

JUNE 17

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Chris Moseley

on the muscle behind the magic in promotion

Clinton summit's one-two punch on children's TV

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Fast Track

Must Reading from

**Broadcasting
& Cable**

June 17, 1996

TOP OF THE WEEK / 4

All four for kids-TV quota With FCC Commissioner Rachelle Chong circulating a plan to establish a kids-TV "safe harbor," all four commissioners seem to support a three-hour standard for children's programming. Chong previously opposed any quantitative standard. The issue may be settled before next month's summit at the White House. / 4

Stations claim kids hours are met According to the first batch of TV-station license renewals, stations easily would meet a proposed standard that they air at least three hours a week of children's educational programming. Stations claim to air about four hours a week. / 10

Seagram bellies up to broadcasting Ending the liquor industry's 48-year voluntary ban on broadcast advertising, Seagram last week began running whiskey ads on KRIS-TV Corpus Christi, Tex. Congress responded by proposing a formal ban on hard-liquor advertising on TV and radio. / 11

Court overturns indecency rule A federal appeals court says congressional efforts to regulate speech on the Internet are unconstitutional. A sponsor of the Communications Decency Act says the court was intimidated by the Internet's complexity. / 20



Eight of the top 10 markets last week picked up 'Sister, Sister' for off-net runs. / 14

COVER STORY

Opening eyes to marketing

"You need to market it to make sure that they come." So says Chris Moseley, Promax's first chairman from a cable network. Her goal is to convince companies that promotion and marketing are an integral part of success, not just a budget item to be adjusted each quarter. On the cover, Moseley tours Discovery Channel's pavilion in Atlanta, site of the upcoming Olympic games. **Cover photo by Barry Shapiro / 26**



Promaxers gather TV's top supplier of network prime time fare, Warner Bros., will use "show invasion" to plug its two new talk shows and two new sitcoms. The New World/NBC joint venture, *Access Hollywood*, will be heavily cross-promoted on the network. Here's an advance look at these and other major syndicators' marketing strategies to be unveiled this week at the Promax & BDA conference. / 38

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'Rosie' rocks competition Broadcasters are optimistic that *The Rosie O'Donnell Show* will draw people back to daytime. The talk/variety show's debut last Monday posted the highest first-day numbers for any talk show so far this decade. / 47

Westinghouse splitting Westinghouse Chairman Michael Jordan wants to split the company's CBS broadcasting unit from the industrial unit. Wall Street reacted positively to the news, after initially having difficulty in evaluating the giant company as a whole. / 47

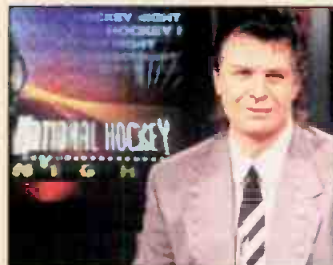
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Make way for more sports ESPN and Turner will be duking it out to see if there's room for two more cable sports networks. ESPN plans to launch its third such network this fall, a month before the joint venture of Time Warner's *Sports Illustrated* and Turner Broadcasting. / 57

A&E gives life to Biography Channel

A&E's new Biography Channel will feature episodes from the daily series along with as-yet-unnamed programming. The channel is to debut in 1997. Several other brand extensions are being tied to the popular series. / 58



NHL playoff coverage scored big this year, with Fox, ESPN and the regional Sunshine Network netting ratings increases over 1995. / 59

Telemedia Week

Cashing in on Internet Computer heavyweights Microsoft and IBM will open shopping spots on the Internet. But one research group says retailing on the Internet will get big only with dramatic changes in consumer behavior and online demographics. / 64

TECHNOLOGY / 67

CNN/SI teams with Quantel CNN/SI will use Quantel Clipbox video file servers and accompanying non-linear editors to record news feeds, edit clips and play segments to air. The choice by the Time Warner/Turner joint venture represents a hefty financial commitment. / 67

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It's unanimous

Quello, Chong lend support to three-hour kids-TV guideline; rules may be settled in time for Clinton's July summit with broadcasters

By Chris McConnell

The FCC commissioners may settle the issue of children's TV quantity before next month's White House summit.

While President Clinton last week was inviting broadcasters to Washington next month to discuss children's programming, the commissioners appeared to be nearing a decision that could take the issue of setting a three-hour standard off the agenda for the planned summit.

At week's end, all four commissioners seemed to support establishing a three-hour guideline for processing license-renewal applications.

Commissioner Rachelle Chong—previously an opponent of any quantitative standard—was circulating a new plan to establish a children's TV “safe harbor” that would set three

hours as the level that would insure license renewal.

FCC Commissioner Susan Ness long has advocated establishing a children's TV safe harbor, and chairman Reed Hundt has said that he would support

ed that the rest of the application met FCC requirements.

A total in the two-to-three-hour range would win two points. Broadcasters could still win a third point from alternate efforts, such as underwriting educa-

tional programming or airing public service announcements. Broadcasters airing between 30 minutes and two hours per week would win one point. They, too, could make a case for securing the remaining two points, but that could be approved only by the full

commission, rather than the Mass Media Bureau staff.

The Chong plan would place an automatic sanction on broadcasters falling beneath the 30-minutes-per-week mark.

“This gives the chairman and Commissioner Ness their quantitative approach, while giving me the flexibility that I think is required by the [Children's



L-R: FCC Chairman Reed Hundt and commissioners Susan Ness, James Quello and Rachelle Chong. Still to be resolved: how much leeway to allow broadcasters airing fewer than three weekly hours.

such a plan. Commissioner James Quello said last week that he likely would sign off on a three-hour processing guideline.

Under Chong's new plan, broadcasters would receive points on their license-renewal applications for the amount of children's programming aired. A total three weekly hours would win three points, insuring a renewal provid-

Annenberg to grade kids shows

The Annenberg School for Communication at the University of Pennsylvania plans to begin evaluating children's educational programming each year.

The school today (June 17) is releasing a pilot study that it hopes will serve as the model for an annual report card on the quality of children's TV fare. “We are attempting to look in general at what is available,” says Kathleen Hall Jamieson, dean of the Annenberg School.

The study, based on three days of television, lists 84 programs receiving a “high quality” score in the school's analysis. The scores are based on a combination of two measures: a calculation of the positive and negative elements in a program, and a subjective evaluation of whether viewers would want their child to watch the show.

