGM-TV Athens/Atlanta; WJUE-TV Battle Creek, Mich.; WRMY(TV) Rocky Mount, N.C., and WOAC-TV Canton, Ohio. ■ Paxson also owns WFTL(AM) Fort Lauderdale, WINZ (AM)-WLVE-FM and WZTA(FM) Miami Beach, WPTN (AM)-WGSQ(FM) Cookeville, WJRR(FM) Cocoa Beach/Orlando, WZNZ(AM), WNZS(AM) and WROO-FM Jacksonville, WPLA(FM) Callahan/Jacksonville, WSJT(FM) Lakeland, WNZE(AM) Largo, WMGF(FM) Mt. Dora, WWNZ(AM) Orlando, WWZN(AM) Pine Hills, WHNZ (AM) Pinellas Park and WHPT(FM) Sarasota, all Fla.; is buying WSRF(AM)-WSHE (FM) Fort Lauderdale/Miami, WDIZ(FM) Orlando; WTKX-FM and WOWW-FM Pensacola and WPAP-FM and WPBH (FM) Port St. Joe, both Panama City; WSNI (FM) Thomasville, Ga., WTPS(FM) and WXSR(FM) Quincy and WNLS(AM)-WTNT (FM), all Tallahassee, Fla., and WHUB-AM-FM Cookeville, Tenn.
Seller: The Christian Network Inc., Clearwater, Fla. (James L. West, principal); owns WCTD(TV) Miami and WIRB(TV) Melbourne, Fla., and WHKE (TV) Kenosha/Milwaukee, Wis.; is buying WOCD(TV) Amsterdam/Albany, N.Y., and KLDT(TV) Dallas/Fort Worth. Note: Christian Network paid $14.6 million for stations.
Facilities: KWBF: ch. 13, 1 kw visual, ant. 1,778 ft.; KUBD: ch. 59, 5,000 kw visual, 500 kw aural, ant. 1,109 ft.; WCEE: ch. 13, 302 kw visual, 30.2 kw aural, ant. 991 ft.; WTJC: ch. 26, 1,170 kw visual, 117 kw aural, ant. 500 ft.
Affiliations: All independent, except KUBD: Telemundo

Proposed station trades

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

THIS WEEK:		
TVs	$44,155,000	3
Combos	$226,000,000	6
FMs	$17,805,000	4
AMs	$14,000,000	1
Total	$301,960,000	14
SO FAR IN 1996:		
TVs	$663,580,510	35
Combos	$2,137,824,734	132
FMs	$816,453,546	133
AMs	$61,581,129	68
Total	$3,679,440,919	368
SAME PERIOD (TO MAY 15) IN 1995:		
TVs	$1,434,232,000	42
Combos	$683,460,300	89
FMs	$305,055,221	140
AMs	$52,154,619	72
Total	$2,474,802,140	348

Source: BROADCASTING & CABLE

WTWC-TV Tallahassee, Fla.
Price: $4.6 million
Buyer: Guy Gannett Communications, Portland, Me. (James B. Shaffer, president); owns WICS(TV) Springfield and satellite WICD(TV) Champaign, Ill.; KGAN(TV) Cedar Rapids, Iowa; WGME-TV Portland; WGGB(TV) Springfield, Mass., and WOKR(TV) Rochester, N.Y.; publishes four daily newspapers in Maine
Seller: Thomas M. Duddy, Louisville (receiver for Holt-Robinson Television Inc.); is selling HR's WHHY-AM-FM
Facilities: Ch. 40, 3,160 kw visual, 316 kw aural, ant. 880 ft.
Affiliation: NBC

COMBOS

KISO(AM)-KZON(FM) and KOY(AM)-KYOT-FM Phoenix; KARO(FM) Nampa and KIDO(AM)-KLTB(FM), all Boise, Idaho, and WOKY(AM)-WMIL(FM) Waukesha, Wis./Milwaukee
Price: $95 million
Buyer: Colfax Communications Inc., Minneapolis (L. Steven Goldstein,

president); owns KOOL-AM-FM Phoenix; WBOB(FM) and KQQL(FM) Minneapolis/St. Paul, and WGMS(FM), WBIG(FM) and WTEM(AM) Washington
Seller: Sundance Broadcasting, Phoenix (Mike Jorgenson, president); no other broadcast interests
Facilities: KISO: 1230 khz, 1 kw; KZON: 101.5 mhz, 100 kw, ant. 1,739 ft.; KOY: 550 khz, 5 kw day, 1 kw night; KYOT-FM: 95.5 mhz, 96 kw, ant. 1,572 ft.; KARO: 103.3 mhz, 54 kw, ant. 2,579 ft.; KIDO: 630 khz, 5 kw; KLTB: 104.3 mhz, 52 kw, ant. 2,579 ft.; WOKY: 920 khz, 5 kw day, 1 kw night; WMIL: 106.1 mhz, 13 kw, ant. 974 ft.
Formats: KISO: urban contemporary; KZON: adult album progressive; KOY: nostalgia, MOR; KYOT-FM: new adult contemporary; KARO: easy listening; KIDO: news/talk; KLTB: classic oldies; WOKY: classic MOR; WMIL: country
Broker: Kalil & Co.

Swap of KRLD(AM) Dallas/Fort Worth and Texas State Network for KKRW (FM) Houston
Value: $70 million tax-free
Swapper of KRLD and state news network: SFX Broadcasting Inc., Austin, Tex. (Robert F.X. Sillerman, executive chairman/53.2% owner; R. Steven Hicks, president/9.2% owner); owns KODA(FM) Houston; KMKX(FM) and KYXY (FM) San Diego; WJDS-AM-WMSI-FM and WKTF-FM Jackson, Miss.; WTDR-FM Statesville/Charlotte and WLYT(FM) (formerly WEZC) Hickory, both Charlotte, N.C.; WMYI-FM Hendersonville and WGVL-AM and WSSL-FM Gray Court, S.C., all Greenville/Spartanburg; WSIX-FM and WRVW(FM) Lebanon, both Nashville, and is buying WJDX(FM) Jackson, Miss.; has option to buy WHSL(FM) High Point/Greensboro, N.C.; is selling KOLL(FM) Maumelle/Little Rock, Ark.; WKBG(FM) Martinez and WRXR-FM Aiken, S.C., both Augusta, Ga., and KTCK-AM Dallas/Fort Worth (see AM item, below)
■ SFX is buying Multi-Market Radio Inc., which owns KNUZ(AM)-KQUE-FM Houston; WPLR(FM) New Haven, Conn.; WGNE-FM Titusville/Daytona Beach, Fla.; WAEG(FM) Evans and WAEJ(FM) Waynesboro, both Augusta; WHMP-AM-FM and WPKX-FM Northampton, all Springfield, Mass.; WMJY(FM) and WKNN-FM Pascagoula, both Biloxi, and WZRX(AM) and WSTZ-FM, Vicksburg, both Jackson, Miss.; WTRG(FM) Rocky Mount and WRDU(FM) Wilson, both Raleigh, N.C., and WYAK-FM Surfside Beach/ Myrtle Beach, S.C.; is buying WKSS (FM) Hartford, Conn., and WMYB(FM) Myrtle Beach (see FM item, below); has LMA with WVCO(FM) Myrtle Beach; has joint sales agreement with WYBC-FM New Haven, WCHZ (FM) Augusta and WYSR(FM) Albany, N.Y.; WMFR(AM)-WMAG(FM) High Point/Greensboro and WTCK(AM) (formerly WWWB) Greensboro, N.C., and WROQ(FM) Anderson/Spartanburg.
■ SFX also is buying Prism Radio Partners, which owns KCEE-AM-KWFM (FM) and KNST-AM-KRQQ(FM) Tucson, Ariz.; WOKV-AM-WKQL(FM), WIVY(FM) and WPDQ-AM Jacksonville, Fla.; KNSS-AM-KKRD(FM), and KRZZ-FM Derby, all Wichita, Kan.; WWKY(AM)-WVEZ-FM and WTFX(FM) Louisville, Ky., and WZZU(FM) Burlington and WDCG (FM) Durham, both Raleigh, N.C.
■ SFX also is buying Liberty Broadcasting Inc., which owns WPOP(AM), WHCN(FM) and WMRQ(FM) Waterbury, all Hartford, Conn.; WHFS(FM) Annapolis, Md./Baltimore; WGNA-AM-FM and WPYX(FM), and WTRY(AM) Troy, all Albany; WGVV(AM) and WGBB-AM, and WBAB(FM) Babylon, all Freeport; WHFM(FM) Southampton and WBLI (FM) Patchogue, both Long Island, N.Y.; WSNE(FM) Taunton, Mass., and WHJJ(AM)-WHJY(FM), all Providence, R.I., and WMXB(FM) Richmond, Va.; is selling WQSI-AM, Frederick, Md., and WXVR(FM) Braddock Heights and WXTR-FM Waldorf, Md., both Washington (see "Combo" item, below)
Swapper of KKRW: CBS Radio, New York (Dan Mason, president); owns KTXQ(FM) and KRRW(FM) Dallas/Fort Worth; KNX(AM)-KCBS-FM and KFWB (AM)-KTWV(FM) Los Angeles and KCBS (AM)-KRQR(FM) and KPIX-AM-FM San Francisco; WBBM-AM-FM and WMAQ (AM), WXRT-FM and WSCR-AM Chicago; WBZ(AM)-WODS(FM) Boston; WWJ (AM)-WYST(FM) and WLLZ(FM) Detroit; WCCO(AM) and WLTE(FM) Minneapolis; KMOX(AM) and KLOU(FM) St. Louis; WCBS-AM-FM and WINS(AM)-WNEW(FM) New York; WGMP(AM)-WOGL-FM and KYW(AM)-WMMR(FM) Philadelphia; KDKA(AM) Pittsburgh; KILT-AM-FM and KIKK-AM-FM Houston, and WARW(FM) Bethesda, Md./Washington
Facilities: AM: 1080 khz, 5 kw; FM: 93.7 mhz, 100 kw, ant. 1,719 ft.
Formats: AM: classic rock/oldies; FM: classic rock
Broker: Star Media Group Inc.

WXVR(FM) Braddock Heights and WQSI(AM) Frederick, Md., and WXTR-FM Waldorf, Md./Washington
Price: $25 million
Buyer: Bonneville International Corp., Salt Lake City (Rodney Brady, president; owner is Church of Jesus Christ of Latter-Day Saints); owns

Continues on page 75

SFX exits Dallas, builds in Houston with CBS swap

SFX trades KRLD(AM) Dallas and Texas State Networks for CBS's KKRW(FM) Houston

Radio

By Donna Petrozzello

Cinching its exit from the Dallas market, SFX Broadcasting Inc. traded all-news KRLD(AM) Dallas and the Dallas-based Texas State Networks for CBS Radio Division's 1970s-era oldies KKRW(FM) Houston last week.

In a separate deal, SFX also announced the sale of its last Dallas holding, sports talk KTCK(AM), to Susquehanna Radio Corp. for $14 million. Although the transactions remove SFX from Dallas, they strengthen the group's presence in Houston. With the addition of KKRW, SFX will hold three FMs in Houston—KODA(FM), KQUE(FM) and KKRW—along with KNUZ(AM).

"These transactions make tremendous economic sense and will provide enhanced revenue opportunities for all parties," says SFX Executive Chairman Robert F.X. Sillerman. He noted the "powerful combination" of KKRW and KODA.

(KKRW ranked first among men ages 25-54 and KODA ranked first among women 25-54 listening between 6 a.m. and midnight, Monday to Sunday, according to Arbitron's winter 1996 survey.)

Meanwhile, swapping KKRW for KRLD gives CBS its first AM news outlet in Dallas, a format dominant at CBS-owned AM stations in seven of the nation's top 10 markets. By acquiring the Texas State Networks, a regional radio news and information service with 132 station affiliates, CBS gains control over its first regional news network.

CBS Radio Division President Dan Mason says CBS is "interested in just operating" a news franchise in Dallas with KRLD and that there are no imminent plans to revamp the station. Likewise, Mason says CBS is interested in "opportunities to expand" the Texas State Networks once it learns more about its operation.

The transaction marks yet another major-market station swap of assets among leading broadcast owners. In March, EZ Communications swapped WEZB(FM), WRNO-FM and WBYU(AM), all New Orleans, for Heritage Media Corp.'s KRPM(AM)-KCIN(FM) Seattle.

Star Media Group's Paul Leonard, who brokered the KKRW and KRLD swap, set the value of the exchanged assets at $70 million.

Sillerman says he "sees 1996 developing as the year of strategic property swaps between major owners as parties work to establish economic clusters of stations within a market."

Sillerman added that the Dallas-Houston swap "furthers our strategy of moving out of certain markets, such as Washington, where we announced last week that we would sell, for $25 million, three stations that were not contributing to cash flow."

(SFX announced plans to sell its Washington-area stations WXVR[FM] Braddock Heights; WQSI[AM] Frederick, and WXTR-FM Waldorf, all Maryland, last week. See "Changing Hands," page 30.)

Although Mason expects swapping to become more prevalent as groups build assets and bulk in various markets, he said CBS "would much rather have bought KRLD outright."

"But that was not possible in this case," Mason said. "SFX really was interested in that asset [KKRW], and they viewed it as a good deal for both of us as a swap rather than a cash transaction."

"No one in this day and age wants to deal with cash," Mason said. "Unfortunately, in 1996 cash is not king. That might change next year or the following year. But right now, the currency is the property." ■

Chock full o' radio

Executives with Lord Dentsu & Partners advertising told New York radio broadcasters last week to expect to hear radio jingles for their client, Chock full O'Nuts coffee, for a long time to come.

In a panel discussion sponsored by the New York Market Radio Broadcasters' Association, Larry Orell, Lord Dentsu executive vice president/media director, said the agency scaled back its TV advertising for the brand in January and launched a radio campaign in its place to stretch its budget and emphasize a "jingle-based campaign."

From left: Jerry Crowley, WOR(AM); Andrea Bass, Chock full O'Nuts; Scott Lackey, Lord Dentsu; Steve Townsend, WCBS-FM, and Larry Orell.

Citing radio's advantages over TV, Orell said radio allowed the agency to run 60-second spots, to build on the coffee's trademark jingle and to develop a multiweek campaign for "one-tenth or less the price of producing a single television commercial." Radio also helped sell promotional spin-off items, including mugs and percolators, and allowed Chock full O'Nuts "to carve out a strong position in a local medium where coffee spending was weak," Orell said.

"In the final analysis, it became quite clear that radio was the winner and would be for a long time," Orell said. —DP

Country format on top

A recent Interep Radio Research format study shows country formats ahead of all others in most regions nationwide.

Using data from a Simmons Research study of listener demographic analysis and Arbitron quarterly surveys from fall 1994 through fall 1995, Interep research found that country stations garnered a collective 43 million weekly cume audience of listeners ages 18 and older nationwide.

By contrast, the second most-listened-to format was adult contemporary, with a weekly cume audience of 36.3 million and news/talk with a cume audience of 30.4 million collectively at stations nationwide, Interep concluded.

The only region in which country formats did not claim the largest cume audience was the Northeast, where adult contemporary reigned and news/talk formats ranked second in audience size. The country format audience ranked third most popular in the Northeast, Interep found.

NPR lines up news/talk middays

Seeking to bridge airtime between its *Morning Edition* and afternoon *All Things Considered* news programs, starting July 1 National Public Radio will offer a slate of syndicated talk shows to affiliates.

"NPR's News/Talk Package" of shows for broadcast between 10 a.m. and 4 p.m. EST will consist of *The Diane Rehm Show*, *The Derek McGinty Show*, *Fresh Air with Terry Gross* and *Talk of the Nation*. The lineup will be repeated in overnights between updated news broadcasts.

The new lineup represents the first time NPR has offered an extended news format to its member stations, NPR officials say. "We believe this new format has the potential to increase tune-in during NPR stations' middays," says NPR President and Chief Executive Delano Lewis. NPR comprises 540 affiliate stations nationwide.

WinStar to operate SportsFan Radio

Telecommunications and new-media player WinStar Communications has announced that it will exercise its right to assume a controlling interest in the SportsFan Radio Network. In a separate announcement last week, SportsFan said it plans to debut "SportsFan Online," a home-page site on the World Wide Web, in September.

WinStar has been a leading investor in SportsFan, which now claims 225 affiliate radio stations since the networks' launch in January 1994. SportsFan will become a division of WinStar's "New Media" arm, which develops programing and services for broadcast media and interactive applications.

SportsFan Chief Executive Kyle Heinrich says, "WinStar's expertise in telecommunications delivery technology and information services will allow us to further exploit our sports content through traditional and new distribution channels."

Veteran radio personalities turned out for the opening reception to launch the Museum of TV & Radio's "Rock 'n' Roll and Radio" listening series exhibit on display through next February in Los Angeles. Pictured (l-r): Westwood One Entertainment show host Casey Kasem, WCBS-FM New York host Dan Ingram, NAB Hall of Fame broadcaster Gary Owens and Westwood One Inc. Chairman Norman Pattiz.

AURN Olympics boost

The American Urban Radio Networks will launch a $250,000 advertising campaign around the upcoming 1996 summer Olympics in Atlanta. The campaign will include 30-second radio commercials featuring Atlanta Mayor Bill Campbell promoting the city, tourism, business opportunities and the Olympics, says an AURN spokesperson.

"This summer marks the second time in history that an African American has been chief executive of an Olympic host city, and we want to do our part to insure the event's success and promote the historic and economic pride of Atlanta," says AURN President Jerry Lopes.

TV SPORTS: The $3.5 billio

With more competitions, more network players and increasingly more money on the table, it's

Americans just can't get enough of sports and neither can the TV networks. Nationally and regionally, that programing category was worth $3.5 billion—big business in anybody's ballpark, and about 10% of TV's annual sales.

The Big Four broadcast networks—ABC, NBC, CBS and Fox—pulled in $2.54 billion in sales, up from $2.24 billion in 1993, according to Paul Kagan Associates. (The foursome garnered $2.96 billion in 1994, but that included revenue from the winter Olympics on CBS.)

Cable brought home another $951 million, according to the Cabletelevision Advertising Bureau. The national networks garnered $736 million, up 17.8% over 1994, while regional networks tallied $215 million, up 27.2%, CAB says.

"Everybody's numbers are up," says John Mansell, senior analyst at Kagan.

And sports ad time will remain at a premium for the foreseeable future, Mansell says. "There's still only one Super Bowl, one World Series, one NBA playoff, one Stanley Cup final," he says. "There's an insatiable appetite among the American public for sports programing."

But as the price of ad time rises, so does the price of admission. TV networks are paying billions annually for the rights to broadcast major sports and, as competition among them intensifies, those fees will likely become only more expensive.

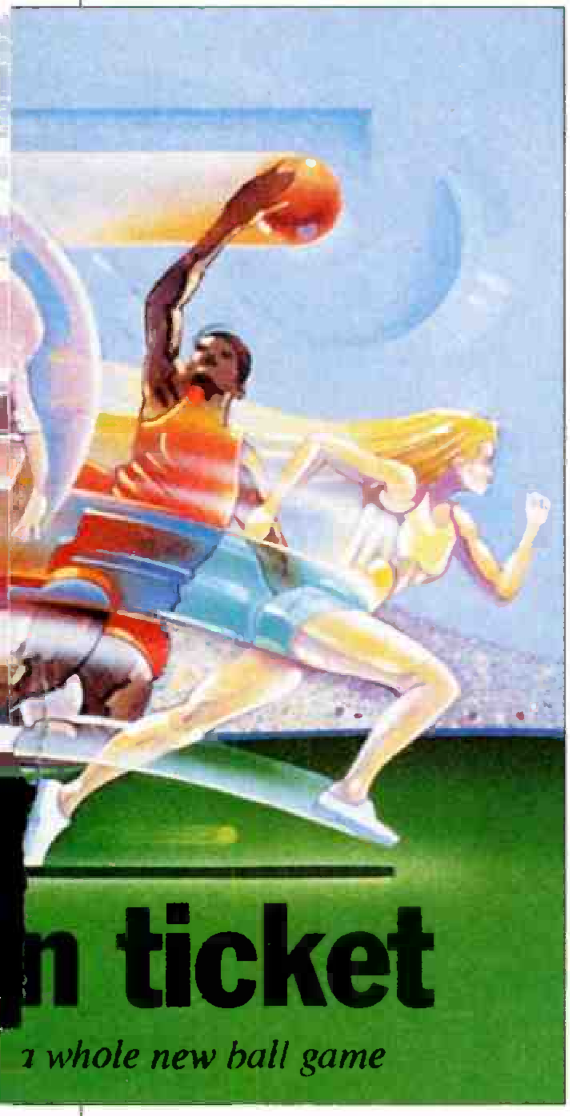
NBC's preemptive bids for future Olympics rights may have charted the course for other major sports rights. The network is paying $456 million to broadcast the summer Olympics from Atlanta this year. But in 2000, the privilege will cost it $715 million; in 2004, $793 million; in 2008, $894 million.

Despite the cost, networks are willing to pay the price. Although sometimes a loss leader, major sports help stamp the network brand on viewers, provide a promotional platform and often a solid lead-in to other programing.

The superstars of network TV sports are Liberty Media/Fox, ABC/ESPN, NBC and CBS (see page 35). They will be in the front row when the bidding starts for major sports rights. Turner Broadcasting System thinks it can play with them and well may, particularly if it gains added muscle from its proposed merger with Time Warner (see page 38).

USA Network, Home Box Office and Showtime also intend to remain players by going after selected rights and creating sports niches. Showtime, for instance, has the rights to heavyweight boxer Mike Tyson. To meet the public's insatiable demand for sports, specialty cable networks like the Golf Channel and SpeedVision (motor sports) have emerged, and more are in the works.

Since you can't tell the players without a scored card, a play-by-play survey of who's covering what can be found on pages 41-44 and a pay-by-pay look at the price of admission on page 39. Play Ball! ■



TV's battle royal

ABC/ESPN, Liberty Sports/Fox, NBC and CBS vie for increasingly valuable sports rights

In the big leagues of the television sports business, the industry is bracing for a clash of titans.

The undisputed king is NBC Sports, which holds the rights to more big-event sports franchises now than any other sports entity has ever held at a single time. In the history of television, nobody has had basketball, football, baseball, the Olympics (extending to 2008), major American golf tournaments and Wimbledon at the same time.

But many in the industry see alliances between broadcast and cable networks changing the competitive landscape in television sports. Observers see a new round of fierce bidding in the coming years for big-event sports by superpowers including NBC, ABC/ESPN and Fox/Liberty.

Why all the fuss over sports? Domestically, the Big Three networks logged about $2 billion in sports advertising in 1995, according to figures released by the Broadcast Cable Financial Management Association. That revenue is expected to grow. In its third season, Fox Sports expects to generate about $700 million from its three franchises: the NFL, NHL and MLB.

"What Rupert Murdoch has shown is that sports will drive distribution," says Bob Gutkowski, president of the Marquee Group, a New York–based sports program packager, consultant and talent representative. Murdoch did it first in Great Britain with Sky Sports, and now he's doing it here, says Gutkowski.

Jon Mandel, senior vice president/director of national broadcast, Grey Advertising, says sports offers unique opportunities for advertisers to stand out in an increasingly cluttered TV commercial environment. "There are many ways to add value to your sports buy," he says, including athlete or on-air talent appearances at special events and point-of-purchase promotions. "You can sort of amortize the cost of advertising and have a consistent look and feel and a consistent direction across everything you do, including trade shows, direct mail and point of purchase," Mandel says.

Others also foresee a resurgence by CBS Sports, probably in an alliance with a cable entity. The most likely partner is The Nashville Network, the Gaylord-owned cable channel with which CBS has partnered on joint sports-rights bids in the past. Turner Sports also is considered a player by some, although most see it rising to the top tier only if the Time Warner/Turner merger goes through. (Last week there were signs the merger might be in jeopardy; see "Top of the Week.")

Others think that NBC Sports may link with a cable network as well. "What's happening is that the major sports events are demanding more airtime than just the game or event itself," says New York–based sports TV consultant Neal Pilson, former president of CBS Sports. "This is where the cable partnership becomes extremely important."

In soccer coverage, for example, ABC and ESPN bid on events, airing one or two key games on the broadcast network while the cable channel airs the bulk of the coverage. Pilson cited the example of a recent auto race in which "the cable partner does a full week of coverage, including qualifying events, practice runs and so forth.

"I think you're going to see each of the big broadcast networks develop strong cable ties in the future," says Pilson.

But NBC Sports President Dick Ebersol says the issue is not that cut-and-dried. He doesn't rule out a cable alliance, but says such alliances could be sport by sport, and not necessarily in a single transaction. And perhaps not at all.

Dick Ebersol

"The single most important thing in maintaining relationships with the big sports and sports events is understanding the needs of the rightsholders," says Ebersol. "Money is at the top, but not far away is the marketing and promotion of those sports; and the people in the future who understand that best are the people who are going to succeed."

As for the importance of a cable partner, Ebersol says that "it's not just a question of saying, 'now we have multichannel coverage for an event.' Whatever the coverage is, you always have to know how you are going to build interest and passion in that sport. That doesn't come from distribution of the event or the league itself, but from thought-out promotional and marketing plans and how you schedule that sport. You have to be willing to take sports into prime time."

Indeed, a sports-coverage strategy based on distribution alone can be a liability, says Ebersol. "I think many of baseball's problems stem from the fact


"The Cubs lost. The Blackhawks won.
The Bears lost. For a closer look at sports,
please stay tuned for about 38 years."


Cleveland at Baltimore Postponed
STEWART
NBA Boston at New York 7:30 et
SCHUMACHER
espn2
The network for today's sports fan.
RPM 2Night. NHL 2Night. NBA 2Night. Bottom Line 2. Sports 2Day. In-depth, up-to-the-minute sports coverage.


David Hill


Fox has rights to Major League Baseball through 2000.

that too much of it is on the air in the first place. The same is true with college basketball. These sports have to be nurtured from a scheduling, marketing and promotion standpoint."

Fox and Liberty Media are said to be close to finalizing their agreement to pool many of their sports programing assets into a venture called Fox Sports. Fox Sports President David Hill will serve as chief executive officer, and there have been reports that he is recruiting longtime friend and colleague Kevin O'Brien, vice president and general manager of KTVU(TV) Oakland, Calif., to run the day-to-day operation. Hill and O'Brien refused to comment on those reports last week.

As for the venture, Hill says the partners don't know the full potential of the soon-to-be-combined assets of Fox and Liberty. Fox didn't need a cable partner to, almost overnight, put itself in the business of big-league sports coverage, Hill notes.

"I don't think anyone realizes what the full benefit [of the venture] will be," says Hill. "What we've said all along is if we can become vertically integrated with regional sports and a national presence on both cable with fX and Fox Sports on the broadcast side, that would present great and valuable opportunities."

To some extent, says Hill, the general idea is to try to duplicate the Sky Sports economic model in Great Britain, which was basically a start-up service now valued at $4 billion, and "transpose it around the world."

Last week, during a teleconference with analysts, Fox Chief Financial Officer Bill Sorenson said the Fox/Liberty agreement will be signed this quarter. "He said Fox was ready to write the $350 million check that's part of their contribution to the deal," said one analyst who was on the call. "It's in the i-dotting stage."

In an interview, Liberty Media President Peter Barton told BROADCASTING & CABLE that "probably the largest, most profitable part" of the new venture will be the international segments "because

Turner faces new world of negotiations

While it has more competition for rights, Time Warner merger could give it added power

Don't count Turner Broadcasting out in the battle for sports rights over increasingly large competitors.

The cable-only company faces formidable competition as it prepares to negotiate sports rights deals against newly formed broadcast/cable conglomerates Disney/ABC/ESPN, CBS/Group W and Fox/Liberty. However, Turner's pending merger with Time Warner (which owns the fledgling WB broadcast network) could give the company a broadcast/cable combination of its own. And Turner has built too strong a franchise with sporting events such as the NBA games on its TNT and WTBS networks to give up those rights without a fight, according to some analysts who follow the company.

"Like ABC and *Monday Night Football*, they've become a go-to place for the NBA, and I expect they'll pay some money to protect that if they have to," says Mark McFadden of Bankers Trust Securities. At the same time, he says, Turner is unlikely to go too high in a bidding war.

"The Turner guys are pretty astute about the bottom line," says McFadden. "While they'll be aggressive about protecting it, if the bidding gets silly they will be disciplined enough to drop out."

Just how much money Turner Broadcasting will be willing to spend on sports rights depends on who winds up owning the company, says Dennis Leibowitz of Donaldson Lufkin & Jenrette. McFadden says Turner will not necessarily spend more money under a merger with Time Warner, and he has his doubts about any Turner joint bids with WB.

"Their audience delivery and the skepticism that they get from the advertising community is such that I think it will be quite a long time before we see premier sports events on the WB or Paramount networks," says McFadden.

Turner and Time Warner have not discussed the possibility of including the WB Network in any of its sports rights bidding and will not consider such a plan until the completion of the merger, says Kevin O'Malley, senior vice president of programing, Turner Sports.

Turner's TNT and TBS networks have rights to 115 NBA games, including the NBA playoffs; 12 NFL matches; 125 Atlanta Braves games; NASCAR races; NCAA football, and PGA tournaments.