The positive “quality contributors” that researchers looked for included pro-social lessons, diversity of characters and integration of the lesson with the story.

Jamieson says the school hopes its evaluations will draw attention to the high-quality shows: “It's very hard to get audiences.” Future reports will cover seven days of programming rather than three, she says. An advisory board also will be assembled to oversee the school's research.

FCC Chairman Reed Hundt welcomed the project. Hundt has said that an independent review of educational shows will assist the FCC in tallying the amount of such programming aired by broadcasters. Although he has pushed for a quantitative standard in regard to that programming, Hundt has said that any content evaluation should come from outside the government. “We're not social scientists here,” he said last week.

The initial Annenberg review ranked 38.5% of the 366 shows viewed in the high-quality category, 24.9% as moderate quality and 36.6% as low quality. —CM

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TV] Act's language," Chong said.

Commissioner James Quello, meanwhile, said he would likely—albeit reluctantly—agree to a three-hour processing guideline: "I would probably concur. I don't want to hold this thing up."

Quello last month unveiled a plan to establish a renewal standard based on the average amount of children's educational programming aired by broadcasters. Hundt and Ness have insisted on specifying three hours rather than relying on an industry average.

While insisting that any number must come from the industry rather

than "government edict," Quello last week estimated that 50% or more of the industry supports an optional three-hour guideline.

Sources voiced hopes that the commissioners will approve a kids-TV plan well before next month's planned meeting at the White House. If they don't, broadcasters will face continued pressure to ante up a three-hour pledge.

"As long as the industry continues to resist, the President and Vice President will bring their office[s] to bear on the issue," said Greg Simon, Vice President Gore's chief domestic policy adviser.

Clinton last week weighed in on the issue with his invitation to the industry to attend a summit next month to discuss children's television: "I've been trying to get the FCC for a year to just say that three hours a week ought to be devoted to children's educational programming by every network."

Broadcasters said they would be glad to talk about it, but predicted that election-year politics and the specter of regulation may hinder any "voluntary" efforts to satisfy the administration's call for three weekly hours of children's TV if the FCC has not voted on

Birds of a feather

Old friends, Gore and Hundt, think alike when it comes to kids TV

When Vice President Al Gore flew to the National Association of Broadcasters annual convention in Las Vegas in April, he gave his old high-school buddy FCC Chairman Reed Hundt a ride.

During the flight on Air Force 2, Hundt and Gore discussed the speech the Vice President would make urging broadcasters to air at least three hours of children's educational TV. Gore spoke to broadcasters in the morning; Hundt made the same points in his speech that afternoon.

Broadcasters point to the April 16 one-two punch as a good example of the well-coordinated policy by the White House and the FCC when it comes to children's television. The FCC "is the closest to the White House and the most political FCC that I have ever seen," says one industry observer who has followed the commission for more than 20 years.

Another industry lobbyist says Hundt's role as a vocal advocate for both educational programming and the V-chip has played an important part in preparing the foundation for President Clinton's claim to the family-values mantle in the upcoming election.

But children's television and the V-chip are just two of several issues on which Hundt and the White House have found common ground. Others include Hundt's stand in favor of efforts to lower cable rates and to give free airtime to presidential candidates.

One industry insider went so far as to seek a legal opinion to determine if there is anything improper about the relationship between the Clinton administration the FCC when it comes to children's TV. The answer came back negative. "At least if you look at the fine points of the law, it's not illegal," the insider says.

Some members of Congress also have taken notice of the relationship between Hundt and Gore, friends since 1961 when they attended a Washington prep school together. "Chairman Hundt takes a great deal of direction from the White House and most of that is in the direction of social engineering," says House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.). "The White House wants to use the FCC for policies it cannot pass through Congress,"

Fields says.

Fields has even raised questions during private meetings with Hundt about the influence of the Clinton administration on the FCC's policies. Hundt "has been responsive" is all Fields would say about the discussions.

Some industry lobbyists have complained that the Republican Congress has not been aggressive enough in its efforts to preserve the independence of the FCC.

When former commissioner Andrew Barrett's term expired last year, the administration did not tread lightly. "They basically told me that had I given the vote on children's, I could have been reappointed," says Barrett, who is a Republican. But he is quick to defend Hundt's independence. "If Al Gore believes something and Reed Hundt believes something, it does not mean it comes from Al Gore. I think what you have here are two individuals cut from the same cloth."

"The idea that we have a well-coordinated policy is flattering. That is not the usual complaint," says Greg Simon, Gore's chief domestic policy adviser. "Gore has been a vocal proponent of children's television for 20 years," he says. Since taking office three years ago, Hundt has made no secret of his own fervent support for mandatory requirements for educational TV, Simon says.

"Horsefeathers," replies Hundt when asked if he is too close to the White House, as broadcasters claim. "There is no mystery," he says. The Clinton administration's "position has been open and obvious for several years," Hundt says, adding that he too has a long public record of support for the three-hour minimum requirement.

That does not mean that Hundt does not proudly acknowledge his "very personal" relationship with Gore, which includes a "deep understanding" of the Vice President's "concerns."

Hundt also attended Yale Law School with President Clinton and claims to be the only person to have made contributions to both Clinton's and Gore's first campaigns for public office. "So," says Hundt, "they should hire strangers for this job?" —CS



SMOK

Source: NTL November 1990 - May 1996. GAA% rating when available.
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IN'



Aged 15 Years

What do you call a show that's been on top for 23 sweeps? Entertainment Tonight, of course. Sweep after sweep, year after year, ET ranks as the #1 first-run magazine in adults 18-49. Now that's what we call a red-hot performer!



a standard by then. "This is not going to be like violence," said one industry source. "The White House may be misjudging this summit," said another. Broadcasters drew a distinction between this and February's V-chip meeting, which they said took place in the wake of a

new law with which the industry was trying to comply.

"The outcome will be more favorable for America's viewers, including children, if any agreement reached is both voluntary and bipartisan," CBS President Peter Lund said in a statement.

Broadcasters last week still were seeking to develop a consensus on the issue, although several said the industry has not coalesced around any plan. NAB board members plan to discuss the issue at their meeting June 23-24. "It's going to be a heated battle," said Ralph Gabbard, NAB TV Board chairman. ■

TV license renewal '96

Applications show stations claim to average four hours of programing a week

By Harry A. Jessell and
Jessica Sandin

The first batch of TV stations now bidding for license renewal at the FCC claim to be airing about four hours a week of children's educational programing.