O'Malley says that Turner will not look to increase the number of MLB and NFL games on its networks when the contracts come up for renewal. He also says WTBS will have to renegotiate its contract with the Turner-owned Atlanta Braves if current plans to convert the superstation to a cable network succeed. **—RB, MK**

THE PRICE OF RIGHTS

(Figures in $ Millions)

Network	Rights Fees in millions	Contract Status Year/Years	Last Year/Season of Contract
NATIONAL FOOTBALL LEAGUE			
Fox	$1,580	2/4	1997-98
NBC	$868	2/4	1997-98
ABC	$920	2/4	1997-98
ESPN	$524	2/4	1997-98
TNT	$496	2/4	1997-98
TOTAL:	**$4,388**		
MAJOR LEAGUE BASEBALL			
Fox	$575	1/5	2000
NBC	$475	1/5	2000
ESPN	$455	1/5	2000
Fox/Liberty	$172	*	2000
TOTAL:	**$1,677**		
NATIONAL BASKETBALL ASSOCIATION			
NBC	$750	2/4	1997-98
Turner	$350	2/4	1997-98
TOTAL:	**$1,150**		
NCAA BASKETBALL TOURNAMENT			
CBS	$1,725	2/8	2002
NATIONAL HOCKEY LEAGUE			
Fox	$150	2/5	1998-99
ESPN	$100	4/7	1998-99
TOTAL:	**$250**		

** Contract runs four years starting in 1997*

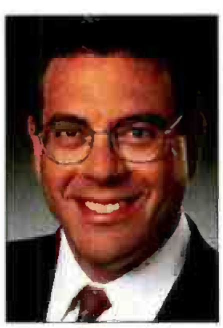
OLYMPICS

NBC	$456	Summer 1996, Atlanta
CBS	$375	Winter 1998, Nagano, Japan
NBC	$715	Summer 2000, Sydney
NBC	$555	Winter 2002, Salt Lake City
NBC	$793	Summer 2004, TBA
NBC	$613	Winter 2006, TBA
NBC	$894	Summer 2008, TBA

the scope is so large and the potential so enormous that it's staggering."

Hill notes that Fox parent News Corp. has recently started sports channels in Brazil, Argentina, Mexico and Asia and soon will launch a channel in Europe, all of which will become part of the venture with Liberty.

ESPN already is firmly entrenched overseas, a process the network started in 1980. It now has interests or outright ownership in about 15 networks, including services in Argentina, Brazil, Asia, India and the Middle East. "We think international is a critical cornerstone to distribution," says Steve Bornstein, president of ESPN, who was recently given the added responsibility for co-owned ABC Sports.



Steve Bornstein

Meanwhile, ESPN is the most widely distributed cable network in the U.S., with more than 68 million households, and ESPN 2 has grown faster than any other cable network over the past two years, according to Nielsen Media Research. It now reaches more than 32 million homes.

Now that ABC Sports is bundled with ESPN, organizationally speaking, the industry thinks the broadcast network will be better positioned to capitalize on major sports rights opportunities. The perception of ABC Sports in the industry is that it has lost much of the prestige and preeminence it once held.

"ABC, for various reasons, started to take a back seat over the past three to five years" within the Capital Cities/ABC organization, says the Marquee Group's Gutkowski. "That will shift as ESPN and ABC combine their efforts." Part of ABC Sports's problem, says Gutkowski, was that corporate executives wanted the division to demonstrate the profit potential of sports it was going after, and therefore it had to back away from many bids because it couldn't do that.

Bornstein is reluctant to talk about ABC's past problems. He says that "for a long time Capital Cities has wanted to put together these core sports assets. They are tremendous brand names that have worked together in the past and that can both benefit from being under one management structure. It's really no more complicated than that."

If ABC Sports has taken a back seat, CBS Sports has been bound and gagged and thrown into the trunk. The big blow, off course, came when it lost the NFL to Fox two seasons ago.

But as president of CBS Sports, Pilson says he too was restricted from aggressive bidding on some events, such as the Olympics, the NBA and football, because of profit criteria set by former CBS chairman Larry Tisch. And Pilson thinks that all the networks are now less concerned with profits for their sports divisions than with what sports events can do for "competitive positioning and the benefits relating to other program promotion, affiliates and prestige within the industry and on Wall Street."

David Kenin

NBC's Ebersol counters that those things are important, but not at the expense of profits. He says the NBC sports division has been profitable for the past five years.

Meanwhile, CBS Sports President David Kenin says his division will "compete aggressively" to get back into the NFL. Kenin says Westinghouse, the new CBS parent, wants the network to return to its past glory in sports programing. "We've gotten the word from the new owners to go aggressively after properties that make sense to CBS, and we will," he says. "We plan to compete aggressively for any and all packages."

CBS already has secured a number of important packages, including a recent five-year extension to its U.S. Open Tennis Championship rights agreement. The network also has rights to the Fiesta and Orange bowls, which this year gave the network its two highest-rated shows of the season. CBS also has a long-term deal for carriage of the NCAA basketball tournament. ■

Cable networks carve sports niches

HBO and Showtime go for boxing, USA for tennis and golf

By Michael Katz

As the number of cable networks vying for sports rights increases, so has the intensity of the competition to secure those rights. Finding it difficult to compete against the broadcast networks and cable sports king ESPN, most cable networks try to create their own sports niche and identity.

"You have to be nimble and clever and, most important, you need a road map," says Seth Abraham, president of Time Warner Sports. "You have to know where you want to go."

And USA Networks' Wayne Becker, vice president, sports programing, agrees: "It will never be our role to be like ESPN.... We want sports that will make our network known to the general consumer." For example, he said, USA will bid for rights to NFL games when those held by ESPN and TNT expire in a few years.

Although USA was founded in 1980 with an emphasis on sports, it now concentrates more on entertainment. However, it still pursues rights for sports such as tennis and golf.

Because USA has neither the inclination nor the ability to compete with broadcast networks for major tennis and golf tournament championships, the cable network has found success in securing rights to early rounds of events such as tennis's U.S. and French opens, as well as early round coverage of 10 Professional Golfers Association tour events, including the Masters and the PGA Senior Championship.

Premium cable network Showtime has found its niche with major pay-per-view boxing championships, buoyed by its exclusive contract with audience-drawing heavyweight champion Mike Tyson. Tyson, whose contract with Showtime ends in 1998 (not including extension options), has generated approximately $100 million in gross revenue for the network in his last two fights alone. The network estimates that since 1988, its PPV sporting events have netted between $200 million and $500 million in gross revenue, mostly from Tyson's fights.

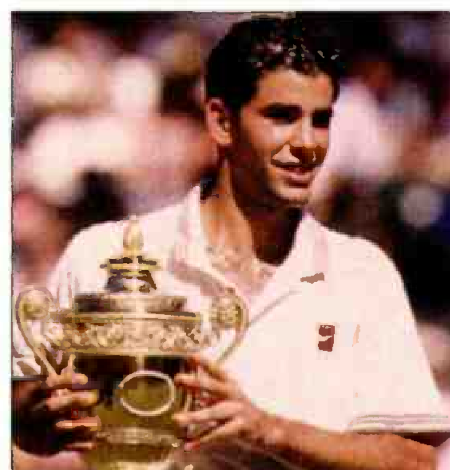
Showtime says Mike Tyson makes the network 'the leader in boxing and has given us bragging rights.'

"Mike Tyson makes us the TV leader in boxing and has given us bragging rights," says Jay Larkin, senior vice president, sports and event programing. "And there's not a whole lot available as far as sports rights that we can call our own."

Larkin says it is unlikely that big-league sports such as basketball, football or baseball will be on Showtime anytime soon, or on any other premium channel. In addition to Tyson prize fights, Showtime will feature kickboxing and karate, and is fielding proposals for gimmicky onetime events such as a one-on-one basketball game between NBA all-stars Shaquille O'Neal and Hakeem Olajuwon or a 100-meter showdown between track stars Carl Lewis and Ben Johnson (both of which the network planned but which never took place).

Although HBO, Showtime's boxing rival, doesn't have Tyson, it also refers to itself as "the leader in TV boxing," says Abraham. The Time Warner–owned HBO features approximately 30 boxing cards a year, including series *Boxing After Dark*, as well as PPV events. The pride of HBO Sports is its first round–through-semifinals coverage of Wimbledon, for which it has had rights since 1975. Wimbledon is key to the identity of HBO Sports, and the network recently paid a premium to renew the rights for another five years, holding back an aggressive attempt by Fox to acquire the game.

USA Network has rights to early rounds of the U.S. and French opens.



Wimbledon is key to the identity of HBO Sports, which has held rights to the game since 1975, long before Pete Sampras made it to Center Court.

Not only are the cable networks creating niches with sports programing, but new networks devoted solely to individual sports also are popping up. The Golf Channel celebrated its first full year in January, and Speedvision Network, an automotive racing network, launched during the National Cable Television Association convention in April. ■

WHERE THE SPORTS ARE

A rundown of major broadcast and cable networks and their games and tournaments

ABC

New York (212) 456-7777
Steve M. Bornstein (named in April to oversee co-owned and combined ABC Sports and ESPN; does not yet have official title)
Football: NFL (17 regular season games, 1 playoff game), College Football (Big Ten, Pac-10, ACC, Big 12 and WAC Conferences) (74 games), Rose Bowl, CompUSA Florida Citrus Bowl, Nokia Sugar Bowl **College Basketball** (approximately 30 games); U.S. Figure Skating Championships, World Figure Skating Championships
Horseracing: Kentucky Derby, Preakness Stakes, Times Dixie, Valmont Stakes, Early Time Manhattan **Golf:** Shell Houston Open, Byron Nelson Classic, LPGA Skins Game, The Memorial, Ford Senior Players Championship, British Open, Senior British Open, Greater Milwaukee Open, Tour Championship, Lincoln-Mercury Kapalua International, Shell's Wonderful World of Golf, Skins Game, JC Penney Classic, Diners Club matches, Wendy's Three Tour Challenge, The Dinah Shore
Motorsports: NASCAR (IndyCar Series–12 races), Indy Racing League (Indianapolis 500 and four other races), International Race of Champions (4 races), drag racing (4 races) **Other:** Professional Bowlers Tour (14 events), World Alpine Skiing Championships, World Gymnastics Championships

CBS

New York (212) 975-4321
David Kenin, president, CBS Sports
Tennis: US Open **Football:** Cotton Bowl, FedEx Orange Bowl, Sun Bowl, College Football National Championships: Tostitos Fiesta Bowl **Basketball:** NCAA (men's–32 games, Championship, national semifinals; women's–3 games), Big Ten Wildcard (2 games), Big Eight Championship, SEC Championship, Men's Div. II Championship, Conference USA Championship **Golf:** The Masters, Nissan Open, Doral-Ryder Open, Greater Greensboro Open, MCI Classic, BellSouth Classic, AT&T Pebble Beach National Pro Am, Kemper, McDonald's LPGA Championships, LPGA Sprint Titleholders Championship, Buick Classic, FedEx St. Jude Classic, Canon Greater Hartford Open, MasterCard Colonial, Motorola Western Open, Ameritech Senior Open, Buick Open, PGA Championship, Sprint International, NEC World Series of Golf, Presidents Cup
Autoracing/Motorsports: NASCAR Winston Cup (Daytona 500, Michigan 400, Diehard 500), NASCAR Craftsman Truck Series (Denver, Milwaukee, Louisville, Ky., Las Vegas [final]), NASCAR Busch Series (Watkins Glen 200, Talladega 500K, Jiffy Lube Miami 300), Gatorade 125

ESPN

Bristol, Conn. (860) 585-2000
Steve M. Bornstein, president and CEO
68 million subscribers
X games, Winter X games, U.S. Olympic Trials (24 events between ESPN and ESPN2) **Football:** NFL (9 regular/3 preseason games), College Football (62 games, 11 bowl games) **Baseball:** MLB (85 regular/6-12 playoff games), NCAA College World Series **Hockey:** NHL (26 regular season games, Stanley Cup playoffs) **Golf:** PGA (15 events), USGA (5 events), LPGA (6 events), Senior PGA (23 events) **Tennis:** Men's pro tennis (13 ATP tournaments, Davis Cup, Australian Open), Women's pro tennis (4 WTA tournaments, Federation Cup), NCAA Men's and Women's Tennis Championships **Basketball:** NCAA (200 men's, 22 women's games, including regular season and conference games), NCAA women's basketball Final Four **Boxing:** ESPN's Championship boxing (12 cards) **Soccer:** MLS (11 games) **Motorsports:** NASCAR (16 Winston Cup races), IMSA/ARCA (21 events), IndyCar (4 races), U.S. 500 **Thoroughbred Racing:** approximatley 75 races between ESPN and ESPN2, including the Kentucky Oaks, Travers, Arlington Million, Woodward and Woodbine Million

ESPN2

Bristol, Conn. (860) 585-2000
Steve M. Bornstein, president and CEO
32.3 million subscribers
X Games, Winter X Games, Olympic trials (24 events between ESPN and ESPN2)
Football: College Football (16 Division I games and Division III Championship game), Arena Football (6 games), Canadian Football League (Grey Cup Championship game) **Baseball:** College World Series, Little League World Series **Hockey:** NHL (80 regular season games, Stanley Cup playoffs) **Basketball:** NCAA men's (134 games, including conference tournaments), NCAA women's (42 games, including regular season, postseason and Final Four) **Tennis:** Men's pro tennis (13 ATP tournaments), women's pro tennis (3 WTA tournaments, Federation Cup), NCAA Men's and Women's Tennis Championships **Motorsports:** NASCAR (18 Winston Cup qualifiers), IndyCar (13 events), Formula 1 (all events) **Cycling:** Tour duPont **Thoroughbred Racing:** approximately 75 races between ESPN and ESPN2, including the Kentucky Oaks, Travers, Arlington Million, Woodward and Woodbine Million

Fox

New York (212)556-2500
David Hill, president, Fox Sports
Football: NFL (97 regular season games/4 playoffs/Superbowl XXXI), World Bowl 96 **Baseball:** MLB (72 regular season games), 1996 World Series, Division series (5 games), 1 complete League championship series **Hockey:** NHL (35 games, Stanley Cup playoffs/finals)

fX

Los Angeles (310)369-3939
Mark Sonnenberg, senior vice president of programing
More than 26 million subscribers
Football: World League of American Football (21 regular season games), NCAA College Football (Pac-10, the Big 12, Conference USA, select Army and Navy games) **Hockey:** World Cup of Hockey(18/19 games)

The Golf Channel

Orlando, Fla. (407) 363-4653
Joseph E. Gibbs, president, CEO and vice-chairman
More than 2 million subscribers

PGA Tour: Depository Guaranty Golf Classic, CVS Charity Classic, Quad City Classic, B.C. Open, La Cantera Texas Open, Walt Disney World/Oldsmobile Classic, PGA Tour Q-School **Senior PGA Tour:** Bruno's Memorial Classic, Pittsburgh Senior Classic, Franklin Quest Championship, Boone Valley Classic, Emerald Coast Classic **Nike Tour:** Nike Tallahassee Open, Nike South Carolina Classic, Nike Carolina Classic, Nike Greater Greenville Classic, Nike Dakota Dunes Open, Nike Gateway Classic, Nike Wichita Open, Nike Olympia Open **LPGA:** Healthsouth Inaugural, PING/Welch's Championship, Chick-fil-A Charity Championship, Sara Lee Classic, Rochester International, Jamie Farr Kroger Classic, Youngstown-Warren LPGA Classic, Star Bank LPGA Classic, Fieldcrest Cannon Classic, The Samsung World Championship of Women's Golf **USGA:** U.S. Women's Amateur **PGA European Tour:** Johnny Walker Classic, Open Catalonia, Moroccan Open, Dubai Desert Classic, Portuguese Open, Air France Cannes Open, Turespaña Masters Open, Comunitat Valencianna Paradores de Turismo, Italian Open Golf Championship, Peugeot Open de España, Benson & Hedges International Open, Volvo PGA Championship, Deutsche Bank Open—TPC of Europe, Alamo English Open, BMW International Open, Peugeot Open de France, Murphy's Irish Open, Scottish Open, Sun Dutch Open, Volvo Scandinavian Masters, Chemapol Trophy Czech Open, Volvo German Open, Collingtree British Masters, Canon European Masters,

Trophée Lancome, Loch Lomond World Invitational, Smurfit European Open, Linde German Masters, Toyota World Match Play, Alfred Dunhill Cup, Volvo Masters **PGA Tour Australasia:** AT&T Australian Skins Game, Ericsson Australian Masters, Australian PGA Championship, Australian Open, Greg Norman's Holden Classic, Schweppes Coolum Classic **FNB Tour of South Africa:** Dimension Data National Pro-Am, Alfred Dunhill South African PGA Championship, FNB Player Championship

HBO

New York (212) 512-1000
Seth Abraham, president and CEO, Time Warner Sports
23 million subscribers

Boxing: World Championship Boxing (monthly, including Ray Jones Jr., Oscar De La Hoya, Riddick Bowe), Boxing After Dark (bimonthly, lower-weight classes) **Tennis:** Wimbledon Championships (45 hours live)

NBC

New York (212) 664-4444
Dick Ebersol, president, NBC Sports

1996 summer Olympics, U.S. Olympic trials (swimming, marathon, boxing, track and field, gymnastics, beach volleyball, men's basketball) **Basketball:** NBA (playoffs/finals/All-Star games) **Baseball:** MLB All-Star games, MLB (American League Championship series/Division playoffs) **Football:** NFL (AFC–103 games), Super Bowl College: Notre Dame home games, Bayou Classic **Tennis:** Wimbledon, French Open, Toshiba Tennis Classic, US Open Championships (Men's, Women's, Seniors, Amateurs) **Golf:** LPGA Chrysler-Plymouth Tournament of Champions, Bob Hope Chrysler Classic, Buick Invitational, Honda Classic, Bay Hill Invitational, Freeport McDermott Classic, Players Championship, PGA Seniors' Championship, Bell-South Senior Open, US Women's Open, US Open, US Senior Open, US Amateur, Solheim Cup, JAL Big Apple Classic, Isuzu Celebrity Golf Championship, EMC Skills Challenge, World Cup of Golf, Office Depot Father/Son Challenge, Lexus Challenge **Horseracing:** Breeders Cup

Prime

(national service distributing programing to regional sports networks)
Woodbury, N.Y. (516) 921-3764
Jim Bates, senior vice president/general manager
50-51 million households through 21 affiliates

College Basketball: 1996 NABC All-Star Game, NAIA Div. II Championship, Atlantic 10 (7 games), CAA (1 game), CIAA (5 games), Conference USA (22 games, including quarter/semifinals), MEAC (semifinals), Mid-American Conference (9 games), Missouri Valley Conference (11 games), PAC-10 (16 games), SWC (8 games) **Women's Basketball:** Atlantic 10 (4 games), Conference USA (3 games), Pac 10 (3 games), MEAC Women's Championship, ACC (2 games), Big Ten (1 game), SEC (1 game), SWC (1 game), Missouri Valley Conference (1 game), CIAA Championship, Big 8 Women's Championship **Golf:** Hooters Tour (Jackaroo Golf Classic [3rd/final rounds], Tour Championship [3rd/final rounds]), LPGA (Chrysler-Plymouth Tournament of Champions [1st/2nd rounds]) **Boxing:** 'Fight Night at the Forum' (19 fights), Prime Championship Boxing (7 fights), WBC Bantamweight Championship **College Baseball** (8 games), Pac-10 Men's (3 games), SWC (2 games) **College Hockey** (13 games), IHL (4 regular, 6 playoff, 6 Turner Cup Finals games, All-Star Game) **Horseracing:** Kentucky Derby Special **Soccer:** A-League (22 games), Futbol Mondial (1 game), U-23 National Team (2 games), USISL International All-Star Challenge/National Championship **Tennis:** ATP Tour (Legg-Mason Tennis Classic [semifinals/final], Infiniti Open [semifinals/final], Genovese Hamlet Cup [semifinals/final], Kroger/St. Jude International [semifinals/final], America's Red Clay Championship [final], Sybase Open [quarterfinals], Arizona Men's Tennis Championships [final], XL Bermuda Open [semifinal/final], AT&T Challenge [quarter-, semifinals/final], Miller Lite/Hall of Fame Championships [semifinals/finals]) **Women's Tennis:** Ameritech Cup (final) **Autoracing:** ARCA 400, Coca-Cola 600 Pole, MGD 500 Pole, Summer Legends Shootout series, UAW/GM 500 Pole **Motorsports:** AMA 600CC (1 event), AMA Superbikes (3 events), ASA (4 events), Hooters Cup (3 events) **Other:** NCAA Lacrosse Championships (2 games); Boston Marathon; Pac 10 Softball (1 game)

Prime Deportiva

Los Angeles (310) 286-6300
Rich Battista, general manager
2.7 million subscribers in the U.S. and Latin America (U.S. approx. 1.3 million)

Soccer: South America World Cup Qualifying Games 96/97 (at least 10 live, 20 delayed),

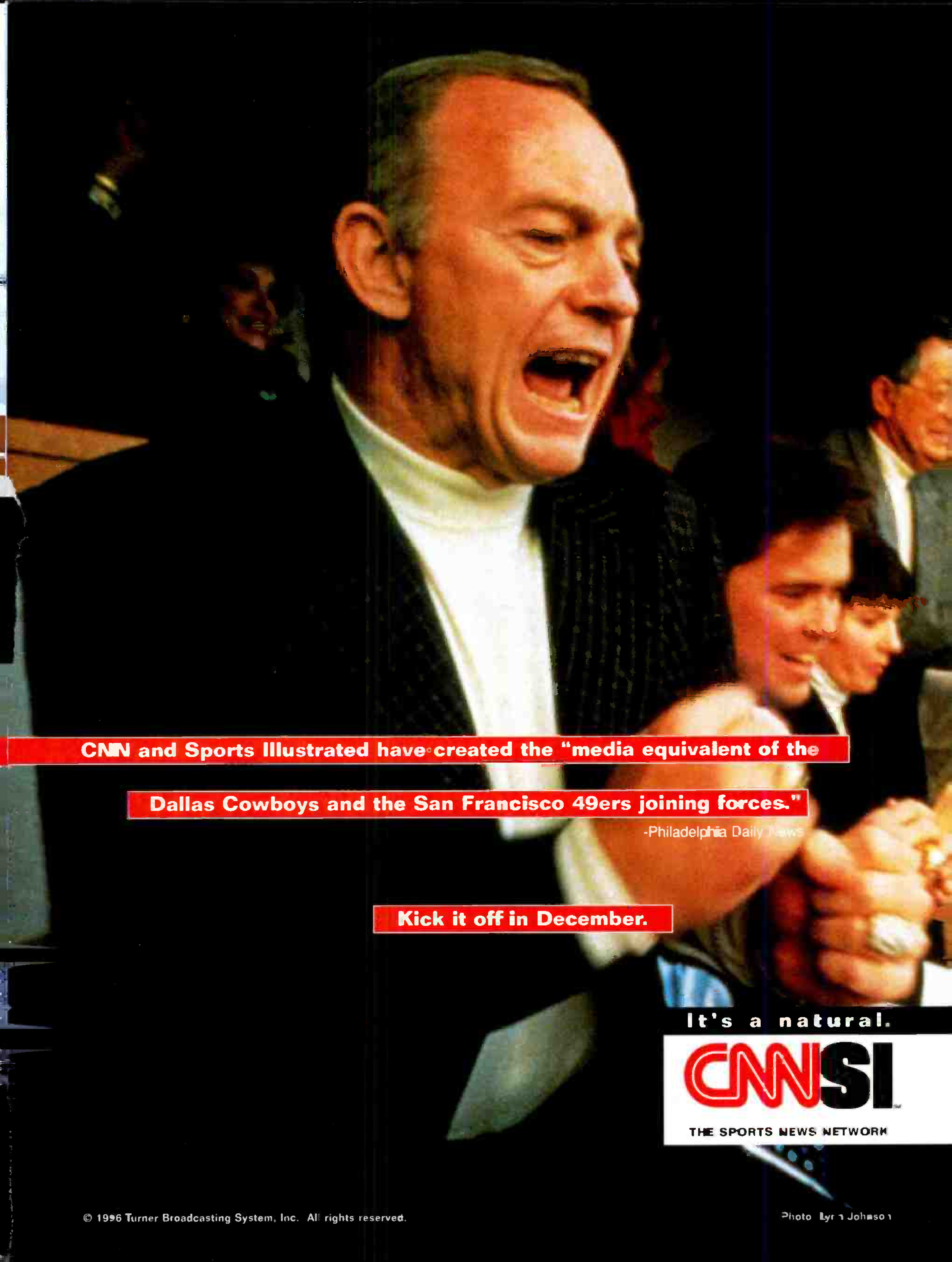

CNN and Sports Illustrated have created the "media equivalent of the
Dallas Cowboys and the San Francisco 49ers joining forces."
-Philadelphia Daily News
Kick it off in December.
It's a natural.
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Photo Lynn Johnson

World Cup Qualifyers, Spanish soccer weekly from Sept. **Boxing:** 'Coors Light Fight Night at the Olympic Auditorium' (11 fights) **Tennis:** Miller Lite Hall of Fame Championships (semifinals/finals), Legg-Mason Tennis Classic (semifinals/finals), Infiniti Open (quarterfinal/semifinals/finals), Hamlet Cup (semifinals/finals)

Request Television

Englewood, Colo. (303) 267-6100
Jeff Bernstein, senior vice president of programing and marketing
More than 35 million channel subscribers, 15.2 million unique subscribers (Request 1)
Boxing, U.S. Shadokan Championships, Ultimate Fighting Championships, Extreme Fighting, Pancrase

Showtime

New York (212) 708-1600
Jay Larkin, senior vice president, sports and event programing
13.3 million subscribers
Boxing: 4 cards have been broadcast (including 4 WBC [1 heavyweight], 3 IBF, 2 WBA and 2 Women's fights); 12-16 expected to be broadcast before the end of 1996

Speedvision

Stamford, Conn. (203) 406-2500
Robert S. Scanlon, executive producer and vice president of production
1.5 million subscribers
Motorsports: Le Mans, NASCAR in-car camera simulcasts (Winston Select, Winston Cup 300, Phoenix 500 and qualifying for Winston Select, Miller Genuine Draft 500,

Where to go for TV rights

NBA, NFL, NHL, NCAA, MLB, Major League Soccer and LPGA sell their own national rights. NASCAR rights are issued by each track/organizer. Rights to the ATP tour are issued by ATP. Boxing rights are usually negotiated with promoters, although, for example, Request Television gets its boxing events through HBO and Showtime. Other major rights are issued by:

PGA of America PGA Senior Championship, PGA Championship, Ryder Cup, Mastercard PGA Grand Slam of Golf
PGA Tour PGA Tour, Senior PGA Tour and Nike Tour
USGA U.S. Open, U.S. Amateur and USGA Tour
British PGA British Open
Augusta National The Masters
Grand Slam Tennis tournament rights are issued by each organizing body, such as
U.S. Open U.S. Tennis Association
Wimbledon All England Lawn Tennis and Croquet Club
French Open French Tennis Federation

UAW-GM Goodwrench Teamwork 500, Winston Cup 300, MBNA 500, AC Delco 400, Phoenix 500); SCCA (Trans-Am Motor City 100, Trans-Am Medic Drug Grand Prix of Cleveland, Trans-Am Players Limited Grand Prix of Trois Rivieres, Trans-Am Texaco Havoline 200), IMSA (WSC/GTS 1 & 2 The 6 Hours of the Glen, WSC/GTS 1 Grand Prix of Dallas), IRL (Qualifying for New England 200 and Las Vegas 500), World Superbike from Laguna Seca

TBS

Atlanta (404) 827-1717
Harvey Schiller, president, Turner Sports
67.6 million subscribers
Baseball: MLB (125 games)
Basketball: NBA (32 games)
Motorsports: NASCAR (11 races) **Football:** College Football (2 games) **Golf:** PGA Championship, MasterCard PGA Grand Slam of Golf, Sarazen Open, Senior Slam

TNN: The Nashville Network

Nashville (203) 965-6000
Mark Kuchan, director of motorsports
64 million subscribers
Motorsports: NASCAR: Winston Cup (8 races), Bush Grand National (11 races); NHRA (12 races); ASA (11 races); Supertruck (8 races)
Motorcycle: AMA (1 race)

TNT

Atlanta (404) 885-4389
Harvey Schiller, president, Turner Sports
66.6 million subscribers
Football: NFL (12 games)
Basketball: NBA (83 games)

USA Network

New York (212) 408-9100
Gordon Beck, vice president, production and sports
67 million subscribers
Tennis: U.S. Open, French Open **Golf:** AT&T Pebble Beach National Pro-Am, Nissan Open, Doral-Ryder Open, Honda Classic, Bay Hill Invitational, The Masters, PGA Seniors Championship, Greater Greensboro Chrysler Classic, GTE Byron Nelson Classic, MasterCard Colonial, Buick Classic, Motorola Western Open, NEC World Series of Golf, World Championship of Golf **Boxing:** 'USA Tuesday Night Fights'

Univision

New York (212) 455-5200
Tony Oquendo, vice president of sports
Reaches 6.7 million Hispanic homes in the U.S.
Soccer: Major League Soccer (26 live matches, April-Oct.), Mexican First Division Pro Soccer (39 matches, Sept.-May), World Cup 98 elimination matches (12) **Boxing:** All-Star Boxing (14 shows)

Viewer's Choice

New York (212) 486-6600
Michael Kline, vice president of programing
40 million accessible channel subscribers
Boxing (all weightclasses), College football, World Class Soccer, World Class Rugby

–Compiled by Jessica Sandin

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Filling the cracks of regional sports

New cable networks are emerging to deliver local teams to underserved areas

By Rich Brown

The nation might already be blanketed with regional sports networks, but some newcomers are showing there is room for additional services.

Group W Sports Marketing and Group W Network Services last month struck a deal with the Milwaukee Brewers to launch the Wisconsin Sports Network, a new regional cable sports service featuring games from the baseball team and the Milwaukee Bucks pro basketball team (an earlier version of the service, Bucks Network, debuted in January).

Wisconsin traditionally has been served by such networks as SportsChannel Chicago and Midwest Sports Channel, which have broad reach and cover several states. Some regional sports networks, like Atlanta-based SportSouth, serve as many as seven states. Group W's pitch is more localized.

Group W has launched the Wisconsin Sports Network with the Milwaukee Brewers and Bucks.