Stations in Maryland, Virginia, West Virginia and Washington, D.C., submitted their applications on June 3, but the filings were not available publicly until last Wednesday.

The Baltimore stations claimed an average of 4.13 hours per week (see chart). And that average seemed to hold for a sampling of a dozen other

station applications.

The greater part of most applications—some of which are several inches thick—is devoted to detailing what the stations have done to serve the educational and informational needs of children and thus comply with the 1990 Children's Television Act.

With FCC Chairman Reed Hundt supplying the impetus, the FCC is nearing agreement on a rule that would require stations to air at least three hours a week of children's educational programing to insure renewal.

Last week's filings suggest that most stations easily will meet the standard. But whether they get credit for all the

programing they claim ultimately will depend on what the FCC accepts as educational or informational.

All the stations offered programs that were not educational or informational in any academic sense, but reinforce positive social values. For instance, WVAH-TV Charleston, W.Va., thought it should get credit for the animated *Happy Ness, Secret of the Loch*. "When an underwater volcano threatens to explode Happy Land," says the station's synopsis of one episode, "the McJoys and the Happy News...wind up in New York City, where Happy Loch sets about her new mission to 'spread happiness' to the rest of the world."

And all network affiliates claimed shows of general interest on the prime time schedules that they felt had educational merit for kids. CBS affiliates cited *Dr. Quinn, Medicine Woman* and *Touched by an Angel*. Some ABC affiliates listed episodes of *Roseanne*. ■

Tallying kids time in Baltimore

Station/ch.: WMAR-TV/2 **Owner:** Scripps Howard
Affiliation: ABC **Average hours/week:** 4.54

Specific: News for Kids (weekly); Nick News (weekly); Sing Me a Song with Belle (weekly); Fast Forward, three times per quarter; Winnie the Pooh (weekly); Free Willy (weekly); Fudge (weekly); ABC Weekend Special (weekly); ABC After-school Special; ABC's Wide World of Sports for Kids)

General: Boy Meets World; "Pink Flamingo Kid"; Family Matters; "Tips for a Better Life"; Maybe This Time; "Acting Out"; Hangin' with Mr. Cooper; "Increase the Peace"; "Coach Counsellor"; Step by Step; "Midnight Caller"; "The Canterville Ghost" (film); "Iron Will" (film); "The Sandlot" (film)

*stopped airing series March 2

Station/ch.: WNUV/54
Owner: ABRY
Affiliation: UPN
Average hours/week: 5.5

Specific: Bananas in Pajamas (30-min. weekday strip); Bill Nye, the Science Guy (30-min. weekly series); Blinky Bill (30-min. weekday strip)

Station/ch.: WBAL-TV/11
Owner: Hearst
Affiliation: NBC
Average hours/week: 2.0*

Specific: Saved by the Bell (weekly); Hang Time (weekly); NBA Inside Stuff (weekly); California Dreams (weekly)*

Station/ch.: WJZ-TV/13 **Owner:** Westinghouse
Affiliation: CBS **Average hours/week:** 5.5

Specific: Beakman's World (weekly series); Out of the Blue (weekly); Jack Hanna's Animal Adventure (weekly); National Geographic's Really Wild Animals; CBS School-break Specials; Gladiators 2000 (weekly); It's Academic (weekly)

General: Here Comes Peter Cotton Tail; Dr. Quinn, Medicine Woman; Touched by an Angel; Hallmark Hall of Fame "To Dance with the White Dog." (film); The World's Most Dangerous Animals; Smithsonian Fantastic Journey; The Gulf War+5

Station/ch.: WBFF(TV)/45
Owner: Sinclair Broadcast Group
Affiliation: Fox
Average hours/week: 4.25

Specific: Take One (biweekly); Fox Cubhouse (weekday strip); Where on Earth is Carmen Sandiego? (weekly); Jelly Bean Jungle (weekly); Captain Planet (weekly)

Station/ch.: WHSW-TV/24
Owner: Silver King
Affiliation: HSN
Average hours/week: 3.0

Specific: Vegetable Soup I (weekly); Musical Encounters (weekly); Carrascolendes (weekly); New Zoo Revue (weekly, two back-to-back airings); Klds Cafe (weekly)

*Station listed other programs but did not specify whether they aired during first quarter 1996

Notes: Based on license renewal applications filed June 3, chart includes programing aired in first quarter on 1996 only. The "specific" programing is specifically designed to serve the educational needs of children; the "general" programing is general-interest programing that also serves the educational needs of children.

Seagram bellies up to broadcasting

Liquor company breaks tradition with commercial on Texas TV station; Representative Kennedy counters with bill to ban liquor ads on radio and TV

By Christopher Stern

Ending a 48-year voluntary ban by the liquor industry on broadcast advertising, Seagram last week began airing ads for its Crown Royal Canadian whiskey on KRIS-TV, NBC's affiliate in Corpus Christi, Tex.

It took Congress only three days to respond with a proposal to ban advertisements of hard liquor on television and radio. Public interest groups, including the Center for Science in the Public Interest, also attacked the ad campaign, claiming that Jos. E. Seagram & Sons Inc. is doing nothing less than "declaring war on children."

At a time when broadcasters are busy fending off efforts by Congress and the White House to make TV more "family-friendly," ABC, CBS, NBC and Fox were quick to promise last week that they would not carry hard-liquor ads on their networks or their owned-and-operated stations. They said, however, there is nothing that they can do about the advertising practices of their affiliates.

That's not good enough for Representative Joseph Kennedy (D-Mass.). His bill, officially introduced as legislation last Thursday, would ban all broadcast advertising for hard liquor. "The latest move by Seagram could open the airwaves to a flood of hard-liquor ads," Kennedy said. The bill would not affect beer and wine advertising.

Even Television Bureau of Advertising President Ave Butensky finds fault with Seagram for breaking the self-imposed ban: "For a company to strike out on its own, I think that's wrong."

Citing almost 50 years of self-imposed restraint, the Distilled Spirits Council of the U.S. said it was unfair to ban hard liquor while the beer and wine industries continue to advertise freely on radio and television. Unlike the hard-liquor industry, the beer and wine industries have never abstained from broadcast advertising. Kennedy also introduced a bill last month that would severely limit beer and wine advertising between 7 a.m. and 10 p.m.