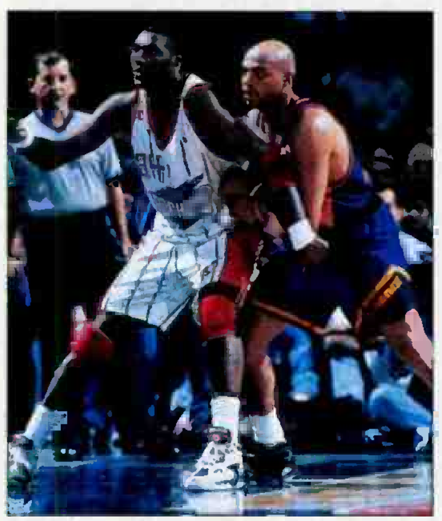
Group W has a five-year cable rights deal with the Brewers to handle ad sales for 35 games telecast on the network. Group W also is responsible for securing cable carriage of WSN throughout the

Latest in sports marketing: Out-of-market

Direct-to-home (DTH) satellite companies are hoping to parlay sports programing into a long-distance revenue source.

To that end, three DTH companies last year began offering "out-of-market sports packages," which give subscribers a selection of professional team sport telecasts not available on cable.

DBS companies DirecTV and Primestar Partners, and C-band company Liberty Satellite Sports are the first to offer out-of-market packages. DBS newcomer EchoStar, just launched in March, says it will offer out-of-market sports once its second satellite is launched this fall.



NBA games are available out-of-market in a variety of configurations.

Industry experts say such packages may provide a steady, albeit modest, revenue stream, once DTH companies build a sizable subscriber base.

Barry Gould, president of sports market research firm Gould Media, says that given the relatively small number of DBS subscribers, revenue from out-of-market packages now is modest at best.

"You're looking at a subscriber base of 2.2 million DBS subscribers and as many as 2 million C-band dishes subscribing to Liberty Satellite Sports," he says. "So far it's a very small amount of money that's being generated."

DirecTV, Primestar and Liberty Satellite Sports last September rolled out Extra Innings, a package featuring Major League Baseball games for $149 per season.

The MLB deal, negotiated with baseball and rights-owner ESPN, allows the satellite companies to transmit games to viewers outside the home and visiting teams' markets. Previously, companies were barred from transmitting games produced by the regional programers to out-of-market viewers.

The deal doesn't interfere with local broadcast and cable deals, or with games for which ESPN has procured out-of-market rights. The packages don't include games carried nationally by ESPN, although viewers still are able to see those games by turning to ESPN which has deals with PrimeStar and DirecTV.

Primestar and DirecTV have similar out-of-market deals with the National Hockey League and the National Basketball Association.

NBA packages include League Pass, which consists of 800 NBA games from the NBA's 28-team schedule for $149. This year, both DBS companies also are offering Team Pass, a package featuring the games of one out-of-market team for $99. NHL Center Ice is a package of out-of-market NHL games for $119 per season.

DirecTV also has an exclusive deal with the National Football League to offer NFL Sunday Ticket, an out-of-market package of approximately 200 NFL regular-season games at $159 per season.

Dennis P. Wilkinson, Primestar senior vice president of marketing, says the packages appeal to displaced sports fans who want to watch their former team and die-hard sports fans hungry for any games.

Ironically, the success of out-of-market sports packages may have worked to undercut the pay-per-view market. PPV, which pulls in healthy revenue from national distribution of theatrical movies and championship boxing and wrestling, so far has had limited success offering professional team sports on a PPV basis. —JM

Milwaukee region and is handling its satellite distribution and advertising sales.

Wisconsin Sports Network is now fed to 300,000 cable subscribers via Time Warner and Century Cable systems and efforts to sign additional operators are under way.

Group W also is working to sign other professional and collegiate sports teams to build event programing on the channel (downtime on the network is now filled with programing from the NewSport sports-news service).

Robert Kunath VP/general manager, Group W Sports Marketing, says there are at least two or three other territories where Group W could launch sports services similar to the Wisconsin network, but he would not disclose the regions for competitive reasons.

Kunath says that it is conceivable that a new regional network could launch in Nashville, which last week won the franchise that used to be the Houston Oilers and is actively courting NHL and NBA teams to move to the city.

But he says it could be tough to launch against existing service SportSouth, given investments in the regional network by area cable operator Tele-Communications Inc.

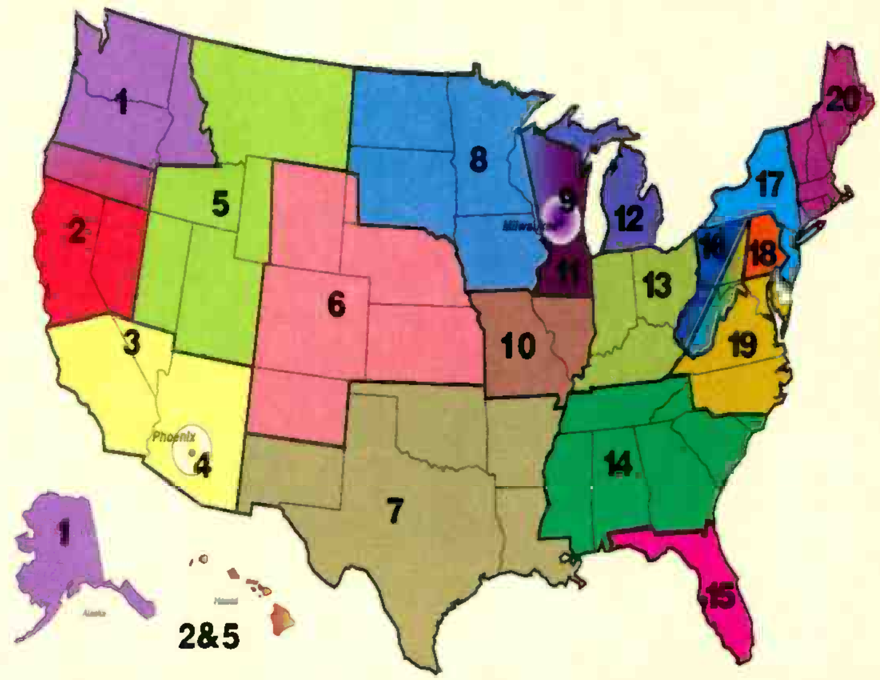
Former Madison Square Garden executive Dick Evans is heading efforts to attract new teams to Nashville on behalf of Gaylord Entertainment, the TV-savvy company that has shown interest in taking possible ownership stakes in any professional teams that come to town.

However, a Gaylord spokesperson says that there are no plans for Gaylord to develop a sports service of its own.

Comcast's newly acquired stakes in the Flyers and the '76ers have resulted in plans for a new regional sports network in Philadelphia.

Armed with both those teams and an agreement with the Phillies baseball team, the Philadelphia-based cable operator is preparing to launch a service to compete against existing area services SportsChannel Philadelphia and Prism beginning in October 1997.

Despite the addition of new services, industry observers say the rate of development of new regional networks across the country is not likely to rival the number of launches in the late 1980's. ■



LOCAL CABLE RIGHTSHOLDERS

For the Big Three: NBA, NHL and MLB

1 **Prime Sports Northwest** Seattle Mariners (MLB)

2 **SportsChannel Pacific** San Francisco Giants and Oakland Athletics (MLB); San Jose Sharks (NHL); Golden State Warriors (NBA)

3 **Prime Sports West** San Diego Padres and California Angels (MLB); Anaheim Mighty Ducks and Los Angeles Kings (NHL); LA Lakers (NBA)

4 **Arizona Sports Programming Network** Phoenix Suns (NBA)

5 **Prime Sports Intermountain West** Utah Jazz (NBA)

6 **Prime Sports Rocky Mountain** Colorado Avalanche (NHL); Denver Nuggets (NBA)

7 **Prime Sports Southwest** Houston Astros (MLB); Dallas Stars (NHL); Dallas Mavericks, Houston Rockets and San Antonio Spurs (NBA)

8 **Midwest Sports Channel** Minnesota Twins (MLB); Minnesota Timberwolves (NBA)

9 **Wisconsin Sports Network** Milwaukee Brewers (MLB); Milwaukee Bucks (NBA)

10 **Prime Sports Midwest** St. Louis Cardinals (MLB); St. Louis Blues (NHL)

11 **SportsChannel Chicago** Chicago White Sox (MLB); Chicago Blackhawks (NHL); Chicago Bulls (NBA)

12 **PASS Sports** Detroit Tigers (MLB); Detroit Red Wings (NHL); Detroit Pistons (NBA)

13 **SportsChannel Ohio** Cleveland Indians (MLB); Cleveland Cavaliers (NBA)
SportsChannel Cincinnati Cincinnati Reds (MLB)

14 **SportSouth Network** Atlanta Braves (MLB); Atlanta Hawks, Charlotte Hornets (NBA)

15 **Sunshine Network** Florida Marlins (MLB); Florida Panthers and Tampa Bay Lightning (NHL); Miami Heat and Orlando Magic (NBA)

16 **Prime Sports KBL** Pittsburgh Pirates (MLB); Pittsburgh Penguins (NHL)

17 **SportsChannel New York** New York Mets (MLB); New York Islanders and New Jersey Devils (NHL); New Jersey Nets (NBA)
Madison Square Garden Network New York Yankees (MLB); New York Rangers (NHL); New York Knicks (NBA)
Empire Sports Network Buffalo Sabres (NHL)

18 **SportsChannel Philadelphia** Philadelphia Phillies (MLB—25 reg. season games); Philadelphia Flyers (NHL); Philadelphia '76ers (NBA)
PRISM Philadelphia Phillies (MLB—42 reg. season games); Philadelphia Flyers (NHL); Philadelphia '76ers (NBA)

19 **Home Team Sports (HTS)** Baltimore Orioles (MLB); Washington Capitals (NHL); Washington Bullets (NBA)

20 **SportsChannel New England** Hartford Whalers (NHL); Boston Celtics (NBA)
New England Sports Network Boston Red Sox (MLB); Boston Bruins (NHL)

Notes: Regional rights also are held by **Chicagoland** Chicago Cubs (MLB); **NewSport Television** New Jersey Nets (NBA); **BlazerVision** Portland Trail Blazers (NBA); **Kings Cable Television** Sacramento Kings (NBA); **Sonic Home Ticket** Seattle SuperSonics (NBA); **Pacers Cable Television** Indiana Pacers (NBA); **First Choice PPV** San Antonio Spurs (NBA)

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FIELDS OF FIRE
Sports In The '60s
★ OUTSTANDING PROGRAM ACHIEVEMENT

HBO SPORTS

'96 Olympics: Let the ads begin

NBC is nearly sold out of ad time; expects to make up to $675 million

By Donna Petrozzello

NBC's coverage of the 1996 summer Olympic games in Atlanta not only is expected to set a record for the network's Olympics ad revenue but also will test the network's planned virtual broadcast center in Atlanta.

With less than 10 weeks before the July 19 opening ceremonies, NBC TV Network officials report that the network is nearly sold out of its available airtime. NBC expects to reap between $650 million and $675 million in gross sales, network officials say. According to sources close to the network, advertisers are paying almost $400,000 per 30-second spot in prime time coverage of popular events.

Graphics and other components in the presentation of Olympics coverage will be produced in New York.

NBC executives are banking on coverage of the Atlanta games being fruitful and portending well for the network's carriage of the 2000 summer Olympic games in Sydney, Australia, and the 2002 winter games in Salt Lake City.

With a record-setting bid of $1.27 billion, NBC locked up rights to the Olympics in 2000 and 2002, spending $715 million for the Sydney games and $555 million for the Salt Lake City games. The bid marked the first time a broadcast network bid on two Olympics simultaneously.

Atlanta 1996

NBC already has committed $456 million in broadcast rights fees to the Atlanta games. Any revenue the network earns above $615 million in gross sales is shared evenly with the Atlanta Organizing Committee, which divides that sum with the U.S. Olympics Committee as well. With production costs anticipated to be near $125 million, and agency commissions, NBC is expected to reap almost $65 million.

The estimated purse of nearly $675 million surpasses the $500 million in gross sales that NBC collected during its coverage of the 1992 summer games in Barcelona, Spain. NBC ultimately lost about $100 million from $401 million in broadcast rights to the Barcelona games, largely on its disappointing returns on its cable "Triplecast" service, industry sources say.

NBC will rely on fiber optics

From a technological standpoint, NBC plans to break its tradition of building a full-scale broadcast center in the host city for the Atlanta games. Instead, the network will rely-on fiber-optic links and a "virtual broadcast center" connecting Atlanta and the network's broadcast headquarters in New York.

Instead of building a lavish 75,000-square-foot facility with edit rooms, control rooms and graphics facility, NBC is constructing a 40,000-square-foot facility in the International Broadcast Center (IBC), stocked with production staff linked via fiber optics to equipment and staff in New York.

Charles Jablonski, NBC vice president, broadcast and network engineering, estimates that opting for the fiber link over building a full-scale, on-site broadcast center is expected to save the network "tens of millions of dollars."

AT&T is NBC's primary fiber vendor, while BellSouth and Nynex will provide links in Atlanta and New York, respectively. Comsat will provide portable satellite links as backup. NBC's 217 affiliates will receive their broadcast via either fiber or satellite, depending on the quality of the feed, NBC engineers say.

Live coverage will flow from Atlanta to New York via fiber or satellite, and commercials will be inserted at New York. Graphic elements will be produced in New York and sent via fiber to Atlanta.

Panasonic is the official broadcast systems and equipment supplier for the Atlanta games and will supply most of the digital production equipment to be used at the IBC. Panasonic also will serve as a large-scale systems integrator for the games, with the company responsible for configuring third-party hardware with its equipment.

To meet the demand for international satellite feeds, Comsat has lined up space segment on nine Intelsat birds for broadcasters in Asia and Europe. But unlike other U.S. signatories for satellite feeds, Comsat will not provide terrestrial links or earth stations, says David Liddle, Comsat director of broadcast services. As a result, international clients will cut their own deals with fiber backhauls and uplinks. ■

Nick plants more evergreens

Adds 'Odd Couple,' 'Rhoda,' 'Happy Days'

By Rich Brown

Nick at Nite plans to build on its successful stunt-programing strategy in the months ahead with events tied to the rollouts of newly acquired classics *The Odd Couple*, *Rhoda* and *Happy Days*.

Nick at Nite programing stunts increase audience delivery by an average 67% for adults 18-49, according to Rich Cronin, senior vice president and general manager, Nick at Nite. During a recent stunt, the network boosted its overall 8 p.m.-midnight rating by 13% over the same period last year with a week-long marathon of shows starring Lucille Ball.

Coming up May 6-10 will be "Women of Television," a prime time programing stunt designed to kick off the network's Sunday night block of female-based sitcoms. The new "Women of Nick at Nite" block will feature new acquisitions *Rhoda*, *Phyllis*, *The Betty White Show* and *That Girl* as well as additional runs of weeknight classics *The Mary Tyler Moore Show*, *I Dream of Jeannie*, *Bewitched* and *I Love Lucy*. The 8:30 p.m.-12:30 a.m. ET/PT block kicks off May 12.

The Odd Couple joins the Nick at Nite schedule beginning on June 3 with a three-night marathon and on June 10 will settle into the 11 p.m. weeknight slot. *The Odd Couple* moves to 11:30 p.m. (bumping *Dick Van Dyke* to 1 a.m.) this fall to make room for *Happy Days*, which the network will run at 8:30 and 11 weeknights. *Happy Days* joins the lineup on Sept. 30 following a week-long marathon.

Additional stunts in the months ahead include an *Addams Family vs. The Munsters* marathon culminating in an Election Day audience vote for the "creepiest" show. There also will be an "America's Most Requested" marathon week featuring episodes of *Green Acres* and *Petticoat Junction* (both series are featured on Nick at Nite's newly launched spin-off channel, TV Land). In January 1997, *Newhart* will join the Nick at Nite schedule with a week-long tribute to various sitcoms, hosted by Bob Newhart.

Current Nick at Nite prime time series *I Dream of Jeannie* and *The Mary Tyler Moore* Show will be pushed back into late-night time periods this fall to make way for new acquisitions. The only show leaving the schedule in the months ahead is *Welcome Back Kotter*, which was brought back temporarily to capitalize on the resurgence of series star John Travolta.

Nick at Nite beginning this fall will lose the 8-8:30 weeknight time slot to make room for the previously announced expansion of Nickelodeon's kids programing. Nickelodeon President Herb Scannell last week assured advertisers during an upfront presentation that the company remains committed to the Nick at Nite format despite the incursion by kids programing. ■

Felix and Oscar ('The Odd Couple') join Nick at Nite.

Colman opens Denver cable bureau

Price Colman, business writer for the *Rocky Mountain News*, will join BROADCASTING & CABLE on May 20 as its Denver cable correspondent, the first to serve in that capacity in that industry hub. Colman, an award-winning business writer who most recently covered cable, telecommunications, technology and personal computing for that Scripps Howard newspaper, brings 15 years of reporting, editing and management experience to the post, which will involve coordinating cable and telecommunications coverage for the Western region. "I'm excited to be joining the staff at BROADCASTING & CABLE," says Colman. "I intend to provide a lively and timely perspective on the nation's cable capital." Broadcasting & Cable Editor Don West calls the Denver expansion part of a plan to increase cable coverage nationally and internationally; the magazine now covers cable from New York, Hollywood, Washington and London.

MOR seeks more cash and carriage

Will sell one-third of its equity to cable operators

By Rich Brown

MOR Music Television is looking to sell a third of its equity to cable system operators in exchange for carriage and cash and has found its first partner in San Francisco–based InterMedia Partners.

InterMedia will carry MOR Music TV for a minimum 10 years and in return will receive warrants for shares in the music-based home shopping service. After five years the warrants will be fully vested, and InterMedia will have a right to buy an undisclosed percentage of stock in the privately held company.

"We're recognizing that content providers need to make strategic agreements with content distributors," says Ken Yates, the Home Shopping Network veteran who signed on as MOR president last January. The equity offer lays the groundwork for another shift in ownership at MOR Music, which was taken over last summer by Speer Communications.

Nashville-based MOR Music has lined up 12 million homes on a full- or part-time basis since its launch in 1992, with carriage divided evenly among cable operators, broadcast TV stations and backyard-dish owners, says Yates. The agreement with InterMedia marks the first major carriage deal for MOR Music under the new ownership. No word yet on precise rollout plans of the network to InterMedia's 650,000 customers.

'Sound Station' is an original pilot featuring new and emerging artists.

Like most home shopping networks, MOR Music gives cable operators a 5% cut of merchandise sold over its systems. The network also does not charge affiliate fees for carriage.

Since taking charge of MOR Music, Yates says, much of his energy has been spent changing the on-air look of the network, which continues to feature music videos throughout the day along with offers for CDs, videos and other merchandise tied to the artists. But the format has been adjusted to include more show hosts and a programing "wheel" with predictable destinations: a top 10 list at 10 minutes past the hour; a breakthrough video at 20 minutes past the hour, and a hot-selling collectible at 30 minutes past the hour.

"We want people to think of MOR the way they think of the CNN wheel for their news," says Yates.

Yates also is working to bring more concert footage to the network and has just completed an original pilot called *Sound Station*. The hour show featuring new and emerging artists was co-produced by MOR Music and Speer-owned WNAB-TV Nashville and is scheduled to air later this month. ■

TCI accused of consumer fraud

District attorneys are filing suit over installation price quotes

By Michael Katz

After investigating cable giant TCI for consumer fraud, the district attorney's offices of two San Francisco–area counties are planning to file a consumer protection lawsuit against the MSO.

Alameda and Santa Clara counties, along with the California Attorney General's office, investigated allegations that TCI misled the public by quoting installation prices for unwired homes to those with wired homes, a statement from the Santa Clara County District Attorney's office said. The cost of installation in an unwired home in San Jose is $35.96, while the cost of installation in a wired home is $17.98. A TCI spokesman said the company had done nothing wrong and that the issue was not under the district attorney's jurisdiction but the FCC's.

"The attorney general's office and the district attorney's offices will be filing a consumer protection action in Superior Court in the near future," a Santa Clara Country District Attorney's office spokesperson said.

Other allegations include TCI's making misleading claims in promotional packages regarding installation price savings; misrepresenting the cost of cable reconnection following disconnection for nonpayment, and misrepresenting such installation costs as trenching fees.

The state attorney general's office was in discussions with TCI last week about the allegations, but "they fell apart," a spokesperson for the California Attorney General's office said.

The talks broke down from the disagreement over the definition of a wired cable home. TCI claimed no wrongdoing because it defined a home as wired if there was a cable that went from the wall to the television set. The district attorney's office considered wired any home that had ever been wired for cable in the past.

Some TCI affiliates last Monday filed a lawsuit of their own in Santa Clara superior court asking that the district attorneys' offices stop their investigation, claiming that rate regulation was not under their jurisdiction.

State and county officials have encouraged Bay Area consumers who think they have been affected by the allegations to call in their complaints to their country's district attorney's office. ■

SEC goes after wireless companies

Says they bilked investors out of $15 million

By Michael Katz

The Securities and Exchange Commission is taking action against four companies and 14 promoters and salespeople that it says defrauded more than 1,000 investors of over $15 million in connection with sales of securities in wireless cable television and radio companies.

The SEC says that between 1992 and 1994, unregistered securities were sold to unsuspecting investors of Southern Tennessee Wireless of Hohenwald, Tenn., and Greater Columbia Basin Wireless of Kennewick, Wash., which "purportedly were being established as wireless cable television broadcasting companies."

The Southern Tennessee system, says SEC attorney Adan Araujo, was built in a mountainous area where it would not have been able to send out signals. Wireless systems, says Araujo, must be in flat areas. That system received approximately $6 million from investors; the Washington operation took in close to $9 million.

The defendants also allegedly used half of the investors' investment proceeds for sales-related expenses and personal use, says SEC attorney Dan Nathan. The investors were not told about defendants' previous criminal convictions, which ranged from securities and commodities fraud to running fraudulent rare-coin schemes.

The SEC is seeking an order to keep all defendants from further violating antifraud provisions and registration requirements and requiring them to pay civil penalties including interest. The commission also is calling for the defendants to be barred from holding positions as directors or officers in any SEC-registered public corporation.

In the case against the other two companies, Philip Caratozzolo, president of Nationwide Wireless Corp., and Philip Forma, president of Future Vision Direct Marketing, both settled with the SEC. Caratozzolo, charged with fronting for the Columbia Basin system, was ordered to repay $180,000 in improper profits, but the repayment was waived due to financial difficulties. Forma, whose company sold two of the offerings, was ordered to repay $336,000 in improper profits.

"It is one of the newer technologies and sounds good, so people want to invest in it," says Nathan. "We have put out warnings for investors to look at these operations skeptically." Nathan wouldn't say how the fraud charges were brought to the SEC's attention. ■

Something special on E!

E! Entertainment Television plans to air a variety of live and prepackaged specials under its "Summer with the Stars on E!" banner, starting this month. E! specials, to include movie premieres, industry events and film and fashion specials, kicks off May 27 with *E! Goes to Cannes*, an hour on the annual Cannes film festival. E! follows up June 3 with a Joan Rivers special, *Sex on the Riviera*, a behind-the-scenes look at Cannes. Rivers also will host three hour-long fashion specials throughout the summer: *Summer Movie Fashion Review* (July 12); *Summer Olympics Fashion Review* (Aug. 9), and *Primetime Emmys Fashion Review* (Sept. 13). E!'s live specials will include opening-night coverage on June 8 of the Jim Carrey movie "The Cable Guy." Other movie-opening coverage will include "Eraser," starring Arnold Schwarzenegger, "Tin Cup," starring Kevin Costner, and "Independence Day." E! also will devote live specials to both daytime and prime time Emmy Award shows with the *E! Daytime Emmy Pre-Show* (May 22) and E!'s *Primetime Emmy Pre-Show* (Sept. 8). E! will team with Universal Studios for the June 15 special *Jurassic Park–The Ride*, live coverage of the opening of Universal's Hollywood theme park based on the 1994 Steven Spielberg movie. **—JM**

ENTERTAINMENT TELEVISION

MTV goes to the movies

Develops slate of theatricals and other projects

By Rich Brown

MTV's plan to extend its brand into movie production kicks off with the July release of "Joe's Apartment" a live-action comedy about cockroaches, and the December debut of a "Beavis & Butthead" feature-length cartoon.

MTV Productions Executive VP Van Toffler says the year-old MTV Films division is working on a slate of 10 other projects, with two set to go before the cameras as early as this year.

One of the projects scheduled to begin principal photography later this year is "Exit Now," a comedy about a man in search of the bank-robber father he never knew. The other is "Outside Providence," based on a coming-of-age novel by "Dumb and Dumber" writer Peter Farrelly.

Other features in development: "Election," a dark comedy about a high school election; "Full Moon," based on the true-life adventures of a roadie who became full-time chaperone to Who drummer Keith Moon; "No Matter How Loud I Shout: A Year in the Life of Juvenile Court," a feature by Pulitzer Prize–winning journalist Edward Humes, and "Midnight Mass," a screenplay by comedian Colin Quinn about a group of Brooklyn hoods who decide to rob St. Patrick's Cathedral.

Other projects in the works include a music-driven comedy about a maniacal record producer and a comedy about a group of college students who sell their bodies to science to pay for school. Also on tap are two upcoming live-action features based on MTV animated series *Aeon Flux* and *The Maxx*.

In other developments, MTV Productions Director Michael Dugan has been named vice president, development, film & television. He will develop feature films for MTV Productions and will be responsible for the development of properties for MTV. Dugan is a 10-year MTV veteran whose credits include head writer on *The Jon Stewart Show* and *The MTV Movie Awards*. ■

Making the most of the news

Regional news channels have advantage of partnerships, airtime

By Jim McConville

Regional 24-hour all-news channels on cable offer a distinct local news service that local broadcasters can't provide.

Fifteen regional news channels now serve approximately 12 million subscribers across the country. Most of the channels are between one and five years old and serve markets as diverse as New York City and Sarasota, Fla.

Regional news channels offer to smaller local markets a niche service that broadcast stations cannot, according Jeffrey Marks, news director of News 12 New Jersey, which launched last March.

Participants in the NCTA convention panel "Regional News: Open 24 Hours a Day" said that news channels typically have news partners they can tap into. Regional network Bay TV in the San Francisco area, for example, has a partnership with broadcast network KRON-TV; Cablevision Systems–owned News 12 New Jersey shares newsgathering with its partner the *Newark Star Ledger*.

John D. Hillis, president/CEO, News Channel 8 Washington, says regional news services aren't all from the "same cookie-cutter mold" and that they can allocate more airtime to a topical news issue. As illustration, he noted News 8's "Day of Dialogue," a full day's coverage of race

Family block for F&V

Faith & Values Channel is rolling out "Family-Safe" blocks of weekend programing featuring newly acquired off-network series *The Courtship of Eddie's Father* and *Our House* as well as various feature films under a "Family Weekend Movie" banner. The movies air Fridays at 9 p.m. ET with repeats on Saturdays. Primary slots for the two series are Saturdays at 7 p.m. for *Our House*, followed by *Courtship* at 8 p.m. (*Our House* will also be stripped Monday-Friday at 4 p.m.) Cast members on the short-lived *Our House* family drama included *Beverly Hills, 90210* star Shannen Doherty. The acquisitions join a lineup of off-network series on the network that also includes *Brooklyn Bridge*, *The Black Stallion* and *Father Murphy*. F&V is owned by the National Interfaith Cable Coalition and TCI subsidiary Liberty Media Corp. and reaches 25 million homes via cable and the Primestar direct-to-home satellite service. —RB relations aired last year to coincide with the Million Man March on Washington spearheaded by the Reverend Louis Farrakhan.

News 8 produces customized news packages for three different territories—Washington, Maryland and Virginia—which Hillis says allows it to capture local advertisers in three markets instead of one.

On the downside, no regional news channel has yet to post a profit, and industry executives say that organizations contemplating such a channel must think long term.

"You don't get into this business to build value for the next quarter," Hillis says. "You go in to build value for the next decade."

Regional news network executives say they are beginning to help their bottom line by offering other news services, such as online or packages for local broadcast stations.

Regional news networks also have a different attitude toward crime news coverage. News 8 Washington and New York 1, a Time Warner–owned network in New York City, say they avoid the "body bag" mentality and don't air crime or accident scenes.

But Marks takes exception to networks' setting a policy regarding the types of stories they will not cover. "It's not good for a news organization to say that it will not cover a kind or type of news," he says. "We need to be sensitive, but not to the extent that it hamstrings our people." ■

HEADENDINGS

Pay for play

News Corp. CFO Bill Sorenson told analysts during a teleconference call last Wednesday (May 8) that Fox was considering a plan to pay cable operators for carriage, but he would not confirm reports that the company has offered $10 per subscriber to carry its planned news network. Sorenson also said that the 24-hour news network, originally scheduled to debut this December, could launch as early as October.

More music from VH1

A weekly Friday night music magazine show, *VH1 MusicLine*, and a concert series called *Route '96* are among several original series and specials joining VH1's schedule between May 29 and Aug. 24. Specials will include five original music documentaries under the banner VH1 Presents the '70s plus a series of documentary specials on musicians called *Legends*. Earlier-announced originals joining the schedule include two series, *Storytellers* and *Archives*, plus a weekly Friday night music movie. VH1 is revamping the schedule following a flat first-quarter prime time rating of 0.2, according to Nielsen Media Research.

Bio boom

Ratings gains for A&E's *Biography* series last month helped to boost the network's prime time ratings by 35% over April 1995, according to Nielsen Media Research data supplied by the network. *Biography* averaged 1.7 million households, with particularly strong numbers for episodes featuring the Hatfields & McCoys, Conrad Hilton, Lucky Luciano and Al Capone. The top-rated basic cable network in prime time for the month was USA, with an average 2.0 rating representing 1.36 million homes.

Voices of experience

Beverly Hills, 90210 star Luke Perry, actor Ron Perlman (*Beauty and the Beast*) and Olivia D'Abo have signed on to provide voices for *Mortal Kombat: Defenders of the Realm*, an USA Network original animated series set to debut this fall. The series will join returning cartoons *Street Fighter* and *Savage Dragon* as well as new original series *Wing Commander Academy* in the Saturday 11 a.m.-1 p.m. ET/PT time slot.