The ad (frames shown above and at left) will air on KRIS-TV once each evening for a month.

Kennedy conceded last week that his proposal to restrict beer and wine advertising did not have much chance of moving forward, but that legisla-

tion seeking only to maintain the status quo for hard liquor would have a better chance of success. "This is not the same uphill battle," Kennedy said, adding, "If we thought for a second that we could get beer and wine included, believe me we would try."

Kennedy said that the courts upheld a similar ban on cigarette advertising in 1971. But First Amendment lawyers

noted last week that the cigarette ban has not been tested in 25 years. During the intervening years the Supreme Court has greatly expanded First Amendment protections for commercial speech, said Hogan & Hartson's Robert Corn-Revere.

Seagram's decision to advertise on television comes one month after the Supreme Court threw out a Rhode Island law that restricted print advertisements for liquor prices.

Seagram's decision to advertise on KRIS-TV is the culmination of an eight-year campaign by T. Frank Smith Jr., the station's owner and general manager. He conducted his first experiment with liquor advertising in 1988, when he carried a six-week advertising campaign for local liquor stores—300 spots in all.

Although he aired the campaign in the middle of a local Baptist convention, Smith says, he received fewer than 20 complaints.

The ads are the result of long-term discussions with his local Seagram distributor, Smith says. "Somebody had to open the door, and I've done it."

Smith says a poll of 6,000 viewers, more than 70% of KRIS-TV's audience, does not object.

Station swaps highlight week in trading

Swaps between major broadcast groups dominated station-trading activity last week. Viacom Inc. and Hubbard Broadcasting Inc. discussed such a deal, while Evergreen Media Corp. and Greater Media actually made one.

Evergreen last Friday said it would swap its WKLB-FM Framingham/Boston, Mass., for Greater Media's WEBR-FM Washington. Evergreen also agreed to buy Greater Media's WWRC(AM) Washington for \$22.5 million (all pending FCC approval). That would boost Evergreen's holdings to four radio stations in the nation's capital and leave it with six in Boston.

Evergreen just closed on its purchase of WKLB-FM in May, paying \$34 million cash. Greater Media already owns the station's direct format competitor, WBCS-FM Boston, along with WMEX(AM) and WMJX-FM.

Meanwhile last week, Viacom was negotiating with Hubbard to swap two TV stations in New York for one in Tampa/St. Petersburg, Fla., says Robert Hubbard, president of Hubbard's TV group.

Viacom would trade to Hubbard NBC affiliates WNYT(TV) Albany and WHCT-TV Rochester, N.Y., which are in markets 52 and 73, respectively. In exchange, Viacom would get Hubbard's WTOG(TV) Tampa, a UPN affiliate in the 15th-largest market. "That's really where Viacom wants to be," one broker says.

Viacom has an option to buy up to 50% of the United Paramount Network, and that network tie may be fueling the deal. "A station in a significant market means more to them," Hubbard says of Viacom.

—EAR

THE #1 TALK DEBUT OF THE DECADE!

MARKET	STATION	TIME PERIOD	HH RTG/ SHR	% GROWTH VS. MAY '96
NEW YORK	WABC	10:00am	5.0 / 20	+100% / +82%
LOS ANGELES	KNBC	3:00pm	5.1 / 15	+76% / +67%
SAN FRANCISCO	KGO	3:00pm	6.3 / 20	+142% / +122%
BOSTON	WCVB	10:00am	5.4 / 27	+46% / +29%
WASHINGTON	WJLA	10:00am	4.4 / 21	+120% / +91%
DALLAS	KDFW	4:00pm	5.7 / 14	+30% / +17%
DETROIT	WJBK	4:00pm	4.4 / 12	+42% / +50%
ATLANTA	WAGA	2:00pm	4.3 / 13	+115% / +86%
HOUSTON	KTRK	9:00am	7.2 / 23	+64% / +35%
CLEVELAND	WJW	3:00pm	3.1 / 11	+24% / +38%
MINNEAPOLIS	KSTP	9:00am	3.3 / 15	+106% / +67%
TAMPA	WTVT	10:00am	5.3 / 18	+231% / +157%
PHOENIX	KSAZ	2:00pm	5.3 / 15	+430% / +275%
PITTSBURGH	KDKA	10:00am	5.0 / 19	+100% / +90%
ST. LOUIS	KTVI	11:00am	4.0 / 12	+233% / +140%
SACRAMENTO	KCRA	9:00am	5.9 / 23	+103% / +77%
ORLANDO	WCPX	3:00pm	5.3 / 14	+51% / +40%
BALTIMORE	WMAR	10:00am	5.3 / 22	+77% / +69%
PORTLAND	KATU	11:00am	3.3 / 15	+50% / +50%
INDIANAPOLIS	WRTV	10:00am	4.7 / 16	+114% / +78%
HARTFORD	WTNH	11:00am	6.0 / 21	+186% / +91%
SAN DIEGO	KUSI	10:00am	3.3 / 15	+32% / +15%
CINCINNATI	VVCPO	10:00am	7.3 / 32	+103% / +68%
MILWAUKEE	WITI	4:00pm	4.6 / 14	+48% / +75%
KANSAS CITY	KSHB	12:00pm	3.1 / 10	+210% / +150%

Source: NSI WRAP overnights
6/10/96 vs. May 96

DAILY VARIETY

\$1.50
WEDNESDAY
June 12, 1996

ROSY 'O'DONNELL' BOW

Talker sets '90s record

By JENNY HONTZ

Warner Bros. Domestic Television Distribution's "The Rosie O'Donnell Show" premiered Monday to a 4.4 rating and 16 share in overnight markets — the highest first-day numbers for any talkshow in the 1990s.

The show, featuring "ER" star George Clooney as its first guest, was the third-highest-rated talker of the day in the 34 overnight markets.

It fell behind the 8.9/25 for King World's "Oprah," featuring guest Eddie Murphy, and the 4.6/18 for Buena Vista Television's "Live With Regis & Kathie Lee," which featured First Lady Hillary Rodham Clinton.

The queen of daytime talk, "Oprah," premiered to a higher 6/26 in September 1986. But "Rosie" premiered to better numbers than staple talkers such as "Regis & Kathie Lee" (4.3/13 in September 1988), Paramount Domestic Television's "Maury Povich" (3.6/12 in September 1991) and Columbia TriStar Television Distribution's "Ricki Lake" (2/7 in September 1993).