Spot up in first quarter

National spot cable revenue climbed 19.8%, to $46.8 million, in first quarter 1996, according to the Cable Advertising Bureau. Categories showing the strongest increase: financial services, entertainment, media and drugs/toiletries/household products.

Comedy today

Comedy Central plans to roll out a daily entertainment-news program *The Daily Show*, starting July 15. The half-hour show, to be hosted by former ESPN Sports Center anchor Craig Kilborn, will take a look at pop culture and current events. The show is to air at 11:30 p.m. weeknights after *Politically Incorrect with Bill Maher*.

Lifetime public-service spots

Lifetime Television public-service announcements promoting breast-cancer awareness will air on the giant Sony JumboTron video screen in New

Judge dismisses Comcast suit

A three-month-old suit accusing Comcast Cable of overcharging its customers has been dismissed by a federal judge in Tallahassee, Fla.

Judge Maurice Paul on May 2 threw out the suit, saying the 1992 Cable Act dictates that such complaints be taken up with the FCC. He dismissed the case without prejudice to the plaintiffs, adding that it was impossible to determine whether Comcast overcharged franchise fees without knowing the gross revenue used in determining the fees.

The suit by Florida residents Russell Owens and Robert Johns alleged that the nation's third-largest cable system operator was charging had charged its customers more than the 5% franchise fee allowed by law. The suit charged that hundreds of thousands or even millions of Comcast customers nationwide had been billed for and had paid franchise fees exceeding the limit. Lawyers representing Owens and Johns did not return calls seeking comment on the dismissal at press time.

"We remain confident that our practices have been and remain consistent with the applicable law," says Joe Waz, vice president, external affairs, and public policy counsel, Comcast Corp. —RB

HEADENDINGS

York's Times Square. The spots will air two times an hour through May.

EchoStar ad campaign

DBS company EchoStar Communications has launched a $40 million advertising campaign to promote "DISH Network," its DBS programing package that has been available in select markets since late March. The TV ads feature "Dishman," a fictitious superhero who sports a satellite dish around his head and touts EchoStar DBS program packages priced between $19.95 and $49.95.

Learning Channel safety spots

The Learning Channel (TLC) and the Ad Council have partnered to air fire-safety vignettes. TLC, using the Ad Council's 15-minute PSA video, has developed eight 1-2-minute vignettes. The spots will run during TLC's weekday morning commercial-free children's block, Ready, Set, Learn, starting May 13.

Bedtime for Showtime

Showtime Networks has begun production of an original series, *Bedtime*, slated to air on the premium network in June. The theme of the 13-episode, half-hour dramatic series will be relationships, focusing on the lives of six very different couples. The show will debut at 11:30 p.m. on June 16. In other news, Showtime named MTV host Daisy Fuentes to join comedians Cheech Marin and Paul Rodriguez to host Showtime's summer comedy series *Latino Laugh Festival*, a 13-episode series that begins in July.

C-SPAN to launch weekend block

C-SPAN Networks plans to add About Books, a new five-hour weekend program block devoted to books, authors and the publishing industry, starting May 18. The series will air on C-SPAN2 on Saturday at 9 p.m.-midnight and Sunday 9-11 p.m. A special preview will air on C-SPAN May 12 at 9 p.m.

'Mission: Impossible' marathon

Fox-owned fX Network will hold a *Mission: Impossible* Memorial Day marathon on May 27. The marathon, to air at 2 p.m.-2 a.m., will coincide with the 20th Century Fox release of the theatrical film "Mission: Impossible," starring Tom Cruise.

Classic lineup

Classic Sports has put in play a new Sunday evening lineup comprising four hour programs. The block, which launched May 5, consists of *Encore on Ice* (5-6 p.m.); *Reflections in Gold* (6-7 p.m.); *Center Court Classics* (7-8 p.m.), and *Superstars* (8-9 p.m.).

Sokol out at TCI

Gerald Sokol Jr., TCI's treasurer and vice president, finance, has resigned from the MSO after nine years but only a few months in that post. The resignation comes just two weeks after Moody's Investors Service cut the company's rating because its debt is outpacing its cash flow. However, TCI spokeswoman LaRae Marsik says, "It would be incorrect to assume that Sokol's resignation had anything to do with recent events."

Sweeps depress ratings

Turner telecasts of first-round National Basketball Association (NBA) playoff games on TNT were down 10% compared with last year. TNT overall ratings for 24 telecasts between April 23 and May 2 dropped from a 2.9 to a 2.6 household rating, says Turner spokesman Greg Hughes. The ratings dip, he says, is the result of three of the NBA's biggest-market teams finishing their best-of-five series in three games this year: "The main reason is that Orlando, Chicago and New York all swept their series, while a year ago we had each of those teams going to a game four." TNT's highest first-round rating was the April 26 telecast of the Miami Heat vs. Chicago Bulls, with a 5.0 rating. TNT's lowest rating was game one (April 26) and game four (May 2) of the Seattle Supersonics–Sacramento Kings series; both earned a 1.4 rating. Turner has televised NBA games since 1982 and has aired postseason playoff games on both TNT and TBS since last year. Kevin O'Malley, vice president of Turner Sports, says that Turner advertising sales for the 1995-96 NBA season are up approximately 15% over 1994-95.

—JM

Errata

The Consumer Resource Network was omitted from the list of new cable networks featured in the 29 April issue of BROADCASTING & CABLE. CRN should have been included with the following information:

Consumer Resource Network (CRN)
Detroit 810-647-7487
Programing: Marketer-produced infomercials
Owner: Visual Services Inc. and Joe O'Donnell
Launch date: Jan. 1, 1996
Subscribers: 3 million

WorldWire

UK satellite broadcaster **BSkyB**, controlled by News Corp., reported better-than-expected results for the first nine months ended March 31, with one in five UK households now subscribing to Sky, according to Sam Chisholm, chief executive and managing director of BSkyB. Net profits reached £166.8 million ($252 million), up from £96 million last year. Revenue and operating profit also jumped 30% and 32%, to £736 million and £223 million, respectively. Despite an annual churn rate of 12%-13%, subscriber levels were up 800,000, bringing total paying subscribers to 5,349,000 as of March 31. In reporting its results, News Corp. also disclosed that it has taken 14 transponders on a new—as yet unnamed—second-generation Astra bird for a UK digital service scheduled to launch in fall 1997. Sky is the first to take space on the satellite, signing for half of all the available transponders. The move confirms Sky's preference for digital satellite delivery, despite rumors it was planning to bid for digital terrestrial capacity. BSkyB also reconfirmed its intention to acquire a 25% stake in Germany's only pay-TV service, Premiere, despite staunch opposition from the Kirch Group, a Premiere shareholder.

Australia's pay-TV industry remains in turmoil after a **News Corp.** decision to sue U.S. MSO Lenfest Communications, 50% owned by TeleCommunications Inc. The News Corp. lawsuit is over Lenfest's agreement, in partnership with Kerry Packer's Publishing and Broadcasting Ltd. (PBL), to back a finance package for troubled pay-TV operator Australis Media. News Corp. is claiming that it had an agreement with Lenfest under which either party was to inform the other if it participated in an Australis funding deal. Last month, Australis secured a US$160 million loan package from a consortium led by PBL, which included Lenfest. The news came as somewhat of a surprise—not least to News Corp., which had been putting together its own funding package.

Elsewhere on the Australian TV front (see above), media magnate Kerry Packer is seeking a Supreme Court injunction to prevent Rupert Murdoch's **20th Century Fox** from supplying films and TV programs to rival Seven Network, in which Murdoch's News Corp. has a 15% stake. Packer-owned Nine Network claims it has an exclusive supply agreement for Fox programs for seven years, beginning January 1996.

TeleUno, Spelling Satellite Network's 24-hour entertainment cable channel, will be part of the digital DTH Galaxy Latin America (GLA) DirecTV service when it launches. The five-year agreement aims to "significantly enhance" TeleUno's penetration in Latin America. The service, which launched three years ago, is now available to more than 5 million Latin American homes. GLA is a joint venture of DirecTV International, a Hughes Electronics Co.; The Cisneros Group of Companies, which has 30 years of Spanish-language program and distribution experience in Latin America; Mexico's pay-TV operator MVS Multivision, and Brazil's largest media concern, Televisao Abril.

Turner International has signed a deal to supply TNT and Cartoon Network to Sky Cable, the Philippines' largest cable TV network, and has renewed a 1994 carriage agreement for CNN International.

News Corp.'s television business—particularly Fox Broadcasting and Hong Kong's pay-TV service Star TV, was largely to blame for the 3% drop in after-tax profits for the quarter ended March 31. Star TV's losses were due to increased programing expenses and higher transponder costs associated with the launch of AsiaSat 2. Revenue, however, was up 7% over last year, to $2.3 billion. Television accounted for $616 million in revenue for the quarter ($429 in 1995) on operating income of $59 million ($85 million in 1995).

—By Debra Johnson, special correspondent

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of April 29-May 5, 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	Rating U.S.
1. *NBA Playoffs*	TNT	Wed	7:58p	3,243	4.8	3.4
2. *NASCAR Winston Cup*	ESPN	Sun	4:00p	2,828	4.2	2.9
3. *WWF Monday Night Raw*	USA	Mon	8:57p	2,638	3.9	2.8
4. *NBA Playoffs*	TNT	Thu	9:33p	2,504	3.7	2.6
5. *Rugrats*	NICK	Sun	10:00a	2,476	3.7	2.6
6. *NBA Playoffs*	TNT	Mon	7:58p	2,315	3.5	2.4
7. *Tiny Toon Adventures*	NICK	Sat	9:30a	2,166	3.3	2.3
8. *NBA Playoffs*	TNT	Tue	7:58p	2,145	3.2	2.2
9. *Aaahh!!! Real Monsters*	NICK	Sun	10:30a	2,132	3.2	2.2
10. *Rugrats*	NICK	Sat	8:30a	2,130	3.2	2.2
11. *Movie: 'Top Gun'*	TBS	Sun	10:35a	2,086	3.1	2.2
12. *Rugrats*	NICK	Mon	6:30p	2,037	3.1	2.1
13. *NBA Playoffs*	TNT	Mon	10:36p	2,009	3.0	2.1
14. *NBA Playoffs*	TNT	Fri	8:58p	1,992	3.0	2.1
15. *Tiny Toons Adventures*	NICK	Sat	9:00a	1,987	3.0	2.1

Following are the top five pay cable programs for the week of April 29-May 5, ranked by households tuning in.

Program	Network	Time (ET)		HHs. (000)	Rating Cable	Rating U.S.
1. *Movie: 'Batman Forever'*	HBO	Sat	8:00p	2,971	12.4	3.1
2. *Movie: 'Darkman III: Die Darkman Die'*	HBO	Sat	10:00p	2,584	10.8	2.7
3. *Movie: 'Serial Mom'*	HBO	Sat	11:30p	1,929	8.0	2.0
4. *Sex Bytes*	HBO	Fri	11:00p	1,830	7.6	1.9
5. *Movie: 'Losing Isaiah'*	HBO	Sun	9:45p	1,743	7.3	1.8

Source: Nielsen Media Research. GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

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Interactive

Lucent creates interactive Inferno

New network software seen as competitor to Java

By Richard Tedesco

Lucent Technologies is looking to fire up a software business for itself with Inferno, a multipurpose network software that enables cross-platform use.

Inferno is intended for use in a range of interactive applications, including e-mail, video games and interactive TV services. It can operate in diverse environments, such as cable TV, direct broadcast satellite and the Internet, and offers the flexibility for translating applications between different platforms. "We believe that Inferno will become the leading portable programing environment," said Dan Stanzione, president of Lucent division Bell Laboratories, during the introductory press conference.

"The content is more important than the means of delivery."

According to Lucent, Inferno runs on a variety of architectures, including Intel and MIPS, and also can run user applications on Unix, Windows NT and Windows 95. It uses a communications protocol called Styx to uniformly access resources from different environments and has its own language, Limbo, composed of modules designed to enhance Inferno's flexibility.

As those characteristics suggest, Inferno functions on a broad array of telecommunications devices, including computers, television settops, game consoles and video phones. And it uses interfaces in existing environments.

"The content is more important than the means of delivery. Inferno is an infrastructure of that delivery," says Philip Winterbottom, a member of the team in the Computing Sciences Research Center of Bell Labs that developed Inferno for Lucent.

Winterbottom emphasizes Inferno's scalability and its adaptability, permitting it to be configured around whatever network architecture is desired. And he points out that, unlike Sun Microsystems' Java language, it doesn't require enabling software for Internet applications.

Although downplaying the competitive aspect, Lucent obviously is positioning Inferno as a competitor to Java. Stanzione says Lucent is "not allergic" to working with Microsoft and indicated that an open-standards approach would be sought for products from Sun, Oracle Corp. or any other company interested in cooperating with Lucent.

For its part, Sun sees Inferno as a direct competitor and dismisses the idea that Java needs Netscape for Internet functionality, according to George Paolini, director of communications for Sun's JavaSoft unit: "It'd be hard to know how we would work together."

Java's immense popularity as a software language poses a problem for Lucent and Bell Labs, which previously hasn't engaged in the high-power marketing that it will need now. That may count more heavily than Inferno's versatility in gaining a foothold for the product. TW

Adobe offers Bravo for Web pictures

Adobe Systems hopes to transform Internet graphics with a portable, high-quality imaging model code-named Bravo.

Adobe also wants to make Bravo into a standard as the first integrated application programing interface (API) for high-fidelity, magazine-quality images on the World Wide Web, and it has plenty of support. Sun JavaSoft will fold Bravo into a future Java platform as the first product of a collaboratively developed 2-D specification in Java-Media APIs. And Microsoft, Oracle and Netscape Communications are unified in seeking to establish Bravo as the standard.

"Together, Java and Adobe's Bravo define a new standard for high-quality images on the Internet and dramatically improve the look and feel of graphics on the Web," says Alan Baratz, JavaSoft president.

The Bravo technology already is incorporated into a number of Adobe's publishing software products, including Adobe Photoshop, Illustrator, Acrobat and Premiere. It's an efficient and portable imaging framework that is independent of the operating system carrying it. It enables creation of true color images with transparency and is not married to a specific font technology.

In a related announcement, Adobe and Microsoft declared their intention to combine their technologies to create a standard for type fonts for PCs and Internet applications.

The widespread support for Bravo and the Adobe/Microsoft announcement indicate an effort to spruce up the Internet with more vivid graphics to attract vendors and consumers.—RT

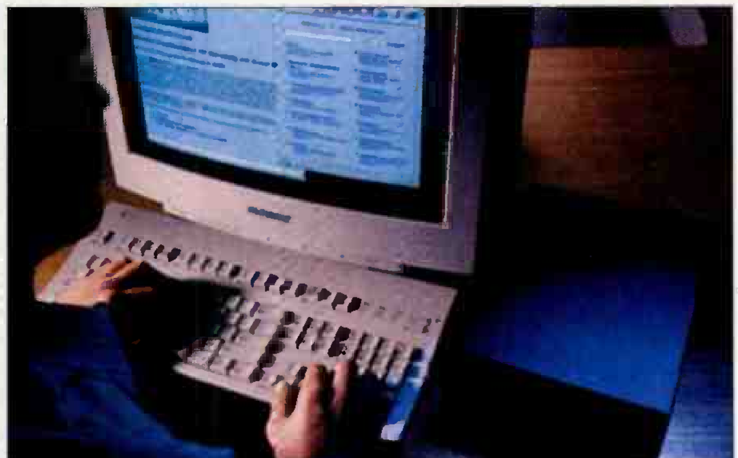
Cable Modems

Zenith rides crest of modem mania

By Richard Tedesco

The troubled financial fortunes of Zenith Electronics Corp. seemed dispelled last week on the strength of its place in the cable modem sweepstakes.

Zenith's stock shot up more than seven points in one day because suddenly it was being perceived as an Internet stock rather than the TV set manufacturer it has been.



Zenith's HomeWorks universal modem

The big news was a deal with U.S. Robotics that Zenith had announced the week before. It represented a recasting of Zenith's existing cable modems in a configuration that will include a telephone return path. Zenith's HomeWorks universal modem will be twinned with U.S. Robotics' Total Control Enterprise Network Hub for deployment in one-way cable systems that otherwise would not be capable of accommodating Internet access via cable modem.

"We never dreamed of the impact it would have in the financial community," William Luehrs, president of the Zenith Network Systems division, said last week.

Luehrs isn't saying just how big the modem business could become for Zenith this year. Boxes to be shipped to cable operators with the U.S. Robotics hardware will be rolling off Zenith assembly lines within three months. They will be headed for commercial deployment in deals signed with MSOs but yet to be announced, according to Luehrs, who says it's "too early to tell" how many units will be in the field this year.

Internal testing of the components is taking place at Zenith. Faster models, with 40 mbps rates rather than the 4 mbps of present models, will be rolled out eventually. "The beauty of it is really neat," said Luehrs of the one-way system modem solution that was just sitting on the companies' shelves. *TM*

3Vision hunts film, TV deals

3Vision may be on the verge of writing a new formula for migrating product to different media.

The Newport Beach, Calif., production company plans to shop its recent CD-ROM release, a comedy/spy thriller interactive game called "Fox Hunt," around the Cannes Film Festival for international theatrical distribution through Cinequanon Pictures.

Barbara Moore is one of the stars of 'Fox Hunt' on CD-ROM.

3Vision plans to use material not included in the CD-ROM release and shoot new scenes to create a 90- or 100-minute feature, according to Adam Berns, 3Vision president and producer. Berns figures that its name talent—Timothy Bottoms, George Lazenby, Barbara Moore and Rob Lowe—and a proven entertainment formula will make it a success: "It's filled with action and very much what foreign audiences go for," Berns says.

Initially released in CD-ROM for PC, "Fox Hunt" will be published for the Sony Playstation and Sega Saturn platforms this summer. 3Vision is in discussions with a major broadcast network to turn the property into an interactive TV series, according to Berns.—RT

The Internet

Interplay launches online games

3-D Internet service will feature 'Descent' and 'Battle Chess 4000'

By Richard Tedesco

Interplay Productions soon will put its monster hit game "Descent" online as part of Engage Games Online.

Engage will be the first game service with direct Internet access when it debuts in September. Individual titles, including "Descent" and "Battle Chess 4000," will appear on America Online and Prodigy this summer. The full-blown service will feature 12 titles this fall and 15 by year's end, according to Jeff Leibowitz, Engage president. A graphical user interface will define the service. "You're entering a 3-D world. It's a full game environment," says Leibowitz.

On the Internet, users will pay an hourly charge (still to be determined) to play Engage games in addition to their access fee. AOL and Prodigy subscribers won't pay anything extra; Engage will split revenue with those services. That's a different business model than game services such as ImagiNation Network or Total Entertainment Network, which have their own subscriber bases.

An intuitive Windows 95–based 3-D interface will provide access for all Engage users. A 2-D version also will be available for faster downloads from commercial services or the Web.

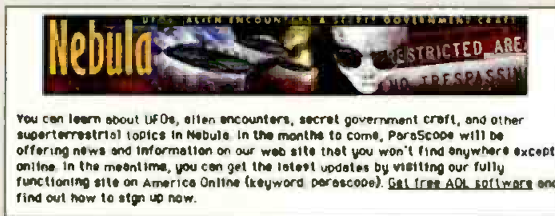
About 80% of Engage's content will be traditional PC games, most translated from current Interplay titles. The remaining 20% will be "lighter fare" entertainment-oriented trivia games, according to Leibowitz. Games from other content developers also will appear on Engage.

But Leibowitz thinks that the games are just an excuse for social interaction in an environment that will include chat areas, bulletin boards and other types of areas. "Online games are about community," he says. TMW

AOL puts up ParaScope

By Richard Tedesco

ParaScope, a site devoted to the paranormal, is the latest evidence of the Greenhouse effect at America Online.



ParaScope's Nebula area explores UFOs.

The AOL Greenhouse has been growing content for the Vienna, Va.-based online service for the past two years. Originally created to provide "infopreneurs" assistance to launch areas on the service, it has nurtured content on the service with a diverse approach.

It has funded 24 development ventures and expects to sponsor another 50 deals this year, according to Dan Krifcher, AOL vice president of original programing: "We're working at a pretty furious clip."

ParaScope, founded by Ruffin Prevost and Charles Overbeck, who met as aspiring journalists at the University of North Carolina, is just the latest result of Greenhouse's efforts. ParaScope's AOL site includes areas such as Nebula, covering UFOs and alien encounters; Matrix, exploring the unusual story behind the story in politics and history, and Enigma, delving into unexplained phenomena such as Bigfoot.

Greenhouse has hatched some big deals with companies that might have seemed out of AOL's league at one time. They include New Line Cinema, which developed The Hub with AOL; CapCities/ABC, The Style Channel and Time Inc. The last is set to launch Thrive, a lifestyle site, this summer. "Original programing makes a big difference to the service," says Krifcher, who expects the various properties to migrate to other platforms.

Wherever the material goes, AOL Greenhouse gets the benefit from their first fruits online. TMW

Prodigy executives close to buyout

A management buyout of Prodigy Services Co. from its corporate parents was said to be "imminent" late last week, according to a source close to the negotiations.

The team of top managers, led by Prodigy President Edward Bennett, reportedly was negotiating a price of between $100 million and $250 million with IBM Corp. and Sears, Roebuck and Co. Bennett could not be reached.

A sale in that range would translate into large losses to be assumed by IBM and Sears, since both companies invested more than $1 billion in development costs while they owned Prodigy.

Prodigy has gone from the top to the bottom of the burgeoning online services business while its corporate owners kept it afloat. Prodigy still led America Online in subscriber count early last year, but it has fallen to an increasingly distant third place behind AOL and CompuServe, to just over 1 million subs.—RT

Surfing the 'Net

NBC fall preview online

NBC will carry coverage of its normally private fall schedule presentation live via the Internet (www.nbc.com) today (May 13) at 2 p.m. ET and on Microsoft Network (go word is NBC). Internet coverage will feature digital photos of NBC celebrities at the event along with animation and programing grids. The Intellicast area of NBC's Web site now features local weathercasts from 34 of the network's affiliates, with the most recent additions being WVTM-TV Birmingham, Ala.; WFLA-TV Tampa, Fla.; WMTV Madison, Wis., and WLUC-TV Marquette, Mich.

MSNBC site premieres

The MSNBC Web site debuted last week, featuring material related to the *Today* show's broadcasting from Ireland. A history of "the troubles" between the country's Catholic and Protestant factions, a guide to tracing one's Irish ancestry and an interactive trivia quiz were included on the new site (www.msnbc.com). The MSNBC cable service is slated for a July launch.

Foxworld revamped

A redesigned Foxworld appeared online last week, featuring icons to simplify access to areas within its three main sections: Fox Entertainment, Fox Sports and Fox Kids Network. Fox Finder, a magnifying glass, serves as search engine for the entire site. Fox Across America, a globe, provides information on each Fox affiliate and links to those stations with Web sites. What's Hot on Fox has information on series season finales and *Polaroid Place,* the short-run soap developed with Polaroid Corp. Fox Poll, represented by a figure holding a clipboard, is an interactive poll (first question: Should *Melrose Place*'s Amanda change her hair color?). Fox Fun House, a clown-face icon, features games. Fox Sports, including the Major League Baseball Web site (www.majorleaguebaseball.com), was recently redone by iGuide, which is redesigning Fox Kids for debut later in May.

TV Guide Online renewed

An electronic edition of *TV Guide* premiered on iGuide last week, offering the complete editorial section of the weekly TV magazine (www.tvguide.com). Select sections had been online previously. The new edition features an area in which users can access classic covers from vintage *TV Guide* editions, including shots of Liberace, Lucille Ball and Jack Webb.

Game Show Net redoes Web site

A slew of game show trivia, animation, game show host bios and program schedules that include daily listings of celebrity appearances are part of the recast Game Show Network Web site (www.sony.com). Users also can access a game show timeline, featuring information and graphics on popular shows and links to trivia games covering each decade from the 1950s on. An interactive online version of *Wheel of Fortune* developed by AT&T Downtown Digital also is available on the site.

Technology

May 13, 1996

KGW's chopper sees infrared

Portland station's new dual-camera system features night vision

By Glen Dickson

KGW(TV), the NBC affiliate in Portland, Ore., has purchased a new gyrostabilized camera unit for its news helicopter with an integral infrared camera for night operation. The infrared unit uses thermal imaging to produce high-resolution images similar to black-and-white television without using any visible light.

"This system is a huge step forward for us and a revolution for the industry," says Mike Rausch, KGW's news director. "We'll be able to show things at night in a different way than ever before."

KGW's dual-camera system, the Ultra 4000, is manufactured by Portland-based FLIR Systems, a longtime supplier of night-vision gear to military and law enforcement agencies. The Ultra 4000 incorporates a Sony three-chip unit along with an infrared camera in one gyrostabilized three-axis gimbal, providing standard video coverage along with infrared capabilities. The three-chip and thermal cameras are operated from the same control panel and record onto the same Betacam SP VTR.

An elevated shot of a traffic intersection from the Ultra 4000's infrared camera

The new FLIR gyrostabilized unit replaces a gimbal-mounted camera with a Schwem stabilized lens on KGW's McDonnell-Douglas 500 chopper, says Rausch. The station was in the market for a gyrostabilized unit to track moving targets on the ground, he says, when KGW tested some lower-end FLIR infrared cameras during its February flood coverage.

"From the helicopter, we were able to show people sandbagging at night," Rausch says. "It was an exciting and totally different view."

Soon after, FLIR approached KGW with the dual-purpose Ultra 4000, which was formally introduced at last month's NAB convention. According to Rausch, the $300,000 price tag (including installation) for the combination Ultra 4000 was in the ballpark of most one-camera gyrostabilized units.

KGW decided that the FLIR product would give "more bang for the buck," particularly since no other TV station or law enforcement agency in its market has a helicopter, says Rausch. With that in mind, the station plans to use the system not only to enhance its newscasts but also to assist law enforcement in search-and-rescue missions and other situations where thermal images are invaluable.

For news production, the infrared unit will provide KGW viewers with some new twists when it goes on-air in the next few weeks (the station is waiting for a standard FAA certification of the new helicopter equipment).

"Yesterday, we were covering this huge apartment fire from the chopper," says Rausch. "It would have been an interesting application to go to the new infrared to show where the heat sources were. With a fire, everything's covered with smoke. But the infrared can see through smoke and show where the hot spots are, what part of the complex is burning." ■

Turner picks Profile for spot playback

Will use mirrored disk recorders for Cartoon Latin America

Turner will use the Tektronix Profile disk recorder to play back interstitials for Cartoon Latin America.

By Glen Dickson

Turner Entertainment Networks (T.E.N.) has purchased two Tektronix Profile digital disk recorders to play spots and interstitials direct-to-air for its Cartoon Latin America network.

Turner will be the first to use the Profile in a mirrored configuration for on-air playback, with two identical Profiles operating in parallel as main and alternate cache devices. Louth Automation's new Air/Protect software, written specifically for such a redundant caching application, will control the disk recorders. The complete system, including hardware and software, cost roughly $400,000, says Suzanne Donino, senior vice president of T.E.N. Network Operations.

The Profiles will serve as a front-end cache to Turner's existing Sony LMS-500 cart machine system, which Turner stocks with D-2 tapes, and will play out Cartoon Latin America spots to cover the domestic breaks of the Cartoon Network. Each Profile is configured with a Tektronix PDX disk-expansion chassis that brings the total storage of each unit to 24 drives, or roughly five hours of video storage at 4:1 motion JPEG compression. Spots will be cached to the Profiles concurrently, allowing Turner to play the same spot from either Profile at the push of a button.

"The challenge for us was the way we had to operate the business," says Donino. "We use Cartoon as the mother feed and send the same programing to the Latin service [with different audio feeds], with different material in the commercial breaks."

To provide the Latin America spots, Turner has been compiling break reels, a time-intensive process that cuts down on the sales force's lead time. Now Turner will eliminate the compiling process and cache spots directly to the Profile for playback, says Donino. Turner also has developed some proprietary software to link its Columbine JDS Bias traffic automation system with the LMS to download playlists.

Donino says that Turner considered Hewlett-Packard's broadcast video server and Sony's digital cache with new BZA-8100 software for the LMS as potential spot-playback systems. At the time of the decision-making process, HP's first-generation server didn't have the audio capabilities that Turner required (the second-generation HP unit has six audio channels for each video output; the Profile has four), but Donino says that she is interested in using HP servers in the future.

As for Sony, Turner felt that it wanted to stick with open-architecture hardware and Louth software, she says. "We haven't discounted them," Donino says of Sony's digital upgrade approach. "But from a philosophy standpoint, we're not on the same page."

Donino says that as the price of drive storage comes down, disk-based playback will be able to offer much-needed cost efficiency to multichannel cable operations.

"We're under some cost restrictions based on what these new services are going to generate, as we cut our overall revenue into smaller pieces," she says. "The way we used to outfit a master control in the past was cookie cutter—a playback device, switcher, router, et cetera. Now as these new services come online and generate less and less revenue [per master control operation], you have to find technology to fit that business plan. With the cost of storage capacity coming down, by the time we put our big services on this technology, the economics are going to be dramatic." ■

WDJT-TV up and running with Avid

Start-up news operation chooses nonlinear network

By Glen Dickson

CBS affiliate WDJT-TV Milwaukee has launched its start-up news operation with the first Avid peer-to-peer network in the country. WDJT-TV, which switched from being an independent to a CBS affiliate in December 1994, is using a $1 million configuration of five NewsCutter nonlinear editors and two single-channel disk-based AirPlay playback modules linked together by AvidNet/ATM networking.

WDJT-TV's Tim Meulemans editing in a NewsCutter bay.

Since WDJT-TV was starting from scratch with its news operation, "we had the opportunity to jump with both feet" into disk-based production, says Jim Hall, director of engineering. Hall says that WDJT-TV also had "extensive discussions" with other vendors, including NewStar and Tektronix, but went with Avid because of the number of complete Avid systems that are up and running.