"Rosie's" premiere was boosted by an excellent station lineup and lead-in numbers, as well as by its June date, when few shows are launched and many veterans are airing reruns.



Rosie O'Donnell and her new talker's first guest, George Clooney.

The series is cleared on 166 stations covering 93% of the country; 40% of stations air the show in the coveted early fringe period.

Even so, the show built on its lead-in in 26 of 34 overnight markets, adding 19% to the lead-ins' 3.7 average rating. "Rosie's" numbers also grew throughout the duration of the hourlong show, an indicator of whether the audience will tune in again.

The show, which aired live on the East Coast from Rockefeller Center, also surpassed by 76% the 2.5 time period average in May sweeps of this year and by 38% the 3.2 time period average for this

market, New York. The show was billed as a softer, celebrity-driven alternative to trash talk.

"It was the perfect marriage of format and star," said Bill Carroll, VP-director of programming at Katz Television Group. "People like the fact that she appears to be approachable, yet she's brushing up against people they want to brush up against."

Carroll adds that if the show continues to perform at its premiere level, it may become a leading candidate for station upgrades in the markets where it airs in morning slots.

"Viewers were thirsting for something different," said Scott Carlin, executive vice president of WB Domestic TV Distribution. "It's so tough to get something to break through in syndication. Yesterday's ratings far exceeded our optimistic projections."

The premiere was boosted by an excellent station lineup and lead-in numbers.

time last year. "Rosie" finished first in its time period in 13 overnight markets, including the No. 1

A Kid Ro
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Syndicated upfront hits \$1.6 billion

With less inventory than last year, market does better than predicted

By Steve McClellan

The syndication upfront market was wrapping up last week—and sellers say it was a lot healthier than they had expected, despite a dramatic softening for daytime talk shows. Overall, estimates are that syndicators wrote some \$1.6 billion in upfront business for next season.

That's down about 10% from last year's upfront. Sellers stress, however, that they held back more time this year, selling just 75% of available inventory, compared with about 90% a year ago. Syndicators are betting there will be strong demand for scatter units in the 1996-97 season. The Advertiser Syndicated Television Association predicts that total ad sales next season will reach \$2.1 billion, up 5% over this season. "It



Multimedia's 'Crook & Chase' was well received by advertisers in upfront sales.

was a very healthy upfront," says Rich Goldfarb, ASTA chairman and senior vice president of New World Sales and Marketing. He cites the resilient economy and continued strong competition

within major ad categories.

Ratings and content issues were raised by advertisers that reportedly spent about \$50 million less on talk shows for next season, representing roughly a 22% drop in sales for the genre.

Multimedia Entertainment President Dick Coveny confirmed that *Sally Jessy Raphael* and *Jerry Springer* suffered sales declines in the upfront, with *Sally* taking in about 7% fewer dollars than a year ago, while *Springer* took a 16% hit. Both shows are undergoing some fine-tuning to address the content issues, Coveny said, adding that the company's two new, less hard-edged talk shows, *Pat Bullard* and *Crook & Chase*, were well received by advertisers.

Coveny and others also said that the strong start last week for *Rosie O'Donnell* (see page 47) bodes well for the talk market and could encourage advertisers that have left the market to return.

Sellers and buyers reported modest cost-per-thousand price gains of 2% to 5%. "There were moderate decreases to moderate increases depending on the property," said Jon Mandel, Grey Advertising senior vice president.

"We were very pleased," said Dan Cosgrove, president of advertising sales for Eyemark Entertainment. ■

'Sister, Sister' sold in eight of top 10 cities

By Cynthia Littleton

Paramount Domestic Television closed deals last week in 13 markets, including eight of the top 10, for off-network runs of the WB Network's family sitcom, *Sister, Sister*.

Financial terms were not disclosed, but sources say Paramount got its asking price of \$65,000 per week from Chris Craft's WWOR-TV New York, while falling far short of its \$40,000 floor price in Chicago, where UPN affiliate WPWR-TV Chicago paid roughly \$16,000 per week.

Station sources say the Chicago price may have been driven down by a lack of interest from Tribune's WGN-TV and Fox O&O WFLD(TV), both of which are usually strong contenders for off-network offerings. Conversely, the weekly license fee commanded in New

York is considered impressive as the Fox and Tribune stations in those markets are also thought to have passed on the show.

At press time, Paramount was said to still be evaluating offers in Los Angeles, where the floor price is also \$65,000 per week.

Sister, Sister has become the first series carried by the start-up WB and UPN networks to be sold in syndication, although the sitcom aired for more than a year on ABC before moving to The WB last fall. Yet the bulk of the off-network buyers for the show, thus far, have been with UPN affiliates.

Paramount closed deals last week with UPN owner Chris Craft's outlets in San Francisco and Phoenix, as well as UPN affiliates KTVD(TV) Denver and WUPL(TV) New Orleans. Other buyers include Paramount-owned stations in



The WB Network's 'Sister, Sister' was snapped up for off-net by UPN affiliates.

Philadelphia, Boston, Washington, Dallas, Atlanta, Houston and Miami. Competitors confirmed that the show was offered to rival stations in those markets.

Paramount is offering stations at least 97 episodes of the sitcom on a cash-plus-barter basis for a 3 1/4-year license term beginning in fall 1998. It is asking for six minutes of barter time per week, which works out to 1 1/2 minutes in two of the five runs permitted each week and one minute in the remaining three runs. ■

NBC cable moves vex affiliates

NBA postgame shows on CNBC, cross-promoted on NBC, don't sit well with stations

By Rich Brown

With just four weeks to go before the launch of MSNBC, NBC's broadcast affiliates are raising some concerns about the company's growing cable and multimedia initiatives.

Those concerns escalated last week with NBC's decision to telecast certain NBA Finals postgame shows exclusively on NBC-owned cable network CNBC. Particularly vexing to some NBC affiliates were promotions for the cable shows during the NBA game coverage on NBC.

"If you're inviting people to go to one of NBC's other channels, you are also inviting them to leave the affiliate that they're watching—and that doesn't play well to affiliates," says Jim Waterbury, president and general manager, KWWL(TV) Cedar Rapids (Waterloo), Iowa, and immediate past chairman of the NBC affiliates board. "It's like owning a restaurant with a partner and your partner keeps invit-

ing his family to eat free every night."