WDJT-TV still uses Betacam SP tape for field acquisition, downloading it into the NewsCutters, says Hall. But all incoming microwave and satellite news feeds are recorded directly into the NewsCutters. Edited stories are sent from the NewsCutters to the AirPlays over the ATM for playback.

"Each AirPlay has two hours of local storage," says Hall. "We have them set up like two tape machines in an A-B configuration, and we're sending all stories to both AirPlays."

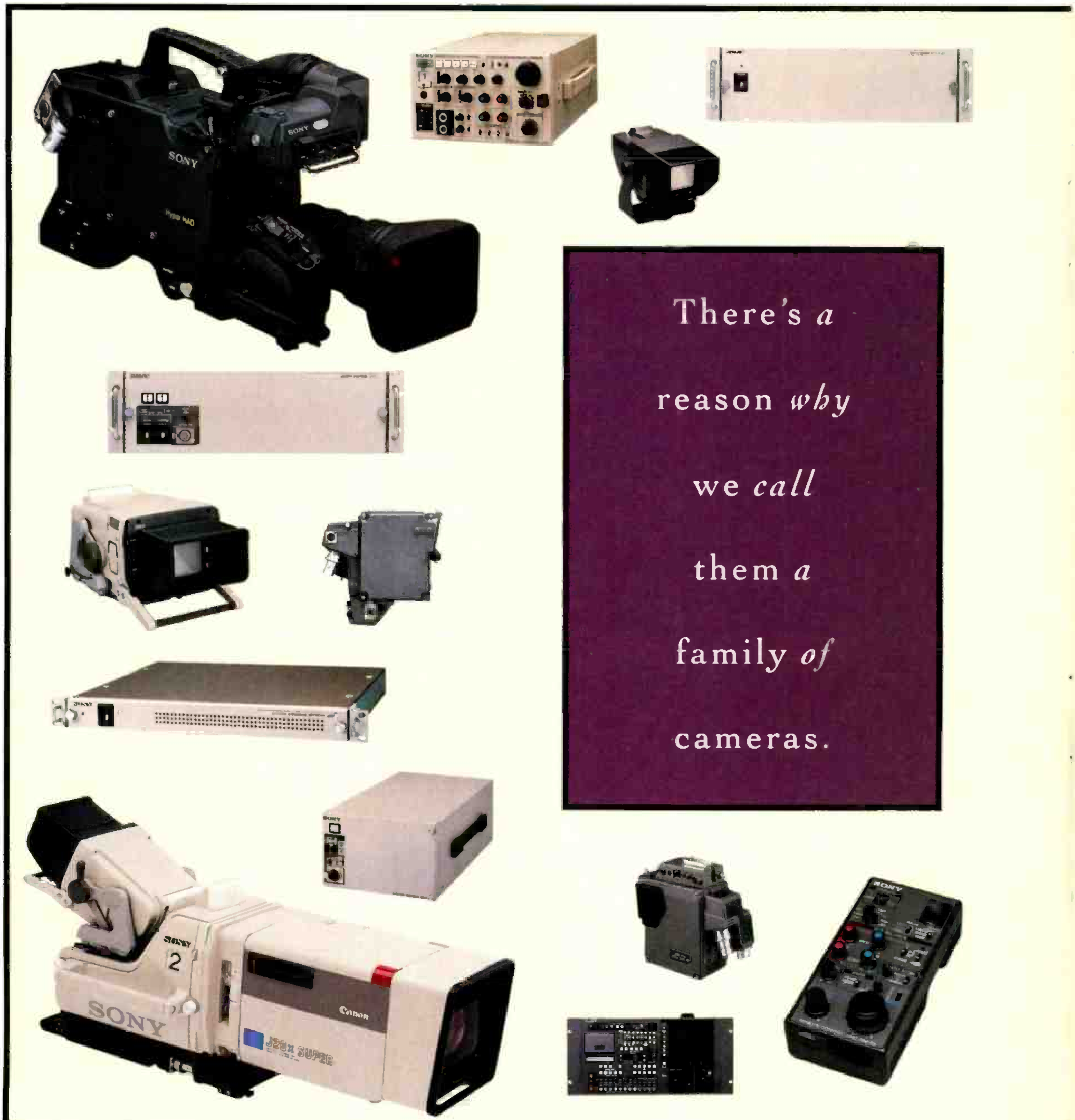
The AirPlays then are interconnected over a LAN using 10baseT Ethernet to WDJT-TV's Avid NewsView newsroom computer system. That allows producers to send rundowns directly from the newsroom computer systems to the AirPlays for playback. The station also has the option to play directly from the NewsCutters if necessary.

"We do wind up playing right out the NewsCutter," says Hall. "The AirPlays and NewsCutters are all hooked to the production switcher [a Grass Valley 200], and the NewsCutters can be remotely controlled via a GPI box."

Hall notes that one NewsCutter has six hours of storage and is used primarily to record the CBS network's NewsPath satellite feeds. Each NewsCutter can take feeds from the station's router, and all five nonlinear editors are paired with a Betacam SP VTR for downloading tapes from the field.

WDJT-TV has no immediate plans to adopt the more expensive client/server architecture, where all the JPEG-compressed video is stored on a Silicon Graphics server for random access to NewsCutter clients. "We have no need for a server in our operation right now," says Hall. "We analyzed it, and based on the cost and return on investment, we decided we didn't need it. The peer-to-peer system is a whole lot more affordable."

WDJT-TV senior director Mark Bogden reviews a news playlist.



What do you get when you cross the legendary performance of the Sony BVP-700/750 Studio/OB/EFP cameras with the quality and affordability of the new BVP-500/550 cameras? A sibling rivalry where you come out the winner. That's because each studio camera shares accessories not only with its companion portable, but every camera in the family as well. Which means you can adapt, adjust, customize, configure, modify, mix and match your way to a whole new level of flexibility, efficiency and economy in both the technical and creative aspects of your program origination. By mixing and matching lenses, CCD imaging blocks, video control panels and camera control units, you can create


They're
always
using
each
other's
stuff.
SONY
SONY

The station's newsroom has an Avid Media Composer nonlinear editor for editing promos and commercials, and WDJT-TV also has installed a dual-channel AirPlay with 12 hours of RAID storage in master control to handle commercial insertion. There is no network between the two disk-based units right now, mainly because the station's master control and transmitter are located five miles away.

Edited spots either are dubbed to tape for delivery or are microwaved from the news operation to master control, as are all of WDJT-TV's outgoing news feeds, says Hall. Eventually, the station plans to establish a fiber link between the two sites. ■

Captioning on the Web

WGBH unit is developing ways for disabled to use the Internet

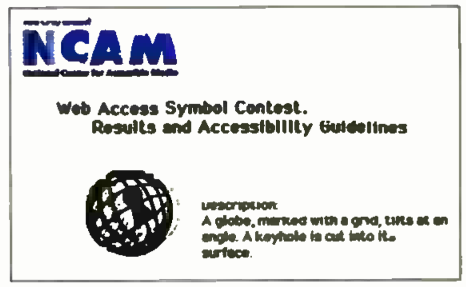
By Jessica Sandin

For millions of Americans with sensory disabilities, the new media's strong focus on sight and sound could mean they would be left behind on the information superhighway. The Corporation for Public Broadcasting/WGBH National Center for Accessible Media (NCAM) is developing technology enabling them to stay en route.

Rooted in WGBH-TV Boston's long tradition of working to make media accessible to people with sensory disabilities, NCAM was launched in July 1993. Working closely with both the academic and the business communities, the center develops technologies to help the disabled as well as those with learning disabilities or low literacy skills. Among current projects are the Internet, high-definition television, multimedia and video descriptions.

WGBH-TV's pioneering work, such as closed-captioning, was used with existing technology. For the array of new media, NCAM is trying to "stay ahead of the curve." Larry Goldberg, NCAM director, says it's much easier and cheaper to build in technology at the development stage than to modify a structure later.

It was clear to NCAM early on that the digital technology of HDTV offered an opportunity to create more sophisticated captioning. NCAM is part of the Advanced Television Closed Captioning Working Group, which includes other caption-service providers, caption hardware and software companies and receiver manufacturers. The group's work is resulting in a "much more fully featured" captioning system, Goldberg says. Captions can be placed in different areas of the screen; different fonts and styles are used, and a 15-channel captioning service gives viewers a choice of reading speeds and languages if the producer provides it. The system still will be affordable, Goldberg says.



The NCAM "Web Access Symbol" (for people with disabilities) was selected from 17 entries by users of the WGBH-TV Web site, many of whom are blind, who voted for descriptions of the competing symbols.

"We realize when we work with corporations that [accessibility for the disabled] is not the first thing they think of." Rather, business needs, such as affordability, must first be met. Goldberg stresses the "mutually satisfying" relationships that NCAM has with corporations including Intel, Nynex and Microsoft. In return for their financial support, the center helps them to meet the legal requirements for accessibility. (The 1996 Telecommunications Act is the latest source of legal mandates, requiring new information systems to be accessible and video programing to be closed-captioned.)

At the development stage, NCAM often is financially supported by CPB or government grants. The first year of the Web Access Project, however, was fully financed by the Telecommunications Funding Partnership for People with Disabilities (the Dole Foundation, NEC, Mitsubishi and others).

"It was clear to us when the World Wide Web was beginning to take off that this was a new media with innate barriers to people with disabilities," Goldberg says. With the WGBH-TV Web site (www.wgbh.org) as a prototype, the project explores how the HTML code can be written so that text can be picked up by the screenreader, which the blind and visually impaired use with their computers, and descriptions substituted for certain important graphics and pictures. For the deaf and hearing impaired (or "people who don't want to wait forever for the audio to download," Goldberg adds), the obvious solution is something "like captions on TV" for the

One tall tower

Andrew Corp. has completed installation of a stacked TRASAR antenna system for KRQE(TV) and KASY-TV both Albuquerque, N.M., on Sandia Crest, N.M., the highest tower site in North America at 10,849 feet above sea level. The tower configuration places the VHF antenna of CBS affiliate KRQE above the UHF antenna of KASY-TV, a UPN and WB affiliate that KRQE operates under an LMA. The antennas were built to strict ice and wind tolerances, says KRQE's director of engineering, Bill Hayes. The support mast can tolerate a 130 mph wind, and the structure is designed to support more than 11 tons of radial ice. Total price for the Andrew installation (KRQE and KASY-TV paid separately for their antennas) was roughly $250,000, says Hayes. **—GD** expanding audio part of the Web.

The work will result in guidelines for designing the various features of a Web site to make them accessible to the sensory disabled. The question "What can we do to raise awareness among Webmasters?" led to the idea of a symbol that can be used in Web sites to identify the accessibility option. The symbol—one of 17 entries—was chosen by users of the WGBH-TV Web site, many of whom are blind. ■

The job of advancing TV continues

ATSC has new leaders and new projects, including Latin American adoption of standards

By Chris McConnell

Last week's FCC proposal to adopt a new TV broadcasting standard (see "Top of the Week") has not put a stop to the Advanced Television System Committee's (ATSC) work.

The ATSC prepared the description of the Grand Alliance ATV technology that FCC officials are using in their review of the standard. Since completing its work on "documenting" the standard, the 13-year-old committee has decided to keep its doors open and take on a series of new projects in advanced television. Additionally, the group has recruited a new chairman—former AT&T executive Robert Graves—and a new executive director—former PBS engineer Mark Richer.

Richer points to a series of additions to the advanced-TV standard that ATSC has begun fostering: "You can do extensions and add functionality [to the ATV standard]. That's going to go on for a long time." ATSC members already have agreed on a standard extension that would allow the advanced television system to deliver technical data—such as the form of frequency modulation being employed—to a receiver. Another newly-completed extension could allow broadcasters to deliver a program guide.

Such extensions do not require adoption by the FCC, Richer says. He adds that another ongoing project would allow a broadcaster to deliver data identifying individual programs. The group also plans to tackle a standard extension for downloading data to a receiver for later use by the viewer.

"Broadcasters are going to be in the real-time and non-real-time broadcasting business," Richer says.

In addition to expanding the standard-setting activities, ATSC is looking to expand its reach beyond the U.S. Plans call for bringing Latin American companies into the standard-setting efforts and promoting the ATSC work as North and South American standards. ■

Cutting Edge

By Glen Dickson

Telecast Fiber Systems has introduced the Cobra, a fiber-optic "snake" system designed to extend or replace triaxial cable in remote teleproduction. The Cobra interconnects Sony and Ikegami triax-equipped cameras to their base stations with ultra-lightweight 6mm fiber, allowing the producer to locate cameras up to 50,000 feet away from their base stations with no repeaters or equalizing. All camera signals, communications and control functions are supported, and component program video transmission allows for chromakeying. The system is expected to be priced competitively with triaxial cable repeaters and initially will be targeted at the mobile production of sports such as golf, skiing and auto racing.

Tee-Comm Electronics has agreed to purchase 100,000 MPEG-2 DVB-compliant digital satellite receivers from TV/COM International for use by its AlphaStar Television Network subsidiary. The digital satellite receivers are scheduled for delivery in the fourth quarter and will be sold by the AlphaStar DBS service to customers throughout the U.S. TV/COM also is providing the complete end-to-end digital uplink system hardware for the AlphaStar service.

Vistek has delivered another D8001 compact digital production switcher to Tape House Editorial, adding to the three D8001 units already in place at the New York post-production house. The new switcher, which features 4:4:4 processing, is in the facility's newest telecine suite, where it is interfaced to Rank Cintel machines. "The 4:4:4 pays off in superior keying," says John Dowdell, VP/telecine director of Tape House Editorial. "We can key out a blue or green background in order to better correct flesh tones. Also, 4:4:4 is good insurance for future growth."

Tape House Editorial VP John Dowdell at the Vistek D8001 switcher

Global Access will be providing transmission facilities and coordination for the transatlantic broadcasts of the World League of American Football for fX and BSkyB. Boston-based Global will handle satellite transmission for 24 of the 31 games during the 1996 season, providing an uplink from London, converting the signal from PAL to NTSC, transmitting the feed via Orion Ku-band space segment and downlinking it in the U.S. The feed then will be sent directly to the fX studios in New York via a direct fiber link.

StarNet Development Inc. (SDI) has reached an agreement to provide its server-based ad insertion products to IBM. The SDI systems will be integrated into larger digital ad insertion systems offered by IBM's Telecommunications and Media Industry solutions unit. "We are pleased to be working with IBM because they provide us immediate access to a larger marketplace," says Dave Keller, SDI president.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

VICE PRESIDENT
RADIO PROGRAMMING

WNYC Foundation, which runs WNYC AM & FM, the largest public radio stations in the country with award-winning programming, seeks a radio programming professional with a passion for public radio, creativity, and excellent management skills.

Responsibilities include local and national classical music, news and spoken word programming; directing and developing AM & FM programming and staff; developing criteria and process for funding new programs and special projects; overseeing budgets; and establishing a creative work environment for programming staff.

Requirements include 10 years of broadcasting experience with at least 3 years at the management level, knowledge of classical music and news, and strong organizational skills with the ability to build great teams. Send resume and cover letter ASAP to: **WNYC Foundation, HR Dept 13-VPR, 1 Centre Street, 26th floor, NY, NY 10007.** EOE. M/F/D/V. Only those under consideration will be contacted.

WNYC

Sales Manager Chicago/Western Suburbs is looking for a proven leader with dynamic sales and communication abilities. General knowledge in radio/media industry, minimum of five years major market experience. This is a great opportunity for an experienced sales manager who wants to be a part of a great team. Send detailed resume and cover letter.Reply to Box 00754 EOE.

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

Barnstable Broadcasting is seeking GSMs for new acquisitions WRCN-FM and WMJC-FM, Long Island, NY. Three years radio sales management experience or equivalent required. Proven skills and success in recruiting, hiring, training. Suburban New York radio market experience helpful. College degree preferred. Send letter and resume in confidence to: Tony Michaels, General Manager, WGSM/WMJC-FM and WRCN-FM, 900 Walt Whitman Rd., Melville, New York, 11727, Phone: (516)423-6740 Fax: (516)423-6750. EOE.

General Manager/President KXPR/KXJZ, Inc. KXPR/KXJZ, Inc. is accepting applications for the position of General Manager/President. KXPR-FM and KXJZ-FM are two top-rated, NPR affiliated stations licensed to California State University, Sacramento, providing service to California's capitol and nine surrounding counties. Seventy percent of funding comes from individuals and businesses within the listening area. KXPR/KXJZ, Inc. is a 501(c)(3) organization with a $2 million annual operating budget. The General Manager/President reports to a board of 22 volunteer community leaders and university representatives, and serves to lead, plan and manage the administrative, personnel, development, fundraising and strategic planning functions, and to develop strong external community, board and university relationships. The successful candidate will have a Bachelor's Degree in a relevant academic discipline with an advanced degree preferred; ten years of relevant senior management experience with successful implementation of fundraising and sales promotions; non-profit and public radio management desirable. Knowledge of principles and practices of effective leadership and management; team building and business planning techniques; public broadcasting and radio station operations. FCC policies and regulations. Skills to establish goals and evaluate performance; develop and manage station budget; represent the station to the community; communicate effectively orally and in writing. Review of applications begins June 1, 1996, and will continue until filled. Applications must include: 1.) cover letter; 2.) Current professional resume; and 3.) names, addresses and telephone numbers of three references who can speak to professional qualifications. Applications should be submitted to: KXPR/KXJZ, Inc. General Manager Search, P.O. Box 2036, Sacramento, CA 95812. KXPR/KXJZ, Inc. is an Equal Employment Opportunity/Affirmative Action Employer.

Fast growing N.E. Group, focusing on small markets, looking for medium and large market GM's/GSM's, interested in making move into ownership. Sales expertise, a proven record, a desire to win, and an understanding that people are the assets are essential. Send all particulars to Box 00791 EOE.

HELP WANTED SALES

Local Radio Sales Manager: KXLY AM/FM (Newstalk/Soft A/Ç) KZZU (Rhythmic Pop) needs a strong leader and motivator to manage a great radio sales team. College degree and radio sales management experience preferred. Must possess talent for new business development. Send resume with qualifications and salary requirements to: EEO Coordinator, KXLY/KZZU Radio. 500 W Boone Ave., Spokane, WA 99201 by 5/20/96. No Phone Calls Please. EOE.

HELP WANTED TECHNICAL

Engineering help critically needed in Northern Michigan, full or part-time. Group owner. New equipment in many areas. 100,000 watt FM and AM facilities. Would be one of three person engineering staff. Reply to Box 00776 EOE.

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

Chief or **Assistant Chief Engineer** needed at WGY-AM and WRVE-FM. Experience with high powered Harris AM/FM transmitters and SBE certification preferred. Send resume to Michael Whalen, Dame Media, One Washington Square, Albany, New York 12205.

HELP WANTED NEWS

Sportscaster/Reporter for Detroit's all news station WWJ Newsradio 950. Produce and anchor daily sportscasts. Reporting duties; cover big ten, NFL, NHL, NBA, MLB teams. Must be a strong "On-Air" performer. Possible role in college football broadcasts and sports talk shows. Send tape and resume "ASAP" to News Director WWJ Newsradio 950, 16550 W. Nine Mile Road, Southfield, Michigan 48075.

News Director N.E. California's news leader, KSUE and 93-JDX has an opening for a full time news director to take our highly respected news organization to the next level with their innovative ideas. Send resume and air check to: KSUE/93-JDX, 3015 Johnstonville Road, Susanville, California 96130. EOE.

SITUATIONS WANTED MANAGEMENT

GM with unique country/oldies format will travel. You make a commitment to digital technology to automate your facility. I will supply CD format, hire and train sales staff, program your station and create selling promotions. Equity situations OK. Will relocate. Call for more information. Ed 1-800-827-2483.

SITUATIONS WANTED NEWS

News Director. Award winner with proven record for attracting high ratings.Reply to Box 00796.

BUSINESS OPPORTUNITIES

Seeking investors for a proposal of a Big Band format in the NY area. Would appreciate your input on this venture. If interested in anyway, please contact Ernest Muhs at 201-939-7321 or send inquiries to Box 00788.

SCA LEASE

Subcarrier Available. WNYE-FM, New York. 91.5 Mhz. 20 KW. Data/paging services only. Contact: Frank Sobrino (718)250-5829.

TELEVISION

HELP WANTED MANAGEMENT

DIRECTOR
TRAFFIC OPERATIONS

Rainbow Advertising Sales Corp. has an opportunity for a proven traffic professional to oversee all aspects of our New York City sports sales office. This will involve a great deal of hands on project management with the sales, financial and traffic departments in developing, implementing and maintaining effective policies, procedures and computer programs that ensure clear lines of communication.

The detail-oriented individual we seek must have at least 5 years' experience in managing a traffic department, as well as a proven track record in effective project management. Sports background preferred. Strong PC and communication skills are essential. The availability for travel is a must.

We offer a competitive salary, comprehensive benefits and bonuses. For consideration, please fax your resume and salary requirements to: **Dept. CM, (516) 364-5519.** EOE

Field Technical Manager

CBS has an excellent opportunity for a manager to assume responsibility for the administration of remote operations both technically and fiscally.

This includes constructing show budgets, hiring/scheduling technical manpower, logistic coordination, client relations, cost accounting, and ensuring the technical quality of broadcasts. To qualify, you must have broadcast operations background and excellent understanding of remote video and audio systems and communications. At least 2 years of technical college or equivalent experience is required, as is a working knowledge of finance.

We offer a competitive salary and benefits package. Please forward your confidential resume including salary history and requirements to: Manager, Technical Staffing, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.

CBS

Attention: Cable Advertisers

Please contact Antoinette Fasulo @ 212.337.7073

or Fax 212.206.8327 for BROADCASTING & CABLE'S

new, special CABLE CLASSIFIED DISPLAY AD RATES!

FOX SPORTS

FINANCIAL ANALYST

Fox Sports is going through unprecedented expansion. We are looking for an enthusiastic, self-starter to join our Operations group. Responsibilities will include tracking and reporting below-the-line cost estimates; assisting in the preparation of budgets, quarterly forecasts and cash flows for Fox Sports remote production; analyzing cost expenditures and investigating budget variances; assisting with processing of vendor invoices; and coordinating the processing of payroll edits.

The successful candidate must have strong computer skills with Lotus/Excel and a willingness to dedicate the time and resources necessary to meet production deadlines. A Bachelor's degree in Business or Accounting and production accounting or television sports experience are preferred. Position is based in New York City and requires occasional travel.

For consideration, please send resume with salary history to: **Fox Broadcasting Company, Personnel Dept. FSFA, P.O. Box 900, Beverly Hills, CA 92013.** No phone calls, please. Equal Opportunity Employer.

FOX SPORTS

National Sales Manager Must have proven sales record and experience with major agencies. Strong communication skills, attention to detail and willingness to travel. National Sales or rep experiences preferred. Send resume to: Diane C. Kniowski, General Sales Manager, WOOD-TV8, 120 College, SH, Grand Rapids, MI 49503.

Director Of Market Development KXTV is seeking a multi-talented broadcast sales manager to enhance our development efforts. At KXTV our central focus is in developing new television users and to increase revenue in our market. Responsibilities of the job will include ascertainment of corporate clients, exploration and development of sales projects, and development of revenue through the same. Please send resume to: Human Resources, KXTV, P.O. Box 10, Sacramento, CA 95812-0010. EOE. Drug Testing.

HELP WANTED MARKETING

Research, Co-op and Marketing Executive KCEN-TV is looking for an experienced Research, Co-op and Marketing Executive. Must have proven track record in Television sales co-op and research. Computer experience a must. Excellent communication and organization skills. Please send resume to: KCEN-TV Personnel Dept. 24 P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

Marketing/Promotion Director. We are searching for a dedicated individual with a strong work ethic, endless energy, and the ability to develop and execute station's overall marketing and promotion strategies. Successful candidate will have exceptional writing and communication skills as well as the ability to plan long term. Electronic media and print knowledge a must. If you are well organized and have a desire to work with a winning team please send your resume, nonreturnable reel, and salary requirements to: KGAN-TV, Human Resources, 600-2 Old Marion Road, NE Cedar Rapids, IA 52402. EOE.

HELP WANTED TECHNICAL

Chief Engineer Needed

For three stations in beautiful Lexington, Kentucky.

Organized person needed to oversee the operation and maintenance of 2 FM's and 1 AM facility. Minimum 3 years of engineering experience that includes RF, AM Directional Antenna Systems, Satellite Equipment, Computers and Computer Automation required.

Send Resume to:

Bob Hogan
Trumper Communications of KY
3549 Russell Cave Road
Lexington, KY 40511 EOE

Wanted Chief Engineer. KVRR-TV FOX, Fargo, ND is looking for a Chief Engineer. Position requires knowledge of VHF/UHF and microwave transmission systems. Please send resume to KVRR-TV, Box 9115, Fargo, ND 58106 Attn: Kathy Lau, GM. KVRR-TV is an EOE.

WTSP, the CBS affiliate in Tampa Bay, is looking for an experienced Technical Director to Direct news preproduction and taped programs, and TD the nightly newscasts. Ideal candidate should have at least two years experience switching live, fast-paced newscasts with multiple live shots and back-to-back effects. Must have good people skills. Other responsibilities may include Directing newscasts, Still Store, Audio and Videotape and Editing. Minimum of two years Technical Directing experience required. Knowledge of GVG3000 a big plus. References are required. Send resume and salary requirements to Kathy Baker, Production Manager, WTSP, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

TeleCommunications: Satellite Teleport Technician. Experience with transmission of video and audio by satellite microwave/fiber and transmission techniques to broadcast level is required. AA/AS Electronics or equiv. Independent, organized operators must possess exceptional communication and interpersonal skills. Shifts include weekends/nights. Please submit resume and salary requirements to: J.Olow, Spectrum Satellite, Inc. 5200 Huntington Drive, #300 Richmond, CA 94804. EOE.

TV Chief Engineer for one-man shop. KZJL-TV in Houston, Texas has need of person able to take charge of all technical maintenance for UHF transmitter and commercial insertion equipment. Newly constructed transmitter facilities. TVRO and automated insertion system currently being implemented at transmitter site. Strong technical skills and the ability to work in a self-directed environment are necessary. Fax resume and salary history to Human Resources Office, Shop at Home, (423)689-5069.

Assistant Chief Engineer. KPRC-TV2/Post-Newsweek Stations, an NBC affiliate. Responsibilities include the daily supervision of operations and maintenance technicians, oversee various technical and operating procedures and serve as Engineering Department liaison between the Sales, Traffic, Programming and Promotion Departments. Qualified candidate will possess strong understanding of computer, studio and RF systems as well as 3 to 5 years of management experience and strong interpersonal skills. Send resume to: Dale E. Werner, Engineering Manager, KPRC-TV2, 8181 SW Freeway, Houston, Texas 77074.

Assistant Chief Engineer: Immediate opening in Washington, D.C. market. Five years minimum Broadcast TV maintenance experience. FCC General Class License or SBE Certification required, component level troubleshooting, computer literacy, transmitter experience a plus. Fax resume and salary requirements to (703)528-2956.

Broadcast Engineer: 17 WJKS, ABC Network affiliate is seeking a Maintenance Engineer. Requirements include at least 5 years of troubleshooting studio, ENG and SNG broadcast equipment to component level. Betacam experience required. SBE Certification and SNG operations preferred. Send your resume to Personnel, WJKS-TV, PO Box 17000, Jacksonville, FL 32245. EOE. M/F. Drug testing required.

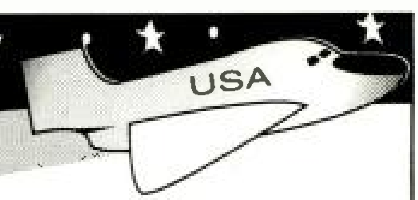
Director of Facilities -- Allbritton Communications is looking for a Director of Facilities to direct and manage engineering, maintenance, and technical operations for its Central Alabama ABC affiliate serving Birmingham, Tuscaloosa, and Anniston. Demonstrable competence in personnel, budgeting, strategic planning and performance standards along with a solid understanding of computer, studio, UHF transmissions systems and FCC, FAA and EBS regulations. Send cover letter and resume to TV Alabama, Inc., P.O. Box 360039, Birmingham, AL 35236, an affiliate of Allbritton Communications Company. No phone calls please. We are an Equal Opportunity Employer.

Chief Engineer. VHF station in SW seeking an innovative leader with a demonstrable problem solving background. Competence in personnel, budgeting, strategic planning and all phases of broadcast equipment installation and repair. The more computer knowledge the better. Send resume.Reply to Box 00797 EOE.

Director/Cameraman wanted for large South Florida film and video production company. You will be working as field director and videographer on an international travel/adventure program, as well as directing long-form video projects and film spots. Must have a great eye, easy-going personality, good client skills, and lots of creative juice. You'll join a team of 45 production professionals working on a wide variety of projects. Tape and resume to: Jim Duffy, Venture Productions, 16505 NW 13th Ave., Miami, FL 33169.

HELP WANTED SALES

OUT OF THIS WORLD OPPORTUNITY



SALES PLANNING

USA NETWORKS, America's #1 entertainment cable channel, has an opportunity for a sharp and organized individual to work in our busy Sales Planning Department. As a Sales Planning Analyst you will work with Account Executives to develop sales plans for both the Upfront and Scatter markets. Additionally, you will be responsible for account maintenance and stewardship.

The ideal candidate will have two years sales planning/administration experience at a cable/broadcast network or media department of an ad agency, computer proficiency including Excel, and the ability to work within deadlines and overtime as required.

We offer a competitive salary, comprehensive benefits package including 401K, pension and profit sharing plans. For consideration, send resume, cover letter and salary history/requirements **(only resumes with requirements will be considered)** to:

USA | NETWORKS
Human Resources Department SP
1230 Ave. of the Americas, New York, NY 10020
FAX: (212) 262-5343
EOE. NO PHONE CALLS PLEASE.