NBC had reason to celebrate last week as CNBC's first-ever postgame specials on June 7 and 9 boosted the cable network's average viewership levels by 250% and 300%, respectively, according to Nielsen Media Research. But affiliates who were counting on the NBA games to provide strong lead-ins to their local newscasts say they had less cause for celebration over CNBC's ratings gains.

"I certainly understand the network amortizing the value of their people," says Lew Colby, executive vice president, WCSH-TV Portland, Me. "However, the core business—broadcasting—should have some sort of isolation from that process. It's one thing to amortize your talent and your studios, but I would hate to see them amortizing the goodwill of their affiliates."

NBC affiliates say the brouhaha over the NBA Finals postgame shows is just the latest cause for concern as the network expands its reach into

cable and new media.

Some NBC affiliates were not happy to see network anchor Tom Brokaw filling in for CNN's Larry King opposite NBC's Thursday night schedule a few months ago. Affiliates also have voiced concern over promotions for NBC's Web site during the network's nightly newscast.

"There is a strong sense that NBC is jumping the gun and breaking old taboos in a hurry, and one of them is that you don't do day-and-date advertising on your own air for a directly competitive service," says Waterbury. Calls seeking comment from NBC were not returned at press time.

NBC plans to involve affiliates in its soon-to-be-launched MSNBC network by inviting them to contribute stories and live coverage of breaking events and by filling a three-minute local hourly news window for the channel. Affiliates say that just how much they will benefit from the new channel will become clearer once the service is in full operation. ■

Rysher, NBC, Engel team for first-run

'USA High' and 'Soldier of Fortune Inc.' targeted for '97

By Cynthia Littleton

Ryscher Entertainment has joined forces with high-profile partners on two first-run projects expected to launch in fall 1997.

USA High is a teen comedy co-produced with Peter Engel Productions and NBC Enterprises; the weekly drama *Soldier of Fortune Inc.* is a joint venture with movie producer Jerry Bruckheimer.

Ryscher will handle domestic sales of *USA High*, a half-hour strip about a multicultural group of teenagers attending the American School in Paris. NBC Enterprises will distribute the series internationally. Production on a 75-episode order begins next month.

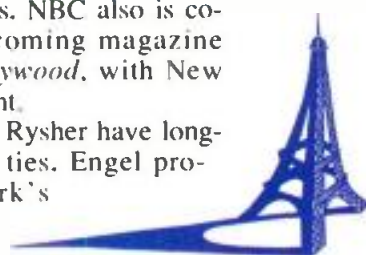
USA High marks NBC's second major foray into domestic syndication

in the new deregulated environment for the Big Three networks. NBC also is co-producing an upcoming magazine strip, *Access Hollywood*, with New World Entertainment.

NBC, Engel and Rysher have long-standing business ties. Engel produces the network's entire "TNBC" Saturday morning

slate of teen comedies as part of a joint venture with NBC Enterprises. Rysher was formed in 1991 when chairman Keith Samples bought the off-network rights to TNBC hit *Saved by the Bell*. Rysher also distributes the Engel/TNBC series *California Dreams* and two *Saved by the Bell* spin-offs.

USA HIGH



Ira Bernstein, Rysher's president of domestic TV distribution, says *USA High* is aimed at early fringe sitcom blocks on Fox, UPN and WB affiliates.

Soldier of Fortune Inc. puts Rysher in business with the producer of such theatrical blockbusters as "Top Gun," "Beverly Hills Cop," "Crimson Tide" and last week's box-office champ, "The Rock."

The big-budget drama centers on the exploits of a former Green Beret whose attempt to lead a quiet life as a hotel operator is interrupted when the government hires him for a covert operation to save a kidnapped U.S. ambassador. ■

ABC talking to Tarsis; offers Harbert new position

By Steve McClellan

ABC was expected to start formal negotiations with Jamie Tarsis during the past weekend for the post of ABC Entertainment president. Tarsis has been on a leave of absence for more than two months from NBC, where she was credited with a key role in developing *Friends*. Her contract with NBC expired June 15.

Meanwhile, ABC has offered current Entertainment President Ted Harbert the position of chairman. In that role, he would continue to have many of the administrative and other business-related responsibilities he has had as president.

As of late last week, Harbert was said to still be mulling the ABC offer and wasn't expected to make a decision until after the network completed (or broke off) negotiations with Tarsis.

Sources at the network say it is not the company's intention to give Tarsis complete control over all aspects of the entertainment division. If she is given the title of president, it would be a redefined role that focuses on her strengths in the creative and program-development areas.

"It's a very fluid situation," said one network insider last week. There were reports that Tarsis would reject an offer if she were required to report to Harbert. Network sources could not confirm that, and Tarsis couldn't be reached at deadline. What the network has in mind, sources said, is that Tarsis would report to Harbert, but it is not inconceivable that both would report directly to ABC Network Group President David Westin. How Harbert would feel about such an arrangement is unclear.

There was speculation last week that other candidates could emerge as well, given Disney Chairman Michael Eisner's recent approach to Marcy Carsey, partner in Carsey-Werner Productions and a former ABC programing executive. Carsey turned down the offer. ■

Closed Circuit

WASHINGTON

Clinton orders up Sci-Fi

USA Networks received a call from the White House on Friday morning (June 14) asking how it could receive the Sci-Fi Channel at both Camp David and 1600 Pennsylvania Avenue. No problem, said USA. It just so happens that the White House on June 24 will be able to order the Sci-Fi Channel as part of a new expanded basic package from local operator District Cablevision. And although Camp David is not wired for cable, USA Networks plans to fulfill its patriotic duty by providing a descrambled feed to the site starting this week.

NEW YORK

DTH delay

Technical delays have delayed AlphaStar Digital Television from launching its direct-to-home satellite service, originally slated to be on the market early last month.

"[AlphaStar] was targeting an early May launch," says Rick Westerman, an analyst for UBS Securities, but has had problems with late shipments of encryption chips for the receiver, "so that's slowed them down a little bit." Assuming final tests go as planned, AlphaStar could be selling DTH hardware in the next one to two weeks, says Clive Hopson, an AlphaStar spokesman. "Our best guess is that we will be shipping to customers by the end of the month."