Account Executive

ABC Satellite Services, part of Capital Cities/ABC, Inc. is seeking an experienced salesperson to sell satellite space segments to national program sydicators, networks and sports franchises for national radio program dis-tributors. Experience in marketing and sales required. Radio experience preferred. Will train on satellite technical requirements. Proven track record in prospecting and closing required. For consideration, send your resume and salary requirements to:

abc

Capital Cities/ ABC, Inc.
Employee Relations Dept. SS
77 West 66 Street, New York, NY
10023.

We are an equal opportunity employer m/f/d/v.

WHP-TV, the exclusive CBS affiliate in the nation's 44th market, Harrisburg, PA, is owned by Clear Channel Communications and has entered into a LMA with WLYH-TV. We are seeking an experienced Account Executive to sell an LMA with WLYH-TV, the new UPN affiliate, including the Phillies franchise. Ideal candidate should have at least 2 years experience and a proven news business track record, including Event Marketing, Sports and Promotions. Knowledge of Nielsen Rating Service, excellent research and negotiation skills are vital. Send cover letter and resume to: Mike Lewis, LSM, WHP-TV, 3300 North Sixth Street, Harrisburg, PA 17110. EOE.

Traffic Manager. Strong #2 CBS station in healthy mid-west market (rank around 100) seeks experienced people manager to run our Traffic Department. We are a BIAS station, newly upgraded to DEC and Salesline. Ideal candidate, who may be #2 person in larger market ready to run their own operation, knows BIAS, plans ahead and is highly organized, has good verbal, written and phone skills. This person is ready to step into a management role and help us increase revenue. Resume, one page letter explaining how you would run the department and salary history in first communication, by May 17, 1996. Reply to Box 00786 EOE.

Traffic Manager. FOX 54, one of the nation's top FOX affiliates, is seeking a Traffic Manager. At least one year Traffic Management experience a must. Candidates must be detail oriented, organized and a team player. VCI experience a plus. Send resume and salary requirements to Mike Reed, WFXG FOX 54, P.O. Box 204540, Augusta, GA 30917. No phone calls. This station is an Equal Opportunity Employer.

KCEN-TV has an opening for a senior account executive in our Waco office. Outstanding account list. Must be highly motivated. Knowledge of computers and sales software helpful. Must have good driving record and dependable transportation. College degree helpful, with 3 to 5 years experience in TV sales. Applications accepted through 5/20/96. Send resume to: KCEN-TV Personnel Dept. 24, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

Local Account Executive. Minimum of three years broadcast sales experience. Team player who is competitive, revenue driven and results oriented. New business development and agency experience a must! Knowledge in use of marketing research and computers. Send resume to Local Sales Manager, WCPX TV, 4466 John Young Parkway, Orlando, FL 32804. EOE.

Sr. Account Executive Senior AE with good communication and presentation skills, solid TV sales background and knowledge of TV ratings. Computer literate a plus. College degree preferred. Own transportation. Compensation is commission based. Send resume and cover letter by June 29 to: Human Resources, WXIN, 1440 N. Meridian St., Indianapolis, IN 46202. No Phone Calls. EOE.

National Sales Manager - WWMT-TV the CBS affiliate for West Michigan, has an immediate opening for a National Sales Manager and wants to interview the best candidates in the country. We need a tough, business-minded competitor. Experience is necessary. Fax cover letter and resume to Wilma Campbell at 1-616-388-8228. EOE.

TV National Sales Manager for Rocky Mountain area. 5 years experience in broadcast sales and a college degree or equivalent experience required. Must have good people skills and computer knowledge. Resumes to: KRDO-TV, EEO Officer, P.O. Box 1457, Colorado Springs, CO 80901. EOE.

Television Account Executive. Local spot sales, KATU, Portland, Oregon, ABC affiliate in the #24 ranked market, is seeking an individual who not only knows how to sell ratings, shares, and package inventory, but also has the ability to create results oriented campaigns that go beyond CPP's. We're looking for a creative thinker with a proven track record of unique successes who also specializes in developing relationships and solving problems. Minimum 3 years TV sales experience preferred, understanding of retail marketplace a plus, proven new business generation a must, and college degree preferred. For serious inquiries, please send current resume to Mindy Davis, HR Manager, KATU, PO Box 2, Portland, OR 97207. No phone calls please. Equal Opportunity Employer.

HELP WANTED NEWS

RNN
REGIONAL NEWS NETWORK

RNN is Growing Again!

The East Coast's Regional News Network, (reaching 2 Million homes in NY ADI) . Three bureaus; New York, New Jersey, and Connecticut.

Assistant Chief Engineer • News Director • Talk Producers • Producers
Reporters • Shooters • Information Specialists • Graphic Artists

Assistant Chief Engineer:
A minimum of 5 years experience as a broadcast engineer. Should be capable of component-level maintenance on a wide variety of broadcast equipment. Computer configuration and networking skills using Windows NT, as well as ability to support internet interactivity of station also necessary. UHF transmitter experience (partially comark) would be a plus. Administrative skills, and the ability to work across departmental lines is a must. Position available for Kingston, NY bureau.

News Director:
Looking for a dynamo to lead ever-growing staff to the next level. The person we want must be able to produce fast paced, high content, production driven newscast, and be able to pull off big event coverage. RNN has bureaus in three states and is one of the fastest growing broadcast news operations in the country. Don't send a resume without a tape.

Conservative Talk Show Host:
News driven nightly political talk program needs conservative co-host/producer. Must be proven performer and able to spark audience reaction in interactive format.

Producers:
As we add more and more newscasts and talk shows we are on the lookout for more and more producers. Stackers need not apply. We want people who can write and know how to weave stories together. Don't send a resume without a tape.

Reporters:
We always need photojournalists—you must be able to do it all. Includes shooting and editing. If you know how to combine sound, video and your own words to tell a story the viewer won't soon forget, send us a tape and resume.

Graphics/Art Director:
As the station's content is highly graphics driven, we are looking for a hands-on designer to create and supervise all station graphics production. Familiarity and fluency with high-end, cutting-edge hardware and software required. This position will be responsible for the complete on-air look of the news, talk and sports-promos and IDs.

RNN is located in the beautiful Catskill Mountain region of New York state.
The area offers all the advantages of small city life, with easy access to major metropolitan areas.

Send Resumes & Tapes to: **WRNN-TV ATTN: John August**
62 Southfield Avenue, One Stamford Landing, Stamford, CT 06902
FAX: (203) 967-9442 NO PHONE CALLS

Writer
&
Writer/Producer
at CNN Headquarters in Atlanta, Georgia

Writing duties include writing anchor scripts on the national and international news of the day; screening video and graphic elements; researching, writing and producing reporter-length stories (packages). Applicants should have at least three years full time experience writing hard news under deadline in a major market. Broadcast experience preferred, but major newspaper and wire service experience considered. Must have strong knowledge of national and international affairs. Copy Editing experience helpful. Writer/Producers write for live newscasts three days a week and produce live newscasts on weekends. Producing duties include overseeing all aspects of a network newscast. Applicant must be editorially mature and be able to create an indepth, yet visually exciting, newscast. Must also have the strong people management skills required to be a team leader. Knowledge of BASYS computer helpful. Both positions require working a variety of schedules.

Fax or mail resumes to: Kim Engebretsen, News Production Department, Cable News Network, One CNN Center, P.O. Box 105366, Atlanta, GA 30348-5366. Fax number (404) 827-4213.

SPORTS ANCHOR

Weekend Sports Anchor/Weekday Sports Reporter. Three years experience, college degree preferred. NFL post game experience desirable. Send non-returnable tape and resume to:

Mark Pierce, Station Manager
WFTX-TV
621 SW Pine Island Road,
Cape Coral, FL 33991.

We are an Equal Opportunity Employer.

Weather Anchor/Meteorologist. Full-time Weather Anchor position to anchor weekends and fill in during work week on various news programs. Candidate must have stamina for long, heavy work schedule and flexibility to adjust schedule on short notice. Meteorology degree and three years experience required, knowledge of WSI Weather Spectrum 9000 a plus. Send non-returnable resume tape to Rob Allman, News Director, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please EOE.

Investigative Producer. Top 50 CBS affiliate needs a Producer responsible for putting together investigations. Individual will be responsible for interviews in the field, investigating, writing reports and scheduling shoots and crews. 2 - 3 years producing experience in a small to medium news room and a college degree required. Reporting experience a plus. Send resume and non-returnable tape, if available, to Lisa Stevens, Executive Producer, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

Medium market, northeast, FOX affiliate seeks News Director. If you understand what a FOX newscast should be, we want to hear from you. Hands-on opportunity with generous servings of autonomy. Prior ND experience a must. Need tape and resume. Equal Opportunity Employer.Reply to Box 00798 EOE.

New Star Trainer: Candidate must have TV news experience and be familiar with New Star's newsroom automation system. Job requires extensive world travel. Video editing experience a plus. Apply to Director of Training Services at 608-274-8686 or fax resume to: 608-273-5876.

KCEN-TV is currently soliciting candidates for the position of Sports Director. Applicant must be self-starter; must be able to write, produce, and edit video; must interact well with local contacts as well as have a pleasant appearance with a concise, understandable delivery. Excellent Benefits Package. Send resume to: KCEN-TV Personnel Dept. 24, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

Expanding North Carolina Newsroom Needs a Reporter, a photographer, a producer and a tape editor for new midday show. If you have the intelligence and skill, we have the station and the city to make it fun. Chair throwers and whiners need not apply. Send tape and resume to personnel/News, ABC 45, WXLV, 3500 Myer Lee Dr., Winston-Salem, NC 27101. Women and minorities are encouraged to apply. Please refer to source of advertisement in your correspondence.EOE M/F ABC 45 is a Sullivan Broadcasting Company.

News Director/Anchor New high tech affiliate sign on, seeks mature-can do everything, News Leader. Superior living conditions in small Colorado market. The person we seek will be done with the ladder of success hop scotch. Couples are encouraged. Fax 970-257-0178.

Co-Anchor. Award winning medium market Florida Television Station seeks Monday - Friday Co-Anchor. Two year anchoring experience preferred. Dedication and leadership a must. Reply to Box 00773 EOE.

Reporter/Anchor: Top market station seeks general assignment reporter with anchoring experience. Live newsroom experience a must. Send resume and tape to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No Telephone Calls Please. We are an equal opportunity employer.

Are you a creative and innovative reporter looking for that 1st or 2nd job? Then we have just the thing for you. We need a talented general assignment reporter who also has the ability to shoot and edit. Special consideration will be given to a person with a proven ability to develop unique story ideas. An exceptional candidate may also be considered for a co-anchor role. Send non-returnable tapes and resumes to: Larry Frost, News Director, KECI-TV, 340 West Main St., P.O. Box 5268, Missoula, Montana 59806. KECI-TV and Eagle Communications Inc. are equal opportunity employers. No Phone Calls Please.

Reporter/Photographer position will include anchor duties for morning and noon newscasts for NBC Fort Wayne affiliate. Some anchoring experience is a requirement. A take charge communicator who can establish contacts, dig for stories and present them in a compelling way will fill this position. Send non-returnable VHS tape and resume to Jim Bailey, WKJG-TV 2633 West State Blvd. Fort Wayne, IN 46808. No Phone Calls. EOE.

Come to the Beautiful Pacific Northwest! KSTW, Seattle's CBS affiliate is looking for an aggressive, highly experienced, creative producer to join our growing news team. If you thrive on live late breaking news, have the guts to take a different approach to news and like producing on the edge, we need you. Beginners need not apply. Applicants must have 5 years experience as a producer at an affiliate level. If you qualify, send your most recent tape and resume to: KSTW, Human Resources Department, 2320 South 19th Street, Tacoma, WA 98405. News Photographer - KSTW, Seattle's CBS affiliate is seeking a photographer whose primary responsibility will be to shoot footage of breaking stories. Degree in Photography/Photojournalism required plus three to five years of progressive experience at an affiliate level. NPPA experience preferred. Send your tapes and resume to: KSTW-Channel 11, 2320 S. 19th Street, Tacoma, WA 98405, Human Resource Department.

Rare opportunities at the number one news operation in New York's Capital District! WRGB-TV seeks an Anchor-Reporter with talent and a great attitude, as well as a top-notch shooter and experienced producer. Two years minimum for each position. Tape/resume to Jim Parisi, News Director, 1400 Balltown Road, Schenectady, NY 12309. Women and minorities encouraged to apply. Callers will be disqualified. EOE.

Growing TV Newsroom in Gulf South seeking aggressive male Reporter/Anchor. Minimum two to three years experience required. No phone calls. Send resume and non-returnable tape to: News Director, KATC, 1103 Eraste Landry Rd., Lafayette, LA 70506. EOE.

Chief Meteorologist: Want to work in the most active weather market in the country, with state of the art equipment? We're committed to dominance. Are you? Minimum 2 years on air experience tape and resume to Fred Jordan, General Manager, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704. EOE.

News Director: NBC affiliate in Montana's capital. It's a small market with big stories..Unabomber..Freeman..etc. We need an energetic, hands-on leader who's not afraid to jump in feet first. You will do it all and lead by example. If you're up to the challenge and want to enjoy the Montana lifestyle send your resume to Ashley Webster, KTVH-TV, 2433 N. Montana Avenue, P.O. Box 6125, Helena, MT 59604. No phone calls. EOE.

Anchor: Weekday opportunities at several of our Midwest market-leading clients. Experienced only. Must know how to win by engaging the viewer, working in the community, and having fun! Tape, resume, and salary history to: Winkler and Associates, 399 No. 117th, Suite 308, Omaha, NE 68154. No phone calls! EOE.

News Director: Topeka Kansas NBC Affiliate is seeking a News Director. This is a hands-on position for a growth minded news operation with overall responsibility for the direction and vision of the newsroom. "Must-have's" for this position include: fierce competitiveness, sound news judgment, strong management, leadership and team building skills, and the ability to work within a budget. Experience in newsroom management at the Executive Producer level or higher required. Bachelors degree or above preferred. Send resume to KSNT-TV, Human Resources, P.O. Box 2700, Topeka KS 66601-2700 by May 30, 1996. EOE.

Photographer: KMOL-TV4, the NBC affiliate in San Antonio, Texas is looking for a photographer. We want someone with excellent shooting and editing skills. The right person will be a creative visual storyteller as well as journalistically sound. LIVE truck experience preferred. Responsibility and team player attitude are musts. Let's see your tape. Tapes and resumes to: Jim Myers, Chief Photographer, KMOL-TV 4, P.O. Box 2641 San Antonio, Texas 78299. KMOL-TV4 is an Equal Opportunity Employer.

News Photographer Top 50 CBS affiliate seeking News Photographer to shoot and edit video tape for stories, keep deadlines and coordinate live shots. Two years experience as general assignment news photographer and editor are required. Must be able to react quickly and correctly to a variety of assignments, have a sharp eye for composition and lighting, and have good interpersonal skills. Please send resume to Arch Embler, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. No Phone Calls Please. EOE.

HELP WANTED PROMOTION

Tribune's ABC Affiliate In Exciting New Orleans Needs An Equally Exciting Promotion Writer/Producer.

Had your fill of small-market thinking when it comes to news promotion? How about joining the team at WGNO-TV in New Orleans? We're looking for a terrific writer/producer, one with at least two years experience in news promotion. A college degree and the ability to work well with others is expected. Computer and editing skills are a plus.

Send resume and non-returnable VHS or Beta sample tape (but please don't call):

Jim Ellis
Tribune Broadcasting Company
435 N. Michigan Avenue, Suite 1900
Chicago, IL 60611

WGNO abc 26
NEW ORLEANS

Equal Opportunity Employer.

Promotion/Marketing Director. Rapidly growing independent television station in the New York ADI needs hands-on creative dynamo. Must be able to handle all entertainment and news promotion including contests, print ads, radio copy, and sales marketing support from concept to completion. Three to five years of experience in all aspects of station promotion and strong writing skills required. Send tapes, resume and salary history to Marvin R. Chauvin, WLIG TV, 270 South Service Road, Melville, NY 11747. EOE.

Promotion/Community Affairs Manager. Midwest network affiliate is looking for a creative, energetic and organized person to join our team! You'll oversee Promotions and Community Affairs in addition to your creative input in these departments. Manage a staff of three equipped with Macintosh Graphics and an AVID editing suite. You must have experience in developing and implementing promotional campaigns and be driven to be the best. Community Affairs experience helpful. We're part of a great station group that's on the rise! Send your tape and resume to Box 00790 EOE.

Director of Promotions. WWNY TV7, a small market TV station and CBS affiliate in Watertown, New York, is seeking a highly motivated and innovative Promotions Director. We prefer at least one year TV promotions experience, previous managerial experience a plus. The position is full-time, management level, you would be responsible for on-air promotion and station promotions within the viewing area. Please send resume and/or tape of work to: Kevin Mastellon, General Manager, WWNY TV7, 120 Arcade Street, Watertown, N.Y. 13601. No phone calls please. EOE.

News Promotion Hot Shot! You want to make a name for yourself? KFMB in San Diego is building a top-notch Creative Services team. We're now looking for a key producer who can turn out the hottest stuff in town. If you've got at least 2 years experience producing attention-getting news promotion that gets tune-in results, we want to see your reel. If you're a hands-on craftsman with AVID experience - that's a real plus! This is the job for a pro who wants to push the envelope and grow even more! If that's you, rush your resume and tape to Promotion Manager, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. EOE/MF.

TV Producer/Director(Vacancy Announcement #37/1) Texas Parks & Wildlife, Austin, TX. Shooter/Producer sought for Emmy Award winning program "Texas Parks & Wildlife." Seen weekly on PBS affiliates in Texas and elsewhere, this series is shot entirely in the field and highlights the dramatic scenery, diverse wildlife and interesting characters that make Texas unique. Candidates should possess exceptional field producing and editing talents, proven ability to meet tight deadlines and the willingness to work as part of a creative team. Extensive travel throughout Texas is required. Salary $2,389-$2,816 monthly. This position requires at least 2 years experience in video production and a degree from an accredited four-year college or university with major course work in Radio-Television-Film or related field. Texas residents can pick up applications at any State Agency, TEC or State Park office. Out of state residents request application materials by calling (512)389-4903, or (512)389-4545, or visit us on the Internet at http://www/tpwd.state.tx.us. Apply to Texas Parks and Wildlife Dept. 4200 Smith School Rd. Austin, TX 78744. Attn: Employee Recruitment and Retention. Reference vacancy announcement #37/1. Position closes 5/31/96.

Promotion Guru needed at WJLA, Washington, DC's ABC affiliate. Dynamic individual to serve as Promotion and Marketing Director to develop and execute station's overall marketing and branding strategies. Requires a related degree and at least five years of progressively responsible broadcast promotion experience. Must be able to demonstrate past success in long term strategic planning and have superior knowledge in all areas of print and electronic media, presentation materials and media buying. Prior managerial and budgeting experience required. Send resume, non-returnable reel and salary requirements to: Director of Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. No Phone Calls, please. EOE; M/F.

Promotion Manager Major market, major group owner seeks major league promotion manager to lead station into the future. News experience a must. Please send resume and VHS reel in confidence. Reply to Box 00794 EOE.

HELP WANTED RESEARCH

Research Director: WTVZ-TV, the FOX affiliate in Norfolk, Virginia, is looking for a future superstar to assist our sales force in their efforts to increase revenue and market share. The duties of this position will focus on, but will not be limited to, processing NSI data, creating and maintaining daily sales pieces. This Sinclair Broadcast Group station needs a candidate that can fulfill the basic duties of this position, but wants a chance to expand their career with the fastest growing media company in America. If you have broadcast experience with Nielsen ratings, TV Scan, Qualitap, Scarborough, and CMR and would like to move to the Virginia shore before the summer, please send your resume, salary requirements and future goals to: GSM, WTVZ-TV, P.O. Box 148, Norfolk, VA 23510. EOE.

HELP WANTED PRODUCTION

Southern mid-fifties affiliate seeking Production Manager to be a part of a management team answering directly to the president. Must be a progressive thinker and have at least 3 years management experience. Send qualifications and salary requirements to Box 00793 EOE.

Senior Producer. Nationally syndicated fashion/beauty television series seeks creative producer to head production team. Candidate must have excellent writing skills, field production skills, edit-oversight skills, top people skills. Resume to Alton Entertainment, 530 Lincoln Road, Miami Beach, FL 33139.

Senior Graphic Designer WABU-TV Boston, and the BUCI Television Group, are seeking a talented, proven Graphic Designer to join our top notch Creative team. Successful candidate will possess excellent Quantel Paintbox design skills, a strong sense of type and color, will work well under pressure, be a collaborator and team player. Macintosh/print skills an important plus. Please send non-returnable samples of your best work to: Kathryn Barnicle, Manager of Human Relations, WABU-TV, 1660 Soldiers Field Road, Boston, MA 02135. We are an Equal Opportunity Affirmative Action Employer.

Full-Time CG Operator: KOTV seeks a full-time CG operator with 1 year of experience in a similar position. Weed need 60WPM typing speed, good layout skills, system management skills, and the ability to thrive under pressure. We do 4 1/2 hours of graphic intensive, pre-production heavy news per day, plus a late-night call-in show. We offer top ten market equipment, a great company, and the friendliest city to live in. If you're into CG, ready for a challenge, and like being a team player, rush letter of application, resume, and non-returnable resume tape to: Senior Director, KOTV Inc., 302 South Frankfort Avenue, Tulsa, OK 74120. EOE. M/F. An A.H. Belo Broadcasting Company.

Associate Producer. Midwestern DRTV agency needs detail-oriented, self-starter to assist and support V.P./C.D. and producers in all areas of production. P.A. and A.P. experience required. Benefits provided. Salary commensurate with experience. No Phone Calls. Send resume to C. McBeth, P.O. Box 1366, Fairfield, Iowa 52556.

Broadcast/Print Designer Award winning design and promotion staff in major market, state of the art digital broadcast facility seeks motivated, hard working addition to our team for a primarily weekend schedule. A subsidiary of the A.H. Belo Corporation, we offer a comprehensive benefits package, competitive salary structure and the chance to work with high-end Quantel, Silicon Graphics and Macintosh platforms in a fast paced agency environment. Please send non-returnable resume, reel and/or print samples to: Art Director, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. Equal Opportunity Employer.

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VIDEO SERVICES

CABLE

HELP WANTED NEWS

Wanted: TV News Anchor/Producer for News and Public Affairs at award winning Cable Network in a top ten market. Must be excellent on air and a serious journalist. At least 3 to 5 years major market experience and college degree required. Send non-returnable VHS or 3/4 inch Beta tape to Box 00792 EOE.

HELP WANTED TECHNICAL

Video Repair/Technician Full time video repair/technician position. Must be able to maintain, align, trobleshoot and repair Betacam SP, S-VHS, VHS and 3/4"VTR's, cameras, CG's, etc.Must possess working knowledge of video equipment, be organized, able to maintain maintenance schedules and assist in television productions when needed. We offer a full benefits package including 401K, health insurance, paid vacation and holidays. EOE. US Cable of Lake County, 3233 W. Grand Ave., Waukegan, IL 60085, Phone(847)336-7200 ext. 525 Fax (847)336-6233 Contact Diane Powers.

HELP WANTED SALES

National Cable Communications, the nation's leading spot cable advertising rep firm, has an immediate opening for an Account Executive, based in New York, for its News Channel rep division. This position will market all regional news channel properties to New York advertising agencies. Candidate should possess 2-5 years media sales experience, strong sales and development skills, plus experience with a conceptual sell. Candidates should be self-directed with the ability to meet and exceed budgets and have the desire to excel in a growth industry. College degree preferred. Knowledge of the New York advertising community desired. Please send cover letter, resumes and salary requirements to: National Cable Communications 114 West 47th Street, 17th Floor, New York, NY 10036 Attention: Director of Sales, News Channels. Fax # (212)730-7479 or email brad_davis@spotcable.com. NCC is an Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED TECHNICAL

Systems Engineer Multimedia operation seeks systems engineer to design, install, and maintain a multi-faceted information network. This start-up facility also includes multimedia exhibits and a broadcast studio and control room. The successful candidate will have a diverse background in networking, imaging, electronic publishing, archiving, and telecommunications, as well as a proven ability for troubleshooting software/hardware problems. A flexible work schedule including nights and weekends required. Please send resumes.Reply to Box 00795 EOE.

HELP WANTED INSTRUCTION

DEAN
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Columbia University invites applications and nominations for the position of Dean of the Graduate School of Journalism. The Dean provides professional, intellectual, and administrative leadership for the activities of the School and develops programmatic links between the School and other Columbia University schools, departments, and programs.

The Dean should have extensive experience and recognized achievement in journalism or journalism education, familiarity with print and broadcast media as well as the role of new communications technologies in journalism, demonstrated leadership and management ability, and the capacity to expand the School's external support.

The Graduate School of Journalism educates professional journalists through a master's degree program, mid-career fellowship programs, and a doctoral program. The School also monitors and rewards excellence in the profession through the administration of journalism's most prestigious awards, including the Pulitzer Prizes, the duPont-Columbia Awards for Television and Radio Journalism, the National Magazine Awards, and the Maria Moors Cabot Prizes for Latin American Reporting. The School also publishes the *Columbia Journalism Review*.

Submit applications to Provost Jonathan Cole, Chair, GSJ Dean Search Committee, Columbia University, 205 Low Library, Mail Code 4313, 535 West 116th Street, New York, NY 10027. Telephone: (212) 854-2404; fax: (212) 932-0418; e-mail: jrc5@columbia.edu. Review of applications will begin mid-May and continue until a candidate is selected.

Columbia University

We take affirmative action toward equal employment opportunity. Minorities and women are especially encouraged to apply.

To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073

Miami-Dade Community College
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Manages, supervises and administers the academic course work associated with Radio/TV, Graphics and Film Departments. Supervises instructors, schedules classes, develops curriculum and academic programs, manages budget, addresses student issues, along with an assigned teaching load. REQUIREMENTS: MA in Radio/TV, Communication Science or an appropriate field, 3 years teaching and administrative experience in higher education. Commercial level TV/Radio production experience and knowledge of film production desired. SALARY/ACADEMIC RANK: Based on education and experience.

Formal application required: Call **1-800-552-MDCC for an application form. Copies of transcript(s) and 3 work related references must accompany the application. For special accommodations, call the FL Relay Service TDD at 1-800-955-8771. Only completed application packages will be considered.** EA/EO Employer.

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

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

Entry level TV News Reporters, MCS offers the hottest leads in the industry. Excellent placement rate. 12th year. 800-484-3816/6578.

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

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Send resume/tape to:

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

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

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

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

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

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

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

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

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

Changing Hands

Continued from page 31

KIDR(AM)-KHTC-FM Phoenix; KBIG-FM Los Angeles and KOIT-AM-FM San Francisco; KTMX-FM Chicago; KMBZ (AM)-KLTH(FM) and KCMO-AM-FM Kansas City, Mo.; WMXV-FM New York; KZPS-FM and KDGE-FM Dallas/Fort Worth; KSL-TV-AM Salt Lake City, and KIRO-AM-FM and KNWX(AM) Seattle
Seller: SFX Broadcasting Inc. (for holdings see "Combo" item, above)
Facilities: WXVR: 103.9 mhz, 380 w, ant. 910 ft.; WQSI: 820 khz, 4.3 kw day; WXTR-FM: 104.1 mhz, 22 kw, ant. 764 dr.
Formats: WXVR: CHR; WQSI: country; WXTR-FM: '70s
Broker: Star Media Group Inc.

WCVS-FM Virden and WFMB-AM-FM Springfield, Ill.
Price: $7 million
Buyer: Patterson Broadcasting Inc., Atlanta (Jim Wesley, president); owns KKTR(AM)-KBOS-FM Fresno and KRZR-FM Tulare, all Fresno, Calif.; WXBM-FM Milton/Pensacola, Fla.; WCHY-AM-FM and WYKZ(FM) Savannah, Ga.; KSSK-AM-FM and KUCD-FM Honolulu; WELL-AM-FM and WBCK(AM)-WBXX-FM Battle Creek and WGRD-AM-FM and WLHT-FM Grand Rapids, Mich.; KCBM(AM)-KRNO(FM) and KWNZ(FM) Reno, and WODE-FM and WIPI-AM (formerly WEEX) Allentown and WTCY(AM)-WNNK-FM Harrisburg, Pa.; is buying WYKZ(FM) Beaufort, S.C.; is selling KTHT(FM) Fresno
Seller: Neuhoff Broadcasting Corp. (Geoffrey H. Neuhoff, president); owns WDAN(AM)-WDNL(FM) Danville, Ill.
Facilities: WCVS-FM: 96.7 mhz, 6 kw, ant. 328 ft.; WFMB(AM): 1450 khz, 1 kw; WFMB-FM: 104.5 mhz, 5 kw, ant. 430 ft.
Formats: WCVS-FM: '70s rock; WFMB(AM): sports; WFMB-FM: country
Broker: Blackburn & Co.

WBMQ(AM)-WIXV(FM) Savannah, Ga.
Price: $4.5 million
Buyer: Point Communications Inc., Montauk, N.Y. (Richard P. Verne, president/owner); is creating Point Madison GP, comprising WMLI-FM (formerly WMXF) Sauk City, WMAD-AM-FM Sun Prairie, and WIBA-AM-FM and WTSO-AM-WZEE-FM, all Madison, Wis.; is 0.5% general partner of company that owns WLDJ(FM) Appomattox, WVLR(AM)-WJJX(FM) Lynchburg, WRDJ (FM) Roanoke and WJJS(FM) Vinton, all Va.
Seller: Radio Southeast LP, Osterville Mass. (Joan McCormick, general partner); no other broadcast interests
Facilities: AM: 630 khz, 5 kw; FM: 95.5 mhz, 100 kw, ant. 900 ft.
Formats: AM: news/talk; FM: AOR
Broker: Mahlman Co.