'Eat the Press'

Now that Comedy Central's *Politically Incorrect with Bill Maher* is slated to move to ABC-TV next January, Viacom-owned Showtime reportedly is working on developing a new comedy show called "Eat the Press." The show, supposedly a parody of Sunday morning political talk shows, is to be hosted by former *Saturday Night Live* cast member Harry Shearer and conservative author Arianna Huffington. A Showtime spokeswoman wouldn't confirm network plans to launch *Eat The Press*, but says "Showtime is

working on a few show ideas with Harry Shearer."

Karmazin staying put

Infinity Broadcasting Corp. President Mel Karmazin quashed rumors that he may name an additional chief executive to oversee Westwood One Inc. "It's just not true," said Karmazin, who dually serves as Westwood One president and CEO. "If I ever found somebody who was a better CEO than I [am], I would recommend to the board [of directors] to replace me." Rumors of top level restructuring were sparked by Westwood One networks' lackluster ratings in the latest RADAR report. Sources had pegged Shadow Broadcast Services President Mike D'Ambrose as a prime candidate to oversee the Westwood One divisions.

Telco program connection

Now that the telco trio directing Tele-TV has dramatically cut its operating budget—from \$160 million to \$130 million—some sort of cooperation between Tele-TV and Americast appears to be increasingly likely. Tele-TV certainly sees more sense in it, and figures that Americast, the other tri-telco TV initiative, is facing the same misgivings about spending big bucks on hybrid fiber/coax transmission systems.

And the possibility of an outright merger is still present. "I would not be surprised to see, if not a merger, then cooperation," Edward Grebow, Tele-TV president, said last week. And one source at Americast suggests that cooperation could include sharing of programing.

WASHINGTON

Gore appearance

Sources expect Vice President Al Gore to be on hand today (June 17) when the Annenberg School for Communication unveils its plan to evaluate children's programing. The content evaluation is one of three reports on children's TV the school is releasing.

The background of the entire image is a close-up, slightly blurred view of the American flag, showing the red and white stripes and the blue field with white stars. The text is centered over this background.

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HERO
YOUR
STATION'S
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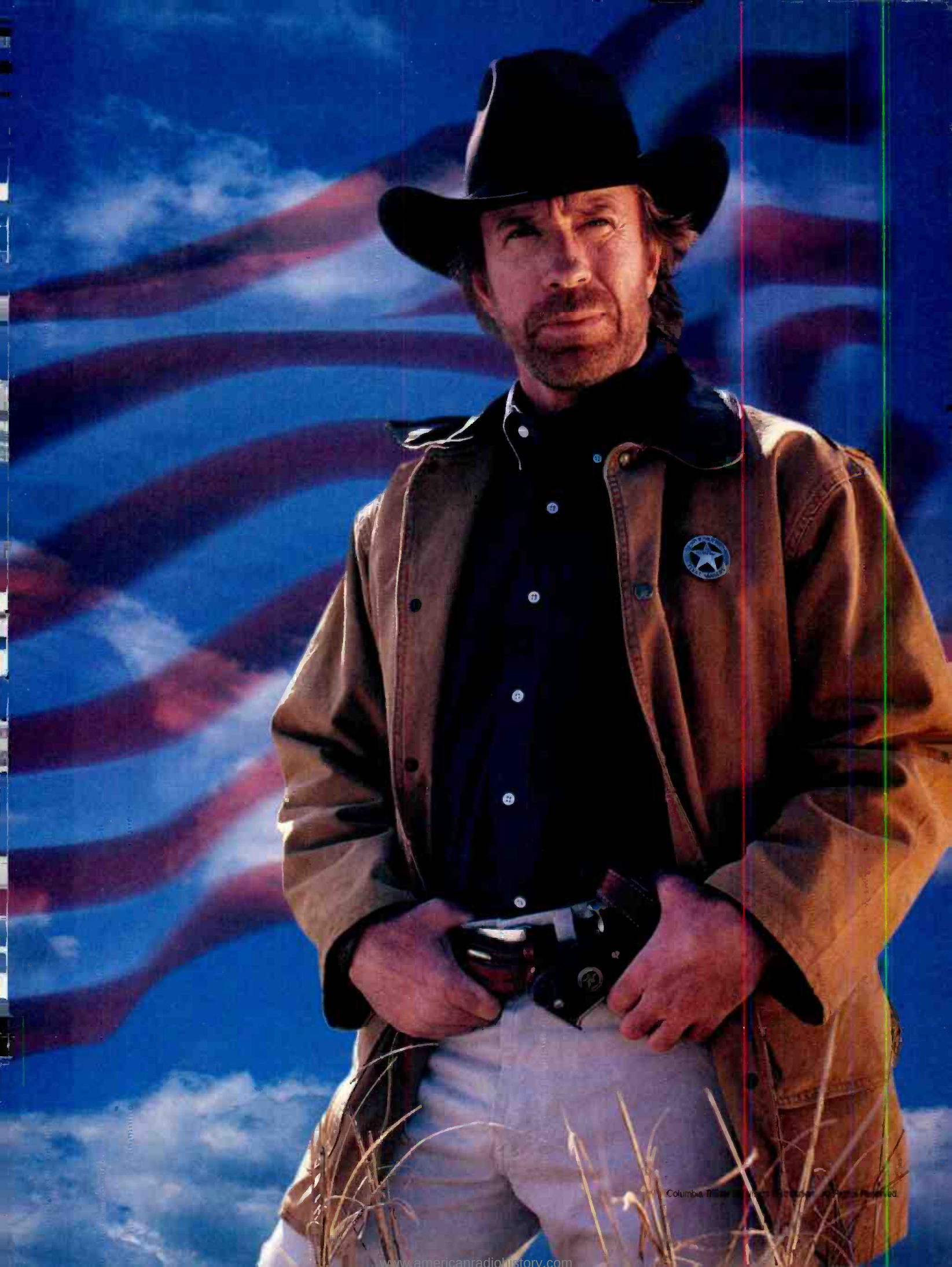
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THE LEADER IN YOUNG ADULT PROGRAMMING



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Columbia TriStar Home Entertainment

Court bars Internet indecency rule

Says it 'deserves the broadest possible constitutional protections'

By Christopher Stern

Congress's efforts to regulate speech on the Internet are an unconstitutional violation of the First Amendment, according to a strongly worded ruling last week by a federal appeals court in Philadelphia.