WNNJ-AM-FM Newton, N.J.
Price: $4.5 million
Buyer: Nassau Broadcasting Partners LP, Princeton, N.J. (Louis F. Mercatanti Jr., president/CEO/limited partner); owns WHWH(AM) Princeton, WPST-FM Trenton/Philadelphia and WHCY(FM) Blairstown, all N.J.; is buying WJLK-AM-FM Asbury Park and WQNJ(FM) Ocean Acres, N.J., and WVPO(AM)-WSBG-FM Stroudsburg, Pa.
Seller: Group M Communications Inc., Rivers Edge, N.J. (Michael B. Levine, president); no other broadcast interests
Facilities: AM: 1360 khz, 1 kw; FM: 103.7 mhz, 2.3 kw, ant. 892 ft.
Formats: AM: oldies, solid gold; FM: adult hits
Brokers: Serafin Bros. Inc.; Hickman Associates

RADIO: FM

WMGL(FM) Ravenel and WWWZ(FM) Summerville, both Charleston, S.C.
Price: $7.505 million
Buyer: Wicks Broadcast Group LP, New York (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner); owns WTMA (AM)-WSUY(FM) Charleston and WTMZ (AM)-WSSX-FM Dorchester Terrace-Brentwood/Charleston, S.C.; WLMX-AM-FM Rossville, Ga.; WNBF(AM)-WHWK (FM) Binghamton, N.Y.; KMTR(TV) Eugene, KMTZ(TV) Coos Bay and KMTX(TV) Roseburg, Ore.; WZST(FM) Signal Mountain, Tenn., and KCIT(TV) Amarillo and KJTL(TV) Wichita Falls, Tex./Lawton, Okla.
Seller: Mayo Radio of Charleston Inc., Olympia Fields, Ill. (Barry A. Mayo, president); no other broadcast interests. Note: Mayo bought stations in November 1995 for $2.45 million
Facilities: WMGL: 101.7 mhz, 3 kw, ant. 482 ft.; WWWZ: 93.5 mhz, 1.1 kw, ant. 459 ft.
Formats: WMGL: new adult contemporary; WWWZ: urban contemporary

WFSJ-FM St. Augustine, Fla.
Price: Up to $5 million (merger)
Buyer: Paxson Communications Corp. (for holdings see "TV" item, above)
Seller: Todd Communications Inc., Jacksonville, Fla. (Todd and Devon Paxson, owners/brothers/sons of Lowell W. "Bud" Paxson, chairman, Paxson Communications Corp.); no other broadcast interests
Facilities: 97.9 mhz, 50 kw, ant. 482 ft.
Format: Jazz

WFWI(FM) Fort Wayne, Ind.
Price: $4.3 million
Buyer: Pathfinder Communications Corp., Elkhart, Ind. (John F. Dille III, president/75% owner); is buying WBYR(FM) Van Wert, Ohio/Fort Wayne; owns WHWD(AM), WMEE(FM), WOWO(AM) and WQHK-AM Fort Wayne/Decatur; WTRC(AM)-WBYT(FM) Elkhart; WAKX(FM) Holland and WQWQ(AM) Muskegon, Mich., and KOAS(FM) Broken Arrow, Okla.; is selling WCUZ-AM-FM Grand Rapids, Mich., and KQLL-AM Tulsa and KQLL-FM Owosso, Okla. Dille owns 50% of WQHK-FM Decatur, Ind.
Seller: Edgewater Radio Inc., Miami (Russell A. Oasis, president). Oasis has interest in New Age Broadcasting Inc., which owns WRMA(FM) Fort Lauderdale and WXDJ(FM) Homestead, Fla.
Facilities: 92.3 mhz, 2.7 kw, ant. 482 ft.
Format: '70s greatest hits

WIVR-FM (to be WEEK-FM) Eureka, Ill.
Price: $1 million
Buyer: Granite Broadcasting Corp., New York (W. Don Cornwell, chairman/CEO); owns WEEK-TV Peoria/Bloomington, Ill.; KSEE-TV Visalia/Fresno and KNTV-TV San Jose/Monterey/Salinas, Calif.; WPTA-TV Fort Wayne, Ind.; WWMT-TV Grand Rapids/Kalamazoo, Mich.; WKBW-TV Buffalo and WTVH-TV Syracuse, N.Y.; KEYE-TV Austin, Tex., and KBJR-TV Duluth, Minn./Superior, Wis.
Seller: Livingston County Broadcasters, Pontiac, Ill. (J. Collins Miller III, CEO); owns WPOK(AM)-WJEZ(FM) Pontiac
Facilities: 98.5 mhz, 3 kw, ant. 328 ft.
Format: Light hits

RADIO: AM

KTCK(AM) Dallas/Fort Worth
Price: $14 million
Buyer: Susquehanna Radio Corp. (Louis J. Appel Jr., chairman); owns KLIF(AM)-KPLX-FM Dallas/Fort Worth; KNBR(AM)-KFOG-FM San Francisco; WNNX-FM Atlanta; WFMS-FM and WGRL-FM Indianapolis; WRRM-FM Cincinnati; WARM(AM)-WMGS-FM Scranton/Wilkes-Barre and WSBA(AM)-WARM-FM York, Pa.; KRBE-FM Houston, and WGH-AM-FM Norfolk, Va.; is buying KHQT-FM Los Altos, Calif.
Seller: SFX Broadcasting Inc., Austin, Tex. (Robert F.X. Sillerman, executive chairman/53.2% owner (for holdings, see "Combo" item, above)
Facilities: 1310 khz, 5 kw
Format: Sports
Broker: Star Media Group Inc.

—Compiled by Elizabeth Rathbun

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

Dismissed

Mount Holly, N.J. (BTC-951006EA)—Mount Holly Radio Co. for WWJZ(AM) 640 khz: involuntary transfer of control of Mount Holly Radio Co. from John H. Vivian (deceased) to Marion Vivian (executor). *May 1*

Mount Holly, N.J. (BTC-951006GJ)—Mount Holly Radio Co. for WWJZ(AM) 640 khz: voluntary transfer of control of Mount Holly Radio Co. from Marion Vivian (executor) to Edgar Cramer. *May 1*

Granted

McKenzie, Tenn. (BTC-960422EJ)—Southwin Communications for WHDM(AM) 1440 khz: involuntary transfer of control from Richard Bennett (deceased) to Martha Bennett (executor for estate of Richard Bennett). *May 1*

Accepted for filing

Crete, Ill. (BALH-960424GF)—Word for Faith Fellowship Inc. for WEMG-FM 102.3 mhz: involuntary AOL to Eugene Crane, trustee in bankruptcy. *Apr. 24*

NEW STATIONS

Returned

Pontotoc, Miss. (BPED-951121MB)—Southern Cultural Foundation for educational FM at 91.5 mhz, ERP 4 kw, ant. 152.7 m. *May 1*

Granted

Pine Hill, Ala. (BPH-950608MF)—Autaugaville Radio Inc. for FM at 96.7 mhz, ERP 2.50 kw, 156 m. *Apr. 30*

Havelock, N.C. (BPED-950626MA)—American Family Association for noncommercial educational FM at 91.9 mhz, ERP 1 kw, ant. 50 m., 520 Half Moon Rd. *May 1*

Alberta, Va. (BPH-950407MB)—Broomfield Broadcasting Inc. for FM at 103.1 mhz, ERP 1.8 kw, ant. 100 m. *Apr. 30*

Filed/Accepted for filing

Eureka Springs, Ark. (BPCT-960405XM)—John E. Powley (1529 E. Hunter Dr., Dover, PA 17315) for TV on ch. 34, ERP 5,000 kw visual, ant. 397 m., 2.9 km from Bates Corner (intersection of 86 and 76). Powley has applied for TVs in Minden, La., Spokane, Wash., and Utica, N.Y. *Apr. 5*

Newton, Iowa (BPCT-960405XB)—The Kralowec Children's Family Trust (1077 W. Morton Ave., Porterville, CA 93257) for TV on ch. 39, ERP 1,500 kw, ant. 160 m., .21 km S of Hwy 223, .58 km E of Daisy Ave. The trust owns KKAG(TV) Porterville, Calif., and has applied for TVs in Spokane, Wash., and Gosnell, Ark. *Apr. 5*

Waterloo, Iowa (BPCT-960404LO)—William M. Smith (224 Amberglow Pl., Cary, NC 27513) for TV on ch. 22, ERP 5,000 kw, ant. 301 m., 8 km from intersection of rtes 380 and 20, Iowa. *Apr. 4*

FACILITIES CHANGES

Dismissed

Atmore, Ala. (BPH-950728IB)—Capitol Broadcasting Co. LLC for WDWG(FM) 104.1 mhz: change ERP to 66 kw, ant. to 537.4 m., TL to .8 mi. N of US 31, 1.5 mi. NE of intersection with SR 181, Near Malbis, Ala. *Apr. 19*

Sun City, Ariz. (BPH-960329IA)—Resource Media Inc. for KEDJ(FM) 106.3 mhz: change ant. system. *Apr. 26*

Delaware Township, N.J. (BPH-931022-IC)—Penn-Jersey Educational Radio Corp. for WDVR(FM) 89.7 mhz: change to directional ant., ERP to 5 kw, ant. to 92 m. *Apr. 22*

Plainview, Tex. (BMPH-941212IG)—Radio Music Box Co. LC for KKYN-FM 103.9 mhz: change TL to 4.1 mi. NE of city on FM 400. *May 2*

San Saba, Tex. (BMPH-951109IH)—Texas Country Connection Inc. for KBAL-FM 97.1 mhz: change ERP to 6 kw, ant. to 100 m., TL to SH 1031, 4.1 km S of San Saba, ant. supporting-structure height. *1 May*

Tacoma, Wash. (BPED-950908IF)—State Board/Community and Tech. Colleges for KBTC-FM 91.7 mhz: change ERP to 16 kw, class from C3 to C2. *Apr. 19*

Chetek, Wis. (BMPH-950920IK)—Lake Shore Communications of Chetek Inc. for WVXD(FM) 106.7 mhz: change to directional ant. *Apr. 16*

Returned

Willimantic, Conn. (BPED-951124MG)—Eastern Conneticut State College for WECS(FM) 90.1 mhz: change ERP to 1.45 kw, ant. to 142 m. *Apr. 12*

Cuba, Mo. (BMPED-950703MF)—Missouri River Christian Broadcasting Inc. for FM at 90.3 mhz: change ERP to 16.5 kw, ant. to 123 m., 1.6 km SW of Leaburg, Mo., on W. Springfield Rd. *Jan. 18*

Lutesville, Mo. (BPH-960122IF)—Harold L. Lawder for KMHM(FM) 104.1 mhz: change ERP. *Apr. 25*

Mexico, Mo. (BPED-951013MG)—Mexico Educational Broadcasting Foundation for KJAB-FM 90.1 mhz: change ERP to 6 kw, ant. to 70 m., frequency from 90.1 mhz to 88.3 mhz. *Apr. 30*

Sherman, Tex. (BPH-960111IR)—Davis Family Trust for KWSM(FM) 104.1 mhz: change class to C3, city of license to Sanger, Tex., ERP to 25 kw, ant. to 1,435 m. *May 3*

Granted

Anchorage (BPH-960111IQ)—Ingstad Alaska Broadcasting Inc. for KKRO(FM) 102.1 mhz: change ERP to 23 kw, ant. to 25 m. *May 3*

Muscle Shoals, Ala. (BPH-951025IB)—D. Mitchell Self Broadcasting Inc. for WLAY-FM 105.5 mhz: change ant. to 231 m., ERP to 1.06 kw. *Apr. 26*

Glendale, Ariz. (BPH-951122IC)—The Broadcast Group Inc. for KKFR(FM) 92.3 mhz: change ant. to 500 m., TL to South Mtn., 13.5 km SSE of Phoenix. *May 1*

Sun City, Ariz. (BPH-960329IA)—Resource Media Inc. for KEDJ(FM) 106.3 mhz: change structure height, ant., TL, ERP. *Apr. 26*

East Camden, Ark. (BPH-960122IH)—Gary D. Terrell for KCXY(FM) 95.3 mhz: change ERP, ant., class. *Apr. 16*

West Helena, Ark. (BPH-950914ID)—Elijah Mondy Jr. for KJIW-FM 94.5 mhz: change class to C3. *Apr. 23*

Coalinga, Calif. (BMPH-940217IB)—William L. Zawila for KNGS(FM) 100.1 mhz:

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

change class from A to B. *Apr. 19*

Columbia, Calif. (BPH-951206IB)—Clock Broadcasting Co. Inc. for KTDO(FM) 98.9 mhz: change ERP to 6 kw, ant. to 100 m. *Apr. 24*

El Centro, Calif. (BMPCT-950227KK)—La Paz Wireless Ltd. for KVYE(TV) ch. 7: change TL to Black Mtn., 24 km NE of Glamis, Calif., ant. to 389 m. *Apr. 22*

Healdsburg, Calif. (BMPH-941222IB)—Deas Communications Inc. for KHBG(FM) 95.9 mhz: change ERP to .42 kw, ant to 120 m., TL to 2365 Sweetwater Springs Rd. *July 11*

Pacific Grove, Calif. (BPH-950801IC)—C.R. Pasquier Properties Inc. for KOCN(FM) 105.1 mhz: change class to B1, ant. to 241 m., ERP to 402 kw. *Apr. 15*

Santa Paula, Calif. (BPH-940928II)—KXBS Broadcasting Co. for KXBS(FM) 96.7 mhz: change ERP to .278 kw. *Apr. 22*

Twentynine Palms, Calif. (BPH-950123IE)—Three D Radio Inc. for KDHI(FM) 96.3 mhz: change class to A. *Apr. 15*

Buena Vista, Colo. (951215IC)—Riley M. Murphy for KBVC(FM) 104.1 mhz: change ERP, ant., TL, class, structure height. *Apr. 12*

Holiday, Fla. (BPH-960308ID)—Times Publishing Co. for WLVU-FM 97.1 mhz: change frequency from 106.3 mhz to 97.1 mhz, class from A to C2. *Apr. 15*

Ponte Vedra Beach, Fla. (BMPH-960124-ID)—Intermart Broadcasting First Coast Inc. for WPVJ(FM) 106.5 mhz: change ERP to 6 kw directional, ant. to 100 m. *Apr. 19*

Trenton, Fla. (BPH-960122IA)—Florida Radio Partners Inc. for WDJY(FM) 101.7 mhz: change ERP, TL, class. *Apr. 18*

West Palm Beach, Fla. (BPH-941207IG)—American Radio Systems License Corp. for WIRK-FM 107.9 mhz: change ant. to 300 m., TL to S of Canal Rd., 1.1 km E of Acreage subdivision, Palm Beach City. *Apr. 15*

Blakely, Ga. (BMPH-951204IF)—Merchants Broadcast Systems of S.W. Georgia for WBBK-FM 93.1 mhz: change ERP to 25 kw, ant. to 100 m. *Apr. 10*

Brunswick, Ga. (BPED-9508004MA)—High I-Q Radio Inc. for FM at 90.7 mhz, ERP 1.5 kw, ant. 85 m. *Apr. 24*

Volcano, Hawaii (BMPH-960304IF)—Li Hing Mui Inc. for KKOA(FM) 107.7 mhz: change ant., TL. *Mar. 4*

Waikulu, Hawaii (BPCT-960206KF)—KITV Argyle Television Inc. for KMAU(TV) ch. 12: change ant. to 1,763 m, ERP to 51.55 kw visual. *April 22*

Jeffersonville, Ind. (BPH-960111LJ)—Otting Broadcasting Inc. for WQMF(FM) 95.7 mhz: change ERP, ant., TL. *Apr. 30*

Princeton, Ind. (BPH-960111LB)—Randolph Victor Bell for WSJD(FM) 100.5 mhz: modify directional ant. pattern. *Apr. 26*

Garnavillo, Iowa (BPH-951204IG)—Design Homes Inc. for KCTN(FM) 100.1 mhz: increase ant. to 100 m., change ERP to 6 kw. *Apr. 15*

Edmonton, Ky. (BPH-960111LT)—Metcalfe Communications Inc. for WKNK(FM) 99.1 mhz: change ERP. *Apr. 16*

Louisville, Ky. (BP-950628AC)—WLOU Radio LLC for WLOU(AM) 1350 khz: change day TL to site of night TL, .64 km N of Algonquin Pkwy and .085 km W of IS Rte. 264, Louisville, decrease day power to 2.2 kw. *Apr. 16*

Scottsville, Ky. (BPH-951121IE)—Sherandan Broadcasting Co. Inc. for WVLE(FM) 99.3 mhz: change ERP to 6 kw. *Apr. 16*

Crowley, La. (BP-951211AA)—Acadia Broadcast Partners Inc. for KSIG(AM) 1450 khz: change TL. *Apr. 12*

Donaldsonville, La. (BPH-950124IA)—La Fourche Valley Enterprises Inc. for KKAY-FM 104.9 mhz: change ERP to 6 kw, ant. to 86.2 m. *Apr. 17*

Washington, La. (BMPH-960311IA)—Dee Broadcasting Inc. for KNEK-FM 104.7 mhz: increase tower height to 111 m. *Apr. 16*

Houlton, Me. (BMPH-960328ID)—County Communications Inc. for WHOU-FM 100.1 mhz: change structure height, ant., TL, ERP. *Apr. 17*

Northampton, Mass. (BPH-950808IC)—Multi-Market Radio of Northampton for WHMP-FM 99.3 mhz: change ERP to 6 kw. *Apr. 18*

Bay Springs, Miss. (BMPH-850810IC)—Cotton Valley Broadcasting Co. for WIZK-FM 94.3 mhz: change ant. to 150 m., TL, ERP to 50 kw, class from C3 to C2. *Apr. 23*

Centerville, Miss. (BPED-940729IF)—Port Allen Educational Broadcasting Foundation for WZFL-FM 104.9 mhz: change ant. to 149 m. *Apr. 17*

Long Beach, Miss. (BPH-951120ID)—Beach Broadcasting Ltd. for WJZD(FM) 94.5 mhz: change ant. to 98 m. *Apr. 16*

Water Valley, Miss. (BMPH-960116IK)—Tri Country Broadcasting Co. Inc. for WYCG(FM) 105.5 mhz: change ERP to 6 kw, ant. to 55 m. *Apr. 15*

Springfield, Mo. (BPED-951011IC)—American Family Association for KAKU(FM) 90.1 mhz: change ant. to 149 m. *Apr. 17*

Lincoln, Neb. (BPH-950413MH)—Rock Steady Inc. for KIBZ(FM) 106.3 mhz: change ERP to 50 kw, ant. to 58 m., class to C2. *Apr. 26*

Elko, Nev. (BMPH-950908IE)—Holiday Broadcasting of Elko for KRJC(FM) 95.3 mhz: change class from A to C1. *Apr. 19*

Lebanon, N.H. (BPH-950918IC)—Radio South Burlington Inc. for WNBX(FM) 100.5 mhz: change class to C3. *Apr. 22*

Freehold Township, N.J. (BMPED-931007IB)—Faith Broadcasters Inc. for WRLJ(FM) 89.7 mhz: change ERP, ant. to 31.5 m., TL to 1747 Rte. 9, Howell Township, N.J. *Apr. 18*

Argyle, N.Y. (BPED-950717MH)—Northeast Gospel Broadcasting Inc. for WNGX(FM) 91.9 mhz: change ERP to .24 kw, ant. 174 m., TL to 5 km from Argyle, main studio location to Argyle, frequency to 91.9 mhz. *Apr. 16*

Arlington, N.Y. (BPH-951030IC)—Chet-5 Broadcasting of Poughkeepsie Inc. for WDSP(FM) 96.9 mhz: change TL, ERP to .31 kw, ant. to 307 m. *May 3*

Brockport, N.Y. (BMPH-950816IB)—David Wolfe for WASB-FM 105.5 mhz: change ant. to 158 m., ERP to 1.1 kw, TL. *Apr. 22*

Chenango Bridge, N.Y. (BMPH-960117-IC)—BS Investment Co. for WJLW(FM) 104.1 mhz: change ERP to .93 kw, ant. to 254 m. *Apr. 26*

Fulton, N.Y. (BPH-960320IE)—NewCity Communications of Fulton Inc. for WBBS(FM) 104.7 mhz: change ERP to 50 kw, ant. to 146 m. *Apr. 26*

Asheboro, N.C. (BMPED-960111LP)—Positive Alternative Radio Inc. for WWMO(FM) 89.5 mhz: change ERP, ant., class, directional pattern. *Apr. 30*

Havelock, N.C. (BPH-941019IC)—William R. Rice for WMSQ(FM) 105.1 mhz: change ERP to 50 kw, ant. to 150 m., frequency to 104.9 mhz, class to C2. *May 1*

Bainbridge, Ohio (BPED-950605MA)—Kenston Local School District for WKHR(FM) 91.5 mhz: change ERP to .1 kw, ant. to 81.7 m., frequency to 91.5 mhz, from directional to non-directional ant. pattern. *Apr. 16*

Bixby, Okla. (BPH-960125IA)—KJMM Inc. for KJMM(FM) 105.3 mhz: change ERP, class. *May 2*

Oklahoma City (BPCT-960116KJ)—KOKH Inc. for KOKH-TV ch. 25, ERP to 3,250 kw visual, ant. to 469 m. *Apr. 22*

Bend, Ore. (BP-951211AB)—Combined Communications Inc. for KBND(AM) 1110 khz: change power. *Apr. 10*

McMinnville, Ore. (BMP-950530AC)—Bohnsack Strategies Inc. for KLYC(AM) 1260 khz: increase power to 1 kw, change TL to 10027 Warmington Rd., SE McMinnville, ant. system. *May 1*

Berwick, Pa. (BPH-940609IE)—4M Broadcasting Inc. for WKAB(FM) 103.5 mhz: change ERP to 4.1 kw. *Apr. 16*

Morovis, P.R. (BP-900215AA)—Wilfredo G. Blanco Pl for WMTI(AM) 1580 khz: move synchronous operation site of WMTI to 2.3 km SE of Manati and operate with 1.6 kw night only. *Apr. 23*

San Juan, P.R. (BP-930901AA)—El Mundo Broadcasting Corp. for WKAQ(AM) 580 khz: increase power to 10 kw and make changes in ant. system. *Apr. 22*

Charleston, S.C. (BMPCT-960229KF)—Caro Corp. for WBNU(TV) ch. 36: change ERP to 439.5 kw visual. *Apr. 22*

Hilton Head Island, S.C (BPH-951212IC)—WIJY Inc. for WIJY(FM) 107.9 mhz: change ERP to 24 kw, ant. to 221 m. *Apr. 10*

Goose Creek, S.C. (BPH-951214IB)—She Crab Communications for WSSP(FM) 94.3 mhz: change class from A to C3. *Apr. 10*

Selmer, Tenn. (BPH-951025IC)—Gerald W. Hunt for WXOQ(FM) 105.5 mhz: change ant. to 91 m., ERP to 6 kw. *Apr. 26*

Cleveland, Tex. (BPH-950920IG)—Texas Classical Radio Inc. for KOND(FM) 97.1 mhz: change ERP to 100 kw, ant to 563 m., class from C to C1. *Apr. 17*

El Paso (BPED-941116ID)—World Radio Network for KVER(FM) 91.1 mhz: increase ERP to .51 kw, change ant. to 340 m. *Apr. 11*

—Compiled by Jessica Sandin

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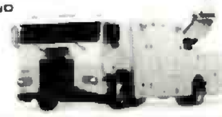

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THIS WEEK

Through May 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 15—"The Cable Phenomena," ***International Radio & Television Society Foundation*** under-30s seminar. NBC, New York City. Contact: Maria De Leon, (212) 867-6650.

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—"How to Survive (and Thrive) in a Merger," ***International Radio & Television Society Foundation*** Q&A seminar. NBC, New York City. Contact: Dave Killeen, (212) 867-6650.

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—Call-for-entries deadline for the 1996 ***National Association of Broadcasters*** Service to Children Television Awards. Contact: Virginia Cullen, (202) 429-5368.

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 17-21—***National Association of Black-Owned Broadcasters*** 20th annual spring management conference. Marriott Crystal Palace, Nassau, Bahamas. Contact: (202) 463-8970.

May 18—23rd annual Daytime Emmy Awards Creative Arts Awards, presented by the ***National Academy of Television Arts and Sciences.*** Marriott Marquis Hotel, New York City. Contact: David Beld, (212) 586-8424.

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

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—***Cable Television Administration and Marketing Society of New York*** Blue Ribbon Breakfast. The Sky Club, New York City. Contact: Rebecca Kramer, (212) 818-9151.

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 2-5—"CABLEXPO '96: New World...New Rules!," Canadian cable convention presented by the ***Canadian Cable Television Association.*** Edmonton Convention Centre, Edmonton, Alberta. Contact: Christiane Thompson, (613) 232-2631.

June 2-5—"Marketing in the Real World and All That Jazz," 6th annual ***Claritas*** precision marketing conference. Hotel Intercontinental, New Orleans. Contact: (800) 678-8110.

June 2-5—***RTNDF/University of Missouri School of Journalism*** Management Seminar for News Executives. University of Missouri, Columbia, Mo. Contact: (573) 882-4201.

June 3-6—"Case Study '96: Reinventing the Way We Do Business," ***Women in Cable & Telecommunications*** national cable management conference. San Francisco Hilton & Towers, San Francisco. Contact: Tracy Mitchell, (312) 634-2339.

June 4-5—3rd annual ***Montreux International Symposium on Digital Audio Broadcasting.*** Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

June 4-8—***American Advertising Federation*** 1996 conference. Sheraton San Diego Hotel and Marina, San Diego. Contact: (800) 999-2231.

June 5—Deadline for entries for the ***Unda-USA*** 1996 Gabriel Awards, which honor radio and television programs that enrich their audiences and uplift and nourish the human spirit. Contact: Colleen Phelan, (513) 229-2303.

June 5-6—Iberica Link, Iberian pay-TV conference presented by ***Global Exposition Holdings.*** Melia Castilla Hotel, Madrid. Contact: (713) 342-9826.

June 6—"Dreaming Big and How to Get There," luncheon discussion presented by the ***New York Press Club*** and ***Lifedesigns.*** Top of the Sixes Restaurant, New York City. Contact: (212) 247-6900.

June 6-9—***Montreux International Radio and Interactive Media Services Symposium and Technical Exhibition.*** Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

June 7-9—***Georgia Association of Broadcasters*** Convention '96. Marriott Bay Point Resort Hotel, Panama City Beach, Fla. Contact: (770) 395-7200.

June 7-9—"Tapping the Hidden Stories in Your Community," workshop for journalists presented by the ***Radio-Television News Directors Association*** and the ***Pew Center for Civic Journalism.*** Marquette Hotel, Minneapolis. Contact: Cy Porter, (202) 467-5219.

June 9-11—1996 Business-to-Business Marketing Conference, presented by the ***Association of National Advertisers.*** Ritz-Carlton Palm Beach, Manalapan, Fla. Contact: (212) 697-5950.

June 9-12—***Cable Television Association of Maryland, Delaware and the District of Columbia*** annual spring meeting. Sheraton Fontainebleu Hotel, Ocean City, Md. Contact: Wayne O'Dell, (410) 266-9111.

June 9-15—17th annual ***Banff Television Festival.*** Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 10—2nd annual Wireless Communications Summit Conference, sponsored by the ***Federal Communications Bar Association*** and ***Warren Publishing.*** Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 10-13—***Society of Cable Telecommunications Engineers*** 20th annual engineering convention and 14th annual Cabletech Expo. Opryland Hotel, Nashville. Contact: (610) 363-6888.

June 11—***Federal Communications Bar Association*** luncheon featuring James Quello. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 11—***International Radio & Television Society Foundation*** awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

June 19-22—Promax & BDA '95 conference & exposition, presented by ***Promax International*** and ***BDA International.*** Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

JULY

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

July 14-17—CTAM '96 national marketing conference, presented by the ***Cable Television Administration and Marketing Society.*** Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

SEPTEMBER

Sept. 24—Broadcasting & Cable Interface X conference, 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. 7-11—MIPCOM '96, international communications convention and exhibition, presented by the ***Reed Midem Organisation.*** Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

Oct. 9-12—World Media Expo, comprising the ***National Association of Broadcasters*** Radio Show (contact: [800] 342-2460); ***Radio Television News Directors Association*** international conference (contact: Rick Osmanski, [202] 467-5200); ***Society of Broadcast Engineers*** annual conference (contact: John Poray, [317] 253-1640), and ***Society of Motion Picture and Television Engineers*** 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

NOVEMBER

Nov. 11—***Broadcasting & Cable*** 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

DECEMBER

Dec. 11-13—The Western Show, presented by the ***California Cable Television Association.*** Anaheim Convention Center, Los Angeles, Calif. Contact: (510) 428-2225.

JANUARY 1997

Jan. 13-16—***National Association of Television Programming Executives*** 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Fifth Estater

More than two decades of buying big

Twenty-two years ago, when Jon Mandel got into advertising, his supervisors pegged him as a bright young kid who would go places. But amazingly, in an industry known for its revolving-door employe culture, Mandel has stayed with the agency that first hired him—Grey Advertising, where he oversees the buying of $1 billion in media time.

Grey represents products that cover the spectrum of consumer needs and wants, from packaged goods (Kraft) to phone service (Sprint and US West) to entertainment (Warner Bros.).

Mandel has been director, national broadcast buying at Grey since 1979, when he was just 27, making him at the time the youngest in the industry to hold that position.

"One of the wonderful things about Grey is that they do their best to make sure people maximize their potential and are therefore basically happy," says Mandel. "All the senior managers have been there 20 or 30 years. I know whenever I've thought about leaving, before I've even opened my mouth my boss de jour would call me in and say: 'We were just thinking....' Either my office is bugged or they are prescient."

Mandel was exposed to the advertising business growing up in New York, where his father, Bill Mandel, was a senior advertising executive with Revlon. But after graduating in 1974 from Vassar College, Mandel did not a have a particular career in mind. "I interviewed at a number of companies and other agencies. I liked the people at Grey and thought, OK, I'll do this for a while. The next thing I knew, it was 22 years later."

Larry Lamattina, president of All American Television, was the executive at Grey who hired Mandel. Lamattina was in charge of a new unit formed to specialize in buying network television. "That first year it was basically Jon and I who handled the network upfront buying for Grey," recalls Lamattina. "He didn't really know what he was doing, but he was young and smart. I'd tell him to do something, and he'd always get it right. And quickly."

Even back then, recalls Lamattina, Mandel had "kind of an attitude." It's an attitude that has developed into a reputation for telling it like it is, frequently at the expense of the media with whom he negotiates deals.

For example, commenting on CNN's new business channel, CNNfn, Mandel told a reporter earlier this year that the network is "going after a tiny little wussy-sized advertising market. And right now, CNNfn has so few people watching that it's probably more cost-effective for an advertiser to call each CNNfn viewer to ask him personally to try the product" than it would be to buy time on the network.

Comments like that stir outrage in some, while others laugh hysterically. "When I read that, I really wanted to hurt Jon badly," says one Turner Broadcasting System executive. "I understand his point, but there are ways to be more tactful."

But Mandel is concerned less with tact and more with reality and honesty: "There is a lot of press spin in this business. A lot of people don't know the difference between selling and lying. People ask me what my agenda is in talking to the press. The answer is I don't have an agenda other than keeping people honest."

Although Mandel can be abrasive, some say his bark is worse than his bite. "He'd probably hate me to say it, but he's a pretty good guy at heart" despite the barbs he's been known to hurl at those who would sell him ad time, says John Nesvig, Fox Broadcasting's president of advertising sales. "While he loves to be controversial and quotable, he's a good negotiator who does a good job for his clients," Nesvig says.

A few years ago, former ABC sales head Jake Keever would ask clients to drink martinis at lunch. "So I drank martinis," says Mandel. "If Gerry Laybourne wants to go bowling, I'll go bowling. I'm a service guy in a service company in a service industry. If it's going to work out better for my clients, I'll do it."

Mandel says the media buying process has changed dramatically during his time in the business and that more change is likely as the industry grapples with the implications of computer and interactive services.

Advertisers still haven't determined how best to capitalize on the Internet. But they had better, says Mandel, because, inevitably, on-line computer usage is going to cut into time spent in front of the tube. "We need to learn how to get our messages to them," he says of the growing pool of computer users.

Looking back on his years in the business, Mandel says it has been a pretty exciting ride. "A lot happens in this business. You couldn't make up some of the stuff that goes on. But it's a great business filled with interesting people. I don't think there's been a day that's been the same." —SM

"I don't have an agenda other than keeping people honest."

Jonathan David Mandel

Senior VP/director of national broadcast, Grey Advertising, New York. b. Feb. 13, 1952, New York; BA, economics, Vassar College, 1974; Grey Advertising, media planner, 1974-77; assistant media director, 1977-79; present position since 1979; m. Patricia Lyon, Oct. 15, 1983; child: Samantha, 7.

BROADCAST TV

Chris Edwards, weather forecaster/reporter, WJBK-TV Detroit, joins KYW-TV Philadelphia as weekend meteorologist.

Frances Montalvo Palacios, assistant to the general manager, KDTV(TV) San Francisco, named community and public relations manager.

Marilyn Hansen, NSM, WDZL(TV) Miami, joins WLTV(TV) there as GSM.

Appointments at *Nightly Business Report*: **Jim Fasilis,** senior VP, Griswold Inc., Cleveland, joins as director, marketing, Miami; **Scott Heidler,** manager, public relations, American Society of Travel Agents, Washington, joins in same capacity in New York.

Siegel

John Siegel, president, KBHK-TV San Francisco, and senior VP/board member, Chris Craft Industries Inc., elected chairman of the board, United Television Inc., Beverly Hills, Calif. (owner of KBHK-TV and subsidiary of BHC Communications, which is subsidiary of Chris Craft).

Rick Brown, assistant news director, KDNL-TV St. Louis, named news director.

Chad Nye, assistant news director, KVII-TV Amarillo, Tex., joins KJRH(TV) Tulsa, Okla., as newsroom manager.

Redmond

Michelle Redmond, producer/writer, Michelle Redmond Productions Inc., Dallas/Fort Worth, joins WFAA-TV there as executive producer, *Good Morning Texas.*

Lee Abrahamian, producer, WCBS-TV New York, named executive producer.

Tommy Ray, VP/GM, WCFT-TV Tuscaloosa, Ala., named director, operations and community relations, TV Alabama Inc. (parent), Birmingham.

Rob Marshall, helicopter reporter, KCAL(TV) Los Angeles, joins KXTV(TV) Sacramento, Calif., in same capacity.

AWRT awards Geniis

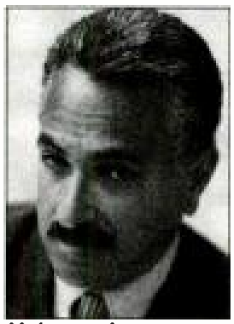
American Women in Radio and Television's Southern California chapter honored actress Jane Seymour, star of 'Dr. Quinn, Medicine Woman'; Kay Koplovitz, chairman/CEO, USA Networks, and Erica Farber, publisher/CEO, 'Radio and Records,' at the 41st annual Genii Awards. Seymour received her award for television performance; Koplovitz, for television excellence, and Farber for radio excellence. Pictured (l-r): Seymour; Doug McCormick, president/CEO, Lifetime Television/AWRT trustee; Koplovitz; Chiara DeGeronimo, AWRT chapter president, and Farber.

Heidi Yael Gantwerk, producer, KNSD(TV) San Diego, Calif., named director, community relations.

John McPherson, investigative reporter, KPRC-TV Houston, joins WSAZ-TV Huntington, W.Va., as executive producer.

Kristen Reed, LSM, KJCT(TV) Grand Junction, Colo., joins KRDO-TV Colorado Springs as GSM.

William Scott, GM, WKAY(TV) Kannapolis, N.C., joins WJFB(TV) Lebanon/Nashville, Tenn., in same capacity.



Nalevansky

Steven Nalevansky, senior VP, programing, Twentieth Television, joins King World Productions, New York, as senior VP, programing and production, West Coast.

Appointments at WGN-TV Chicago: **Mark Boe,** national sales manager, named director, sales; **Julian Crews,** reporter, WVEC-TV Hampton, Va., joins in same capacity.

Dan Werner, VP/director, operations, MacNeil/Lehrer Productions, Arlington, Va., named president.

Karl Meyer, Southwest regional sales manager, Telemundo, San Antonio, Tex., joins KVEA(TV) Corona, Calif., as GSM.

Appointments at Public Broadcasting Service, Alexandria, Va.: **Byron Knight,** director, television, Wisconsin Public Television and station manager, WHA-TV Madison, joins as project executive, new program services and alliances; **Ron Hull,** manager, KUON-TV Lincoln, Neb., and associate GM, state network, joins as special adviser, PBS programing; **Sherri Blount** and **Greg Ferenbach,** associate general counsels, named deputy general counsels, corporate affairs and legal affairs, respectively.

PROGRAMING

Coe

Steve Coe, bureau chief, West Coast, BROADCASTING & CABLE magazine, Los Angeles, joins Columbia TriStar Television Distribution, Culver City, Calif., as VP, media relations.

Appointments at Rysher Entertainment, Los Angeles: **Cheryl McLean,** marketing manager, named director; **Shanna Eddings,** marketing coordinator, named manager.

Appointments at Universal Pay Television Inc., Universal City, Calif.: **Michael Russo,** executive VP, domestic television, ITC Entertainment Group, joins as VP, worldwide pay TV sales; **Blair Westlake,** executive VP, MCA Home Entertainment Group, adds president, Universal Pay Television to his responsibilities.

Cathy Koke, free-lance producer, joins Phil Cooke Pictures, Burbank, Calif., as executive producer.

Appointments at NBC, Burbank, Calif.: **Rick Ouellette,** director, on-air promotion, specials and children's programing, named VP; **Ron Hayes,** VP, special projects and late-night on-air promotion, named VP/creative director, special projects; **Howard Borim** named director, comedy promotion; **David Zaccaria** named director, drama promotion; **Jill Underhill** named director, special promotion projects, and **Jim Goss** named director, creative production.

David Goodman, president, WarnerVision Entertainment Television, joins Warner Bros. Domestic Pay-TV, Cable & Network Features, New York, as VP, special programing and projects.


Jacobson

Larry Jacobson, CFO/executive VP, Fox Broadcasting Co., Beverly Hills, Calif., assumes expanded responsibilities as executive VP, Fox Television.

Kevin McAuliffe, director, promotion, NBC-TV, New York, named VP, marketing and promotion.

Appointments at C³, Universal City, Calif.: **Richard Katz,** business adviser, joins as VP; **Karl Knepley,** director, corporate development, Comcast Corp., joins as VP, finance.

JoAnne Adams Griffith, VP, human resources, Paramount Pictures, named VP, human resources, Viacom Inc., New York.

John Giesecke Jr., director, corporate controllership, The Walt Disney Co., Burbank, Calif., named VP.


Berson

David Berson, lawyer, Fischback, Perlstein, Lieberman & Yanny law firm, Century City, Calif., joins Tribune Entertainment, Los Angeles, as senior VP, business affairs.

Casey Lanken, VP, national sales, The Samuel Goldwyn Co., Los Angeles, named VP/NSM.

RADIO

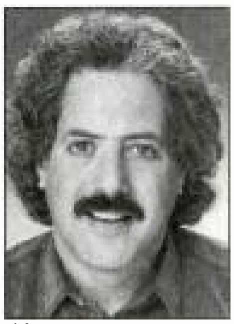
James Tully, NSM, Liberty Broadcasting, Hartford, Conn., joins WHP(AM)/WRVV(FM)/WKBO(AM) Harrisburg, Pa., as GSM.

Appointments at The Interep Radio Store, New York: **Diane Feyrer** and **Robert Fabian,** senior account managers, named VP/senior account managers; **Lorin Kleiner,** VP, sales, Internet, New York, named VP/senior account manager.


Grosby

Dave Grosby, on-air personality, KIRO(AM) Seattle, joins KJR(AM) there in same capacity as part of "Dream Team," comprising Mitch Levy, Vinnie Richichi and Mike Gastineau on the all-sports format station.

Appointments at Prime Sports Radio, Irving, Tex.: **Mike Evans,** morning show co-host, WBPS(AM) Dedham/Boston, Mass., joins as host, *Midday Prime*; **Mike Coover,** part-time weekend producer, *Prime Feedback*, named executive producer, weekend show, *Game Day Coast to Coast*; **Chris Schneider,** anchor, One-On-One Sports Radio Network, Chicago, joins as host.


Abrams

Lee Abrams, originator of Album-Oriented Rock (AOR) radio format, returns to radio consultancy. His new company, located in Dallas, is offering its services to 30+ Rock radio stations seeking new angles and fresh ideas to revitalize performance and listenership.

Bonnie Buck, morning drive editor, WMAQ(AM) Chicago, named news director.

Reta Thorn, GSM/station manager, WTDR(FM) Statesville and WLYT(FM) Hickory, N.C., named regional VP, SFX Broadcasting Inc., Charlotte, N.C.

John Cook, program director, KHKS(FM) Denton, Tex., joins KIIS-AM-FM Los Angeles in same capacity.

CABLE

Michael Roche, director, sales and promotions, Orlando Cubs minor-league baseball team, joins Sunshine Network, Orlando, Fla., as promotions manager.

Appointments at USA Networks, New York: **Mary Ellen Holden,** VP, consumer products/new business promotions, Nickelodeon, New York, joins as VP/brand manager; **Cara Conte,** manager, national accounts, named senior manager.

Gregory Hughes, director, public relations, Turner Sports, Atlanta, named VP.

Janine D'Adamo, weather director, WDAM-TV Laurel, Miss., joins The Weather Channel, Atlanta, as on-camera meteorologist.

Appointments at C/NET: The Computer Network, San Francisco: **Ellen Atkinson,** executive director, Ziff-Davis Magazine Network, joins as senior VP, marketing; **Rafe Needleman,** editor-in-chief, *Byte* magazine, joins as editor.


Owens

Katrina Owens, host, Home Shopping Network, Tampa, Fla., joins MOR Music Television, Nashville, as primary host, *That's Country*.

Appointments at TNN: The Nashville Network, Nashville: **Brian Hughes,** director, programing, named VP; **Buddy Ragan,** manager, program services, named director, research/scheduling.

Appointments at Century Communications Corp., New Canaan, Conn.: **Kathrine Caminiti,** corporate assistant controller, named VP; **Jeff Miskie,** corporate broadband engineer, named VP/corporate engineer; **Rick Sander,** assistant controller, named VP/controller, cable division; **Bill Shreffler,** regional manager, Mid-mountain, Colorado Springs, named VP/division manager.

Bruce Littman, regional VP, affiliate sales and marketing, Popcorn Channel, joins MSG Network, New York, as VP, affiliate relations.

Michael Thomas, manager, affiliate relations, Western region, and **Lisa Elmore,** manager, affiliate relations, Central region, Faith & Values Channel, New York, named directors.

Appointments at VH1, Los Angeles: **Lauren Zalaznick,** VP, on-air promotions, named VP, original programing and development; **Mark Angotti,** VP, news studio and specials, named VP, production; **George Moll,** producer, named director, West Coast production and development; **Rob Barnett,** director, series and specials, named VP, program planning; **Linda Danner,** executive producer, late-night advertising and promotion, CBS, joins as VP/creative director, on-air promotion.

Home Box Office has restructured its West Coast development department for HBO Original Programming and HBO Independent Productions and has added staff to both divisions. Appointments include: **David Bartis,** VP, who will oversee comedy series and animation for both divisions; **Carolyn Strauss,** VP, who will oversee comedy series, specials and late night for both divisions; *Original Programming*: **Anne Thomopoulos,** VP, will oversee dramatic programs; **Carmi Zlotnik,** VP, creative operations, will oversee all production, including series, specials, miniseries, variety, animation and the U.S. Comedy Arts Festival; **Lenny Brown** named manager, creative affairs; **Sarah Condon** named director; **Daria Overby** named manager; **Alex Stein** named manager; *Independent Programming*: **Lowell Mate** named executive VP, creative affairs; **Russell Schwartz** named executive VP, business and planning; **Pamela Baron** named VP, business affairs; **Shelly Aronson** named director, creative affairs.

Donald Masters, founder/director, Access Television Network Inc., elected chairman, Recovery Network Inc., Ojai, Calif.

MULTIMEDIA

Robert Gutkowski, president/CEO, The Marquee Group, New York, named chairman, International Radio & Television Society Foundation sports division, there.

David Michaels, producer/developer, joins Lancit Media Production Ltd., Los Angeles, as VP, motion pictures and television.

Norman Allen, publicist, cultural programing, WETA-TV-FM Washington, named director, news and public affairs publicity.

Jill Newhouse, VP, Sagon-Phior Group advertising agency, Los Angeles, joins PorchLight Entertainment there as director, marketing and creative services.

Appointments at Speer Productions, Nashville: **Debbie Wamsley,** operations manager, PostMasters, Nashville, joins as director, operations; **Bill Ball,** VP/GM, PostMasters, joins as production sales manager; **Phil Herring,** senior editor/technology adviser, Henninger-Elite Metro, joins as senior editor; **Scott Neumann,** graphics artist/supervisor, Z Music, joins as graphic artist.

Thomas Dailey, telco cost analyst, Winstar Gateway Network Inc., joins America One Television, Prime Sports Radio and Prime Sports Interactive, Irving, Tex., as controller.

Jill Campbell, VP/GM, Cox Communications, Bakersfield, Calif., named VP/GM, Santa Barbara, Calif., cable system.

Appointments at Metro Networks, Chicago: **Gary Lee,** president, Lee Communications Traffic Network, joins as VP, Metro Information Services, and VP/GM, Midwest region; **John Tomlinson,** VP/GM, Midwest region, named VP/GM, Metro News.

ASSOCIATIONS/LAW FIRMS

Robert Graves, consultant, named chairman, United States Advanced Television Systems Committee, Washington.

Appointments at Cable Telecommunications Association, Fairfax, Va.: **Anne Cowan,** head, Cowan Public Affairs, joins as VP, public affairs; **Daniel Gold,** president, Century Communications Corp., New Canaan, Conn.; **Frank Intiso,** president/COO, Falcon Cable TV, Los Angeles, and **Jeffrey Marcus,** chairman/CEO, Marcus Cable, Dallas, elected to board of directors.

Jonathan Canis, lawyer, Swidler & Berlin, joins Reed Smith Shaw & McClay law firm, Washington, as counsel, communications practice group.

Betty Cohen, president, Cartoon Network Worldwide and TNT International, joins board of governors, American Center for Children's Television, Des Plaines, Ill.

Adam Clayton Powell III, director, technology programs, and coordinating producer, Freedom Forum, Arlington, Va., namd VP.

Henry Mulak, reporter, KFTY(TV) Santa Rosa, Calif., elected president, Associated Press Television-Radio Association of California-Nevada.

Appointments at the Television Bureau of Advertising, New York: **Susan Cuccinello,** VP/director, marketing services, Blair Television, New York, joins as VP, marketing development; **Kathy Whitehouse,** manager, retail marketing, named VP. Elected to board of directors: **James Yager,** president/COO, Benedek Broadcasting; **Henry Yaggi III,** president/GM, WTNH-TV New Haven, Conn., and **John Watkins,** president, National Television Sales, Capital Cities/ABC.

Charles Bray, senior VP/CFO, Food Marketing Institute, Washington, joins NIMA International there as president/CEO.

TELEMEDIA

Forrest Ackerman, author/editor/literary agent, joins "The Dominion," Sci-Fi Channel's World Wide Web site, New York, as online columnist.

Scott Webb, senior VP/creative director, on-air promotions, Nickelodeon, New York, named senior VP, Nickelodeon and Nick at Nite online networks.

Kevin Goldberg, senior producer and controller, Trimark Interactive, and **Marcelo Ziperovich,** independent producer/designer, join Film Roman Interactive, North Hollywood, Calif., as producers.

Robert Davidman, account executive, WQAM(AM)/WKIS(FM) Miami/Fort Lauderdale, joins AudioNet, Dallas, as director, sales.

Walker Fleming III, VP, network programs and operations, US West, Denver, joins Tele-TV Systems, Reston, Va., as senior VP, project management.

DEATHS

Michael B. Disney, 63, died April 30 at his home in Traverse City, Mich. After graduating from Brown University in 1955, Disney began a career in media advertising. Before joining Major Market Radio—where he spent 25 years—he worked for D'Arcy Advertising and Eastman Radio. During Disney's tenure at MMR, he managed offices in Atlanta and Chicago. He is survived by his wife, Nora, and five children: Elizabeth, Alison, Michael, Kathleen and Lara.

Donald Thomas McNeill, 88, former radio host, died May 7 of respiratory complications at Evanston Hospital in Illinois. In 1933 McNeill started the *Breakfast Club* radio show. It aired first on NBC, then on ABC. The show lasted some 36 years, broadcast nationwide, and in the '50s was simulcast on television. McNeill is survived by a sister; three sons; eight grandchildren, and three great-grandchildren.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Following other broadcasters' lead (see page 18), DBS programer **United States Satellite Broadcasting says it will offer free airtime to presidential candidates** during the three weeks before the Nov. 5 election. USSB pledges to give free time four times daily from Oct. 16 to Nov. 4.

Encore Media CEO John Sie warns that the cable industry runs the risk of losing customers to direct broadcast satellite operators if it doesn't employ digital technology soon: "Unless cable quickly adds digi-

tal channel capacity, it's going to erode." Speaking at a luncheon sponsored by the Federal Communications Bar Association, Sie said that it is necessary for cable to continue to increase basic penetration and to capture new and former pay subscribers. He cited statistics showing that the number of cable subscribers with premium channels has dropped from 60% in 1987 to 37% today. Sie also released a national survey of cable subs ranking channels by perceived value. Topping the list were The Discovery Channel, CNN and ESPN and The Weather Channel.

Green-lights were given to two new syndicated talk show projects last week. MGM Television has cleared *The Bradshaw Difference* in 60% of the country, with coverage projected to reach 75% by September. The hour strip is hosted by author and educator John Bradshaw. *Scoop with Sam & Dorothy* from ACI is projected to reach 80% coverage by its Sept. 9 launch date. The entertainment-oriented morning show is hosted by Los Angeles TV reporters Sam Rubin and Dorothy Lucey.

Representative Joe Kennedy and 13 other members of Congress wrote a letter last week to Motion Picture Association of America President Jack Valenti urging him to exempt only "traditional, legitimate" news programs from the proposed content ratings system for TV. Valenti is working with a TV industry group on a ratings system and has said news programs will be exempted. The group is struggling with a definition of news programs eligible for exemption.

Clint Eastwood paid a visit to the FCC last week to voice his objections to the management changes at Monterey, Calif.-based KCCN-TV, which this year fired most of its news staff after entering into a local marketing agreement with Seattle-based Ackerley Communications. Eastwood, who had made a bid to buy the station, protested the agreement's impact on diversity in the Monterey market. Eastwood was accompanied by Cindy and Jim McGillen, who also placed separate bids for the station. A day following the Eastwood visit, representatives of Ackerley Communications visited the commission to discuss the LMA.

Syndication veteran **Steven Nalevansky** has been appointed senior VP, programing and production, West Coast, for King World Productions. Nalevansky, who spent eight years with Paramount Domestic Television, most recently served as senior VP, programing, for Fox's Twentieth Television.

Turner Program Services has ordered another 22 episodes of the first-run TNT drama *The Lazarus Man* starring Robert Urich. *The Lazarus Man*, which premiered in January, already has been renewed for a second season by Turner's TNT. TPS officials expect broadcast clearances for the show to climb from the current 85% of the country to 95% by next year.

Continental Cablevision filed for permission last Thursday to provide local phone service to more than 465,000 customers in 44 communities in southeast and central Michigan. The company, which has a pending merger with US West, would become the first cable operator to offer telephone service in the state. Continental says the telephony service, to be transmitted through fiber-optic cable, will offer two-way transmission of entertainment, information and high-speed data.

Zenith Electronics Corp. later this year plans to introduce TV sets ready to provide users with Internet access. Zenith will incorporate the enabling technology from Diba, a privately held Silicon Valley firm, into its large-screen

News Corp. takes 70% profit hit in 3rd Q

News Corp. third-quarter profit fell almost 70%, to $59 million, due to losses associated with the sale of its educational book–publishing businesses, the company said last week. Profit at the television group rose 25%, boosted largely by acquisitions.

The company said that virtually all of its owned stations posted market-share increases and that Fox stations in Chicago and Houston had particularly strong showings. Revenue at Fox Broadcasting Co. was up, but profits were down due to higher license fees and promotional costs, the company said. The filmed-entertainment division posted a 31% profit gain for the quarter.

Total News Corp. revenue for the quarter was up 7%, to $2.3 billion. For the first nine months of the company's fiscal year, profit was down 28%, to $580 million, on a 10% revenue gain, to $7.3 billion.

Meanwhile, Bill Sorenson, chief financial officer, told analysts that the company will continue to expand aggressively on several fronts. It has earmarked $1 billion–$2 billion for the acquisition of TV stations in major markets to reach the FCC's 35% coverage ceiling. The company's owned stations now reach 22%-23%.

Sorenson said News Corp. will spend close to another $1 billion to launch its DBS venture with MCI, scheduled to debut in 1997. Fox News will spend $80 million to launch its 24-hour news network and $50 million–$60 million annually, possibly more, if the service has to pay huge fees for cable carriage. —SM

NetVision TV sets. NetVision sets—priced at $400-$600—will contain 28.8 kbps telephone modems and will permit consumers to browse the World Wide Web, access e-mail and use Java applications.

Comedy Central has tapped comedian Don Rickles as its new spokesman. Rickles, to appear in a series of image and tune-in spots for Comedy Central's on-air promotional campaign starting in June, plays a reluctant, somewhat exasperated network pitchman working behind the scenes, making sarcastic comments to the director and crew.

Turner Broadcasting System–owned networks WTBS and TNT grabbed the top two cable prime time Nielsen ratings slots for the week of April 29–May 5. TNT finished first, with a 2.7, followed by WTBS, with a 1.9. TNT's May 1 NBA playoff game between the Chicago Bulls and the Miami Heat drew the single highest-rated basic cable program honors, with a 4.8.

Showtime Network has ordered 22 episodes of *Hunger*, a horror anthology series to be produced by Telescene Communications and Scott Free, a partnership of filmmakers Ridley and Tony Scott. The weekly half-hour series, to start shooting this summer in London, will premiere in October.

Tri-Lakes Cable of Monument, Colo., has filed a "determination for effective competition" with the FCC after receiving "threatening letters" from rival American Telecasting Inc., a wireless cable service, claiming that Tri-Lakes has committeed price-structure violations, says Tri-Lakes attorney Christopher Cinnamon. With the action, Tri-Lakes seeks to be protected from ATI's filing complaints with the FCC. Cinnamon says ATI is trying to use a large legal budget to "bully" Tri-Lakes. ATI denies that it is effective competition for the company and attempts to lure away ATI's customers are "not fair," says John Suranyi, ATI's VP of operations.

Hoping to emulate the success of AT&T and MCI in creating a distinct telco brand imprint with consumers, **Tele-Communications Inc. has hired ad agency Jordan, McGrath, Case & Taylor Inc.** for its TCI Communications division. The division, which oversees TCI's domestic operations including cable TV, satellite, wireless and Internet services, will get ad support from JMCT as the MSO rolls out digital and Internet services during the next two years.

Heartland Wireless Communications Inc. has completed the previously announced sale of its Memphis and Flippin, Tenn., wireless cable systems to TruVision Wireless for approximately $5.4 million in cash. Terms of the deal call for Wireless Communications-owned Wireless One to issue common shares of valued at approximately $45 million in exchange for all of TruVision's outstanding shares.

Primestar loses appeal for DBS channels

Primestar Partners says it likely will throw in the towel on contesting an FCC decision that deprived it of high-power DBS channels after the U.S. Court of Appeals in Washington last week upheld the decision.

"We feel it's time to move on," a company spokesperson said of the contested DBS channels, which have since gone to MCI after the FCC reclaimed them last year from Advanced Communications Corp. Advanced President Dan Garner, however, insists that he will continue to contest the FCC action. "I have not yet begun to fight," Garner says.

Primestar had planned to use the Advanced channels to move from a medium-power to a high-power service, which allows subscribers to use a smaller receiving dish. The FCC scuttled the plan last year when it reclaimed the channels after ruling that Advanced had not met due-diligence requirements. The commission later auctioned the channels to MCI.

Advanced, Primestar and TCI subsidiary Tempo appealed the decision and earlier this year argued that the commission had departed from precedent in reclaiming the channels from Advanced. A three-judge panel disagreed.

"This victory means if you don't use our spectrum, you lose it," FCC Chairman Reed Hundt said of the ruling. **—CM**

Drawn for BROADCASTING & CABLE by Jack Schmidt

"How many times have we asked you not to interview skaters on the ice?"

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Slippery slope

Our First Amendment alarms have yet to go off in response to the major networks giving free time to candidates. Their action seems to fall into the arena of voluntary-if-grudging, no matter that FCC Chairman Reed Hundt and former journalist/now activist Paul Taylor have been jawboning the subject for more than a year.

But neither are we impressed that the basic business of getting elected will be changed by the network's largesse. The burden of campaigns still will be borne by commercials—we would be surprised if the total in that area receded significantly—and, of course, by conventional news coverage, which is where television performs its constant and real public service.

Chairman Hundt, in remarks at the NAB convention, said that the election process is destroying American democracy—suggesting, as we heard him, that all the noise and hubbub are damaging to the national spirit and that a more gentlemanly model is to be preferred. We, on the other hand, think all that noise and hubbub are the essence of American democracy, and the more the merrier.

The notion that television or any other free medium should be required to subsidize elections is repugnant and lawless. Rupert Murdoch did no one a favor when he opened this Pandora's box. For the moment, the rest of television has chosen to go along with the gag, but in the end it will have to say no. It's time to get ready for that eventuality.

Goings and comings

Some observations on the show business side of the agenda:

■ ABC pulled *The Dana Carvey Show* last week. While one might be tempted to bemoan the climate of fear that caused advertisers to balk or people like the American Family Association to call for the show's cancellation, it looked to us like a show that didn't quite work. Disney-owned ABC may have been the one to yank the plug, but the call could have come from anywhere. As funny as it occasionally was, the show pushed the bounds of taste further than current prime time could apparently accommodate. It appeared to fall of its own demerits, which is the way the business works.

■ The jury is still out on Steven Bochco's *Murder One*, although the season-ending episodes last month could close the case on that innovative series. There was no such doubt about the verdict for David Kelley's canceled *Picket Fences*. *Murder One* has been vintage Bochco: innovative, well acted and, well, different. *Picket Fences* has been the same, garnering 12 Emmies and dealing with some of the toughest, and sometimes strangest, moral dilemmas imaginable—from euthanasia and homelessness to the use of cows as surrogate mothers for human infants.

Both series have been ground-breaking shows that have helped further the maturation of the medium.

■ Where could you see Jimmy Olsen and Lois Lane filling TV trays with sliced turkey; Colonel Klink order a bourbon-and-seven at the bar, or Rob Petrie and Buddy Sorrell huddled at a table? TV Land, of course.

The party several weeks ago in Hollywood to celebrate the launch of the Nick at Nite spin-off channel was an autograph hunter's paradise, if not also a disconcerting reminder that Elly May Clampett is old enough to be a granny. Surely it must have been the largest single reunion of the baby boomers' video family.

The new channel serves as an apt repository not only for video yesteryears but for the present-day verities of cable programing, with its emphasis on branding, its reliance on a vast library and its roots in programing produced for broadcast networks.

Can Viacom take the Nick at Nite model of clever repackaging of classic—and not so classic—TV shows and make it work 24 hours a day? If so, can the old-time-radio channel be far behind? Well, maybe, but stay tuned.

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