The unanimous decision by the specially convened three-judge panel sent a clear message to Congress that it should tread lightly in any effort to restrain speech on the Internet. The court barred the enforcement of the Communications Decency Act (CDA), which prohibits the "knowing" distribution to minors of indecent or "patently offensive" materials over the Internet.

"As the most participatory form of mass speech yet developed, the Internet deserves the broadest possible constitutional protections—akin to newspapers and magazines as opposed to the more tightly regulated broadcast transmissions," wrote Judge Stewart Dalzell.

"Just as the strength of the Internet is chaos," added Dalzell, "so the strength of our liberty depends upon the chaos and cacophony of the unfettered speech the First Amendment protects."

Anticipating the legal challenge, Congress had enacted an expedited judicial review for the CDA. Now that the lower court has ruled, the next appeal goes directly to the Supreme Court.

The online community was unified in its praise of the decision. "We believe [the court's ruling] has the potential to be a landmark decision for free speech in the 21st century," said Jerry Berman, executive director of the Center for Democracy and Technology. Berman helped to coordinate a group of 46 companies, known as the Citizens Internet Empowerment Coalition, which successfully argued the case against the CDA along with the American Civil Liberties Union.

Berman said the case will have a profound impact on the television industry as it makes the transition to interactivity.

Citizens Internet Empowerment Coalition

VICTORY IN THE CDA CASE!

VIRTUAL VICTORY PARTY!
Join CIEC Organizers and Lead Attorney
on HotWire - Thursday June 13 at 5:30pm EDT



"As the most participatory form of mass speech yet developed, the Internet deserves the highest protection from government intrusion."

"Just as the strength of the Internet is chaos, so the strength of our liberty depends upon the chaos and cacophony of the unfettered speech the First Amendment protects."

"Any content-based regulation of the Internet, no matter how benign the purpose, could burn the global village to roast the pig."

— Excerpts from the decision

On Wednesday June 12 at 9:00 am, a three-judge panel of federal judges in Philadelphia, PA granted the Citizens Internet Empowerment Coalition's (CIEC) request for a preliminary injunction against the Communications Decency Act (CDA). In a unanimous decision, the judges ruled that the CDA would unconstitutionally restrict speech on the Internet.

This is a major victory for Netizens! The ruling today soundly rejects Congressional attempts to censor the Internet. However, the government will most certainly appeal this case to the Supreme Court, so the battle against the CDA is not yet over. All Internet users are

"This decision demonstrates that the government does not get a constitutional blank check when adopting regulations in the name of children."

—Robert Corn-Revere

"As cable and [broadcast] television become interactive, this spells out [that] the First Amendment is secure in this new media."

First Amendment lawyer Robert Corn-Revere noted last week that two of the three judges on the panel criticized the indecency standard's "vagueness." "That could be good news down the road," said Corn-Revere, a vocal critic of the FCC's indecency policy.

Corn-Revere also claimed that the

decision takes some of the air out of FCC Chairman Reed Hundt's contention that recent Supreme Court decisions on indecency clear the way for regulation of children's programming. "This decision demonstrates that the government does not get a constitutional blank check when adopting regulations in the name of children," he said.

Members of Congress who opposed the CDA, which was included as a provision of the Telecommunications Act of 1996, applauded the court's decision last week. "I hate to say I told you so, but I did," said representative Christopher Cox (R-Calif.) at a press conference.

Cox was a co-sponsor with then-representative Ron Wyden (D-Ore.) of a provision that would have relied on computer software rather than government regulation to protect minors from potentially harmful material on the Internet. (Since Cox and Wyden originally made their legislative proposal, Wyden has been elected to the Senate seat vacated by former senator Robert Packwood.)

During a joint press conference, Wyden and Cox said they would reintroduce their proposal with the goal of winning final passage before the November elections.

Senator James Exon (D-Neb.), an original sponsor of the CDA, said he was not surprised by the lower court's decision. Exon said the court was intimidated by the Internet's complexity. But he also expressed confidence that the CDA ultimately will be upheld by the Supreme Court: "We are convinced that the Supreme Court will take a much more judicious approach and not be bamboozled by the wizardry of the Internet."

But some online-free-speech advocates such as People for the American Way's Eliot Minceberg praised the lower court for what they see as its depth of knowledge of the Internet. "The judges made great efforts to understand the uniqueness of the Internet communications system, something Congress was unwilling to do," said Minceberg. ■

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		Adults 18 - 49	#1*
		Adults 18 - 34	#1*
Prime Time	M - Su	Adults 25 - 54	#1
		Adults 18 - 49	#1
		Adults 18 - 34	#1

and a whole lot more. . .

MORE PEOPLE ARE WATCHING



WHERE THE ACTION IS!

Data from NSI *Tied

Silver King faces more hurdles at the FCC

Commission will assess planned purchase of Home Shopping Network

By Chris McConnell

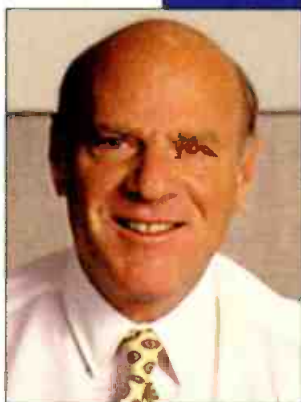
The FCC may have given Silver King's station acquisition a thumbs-up, but the company still has some commission business to contend with.

The commissioners plan to review Silver King's planned acquisition of Home Shopping Network Inc. to insure that it does not run afoul of FCC restrictions on cable/television crossownership. Silver King last year announced its plan to acquire HSN.

The commissioners are taking the action as part of a decision—released last week—to approve the bid by Barry Diller and Tele-Communications Inc.'s Liberty Media arm to acquire the Silver King stations. Diller and Liberty Media last year announced their plans to acquire the stations through a joint venture, Silver Management Co., in which Liberty holds almost all the equity and Diller holds the voting stock.

Diller has said he plans to use the stations as the basis for a broadcast network that he hopes will capture a 10% share of the TV audience. Since announcing the initial 12-station acquisition last year, Silver King has announced plans to purchase HSN as well as Savoy Pictures Entertainment, which holds a 75% stake in four more stations.

The FCC approved the initial 12-station acquisition in March, but conditioned its approval on a requirement that the FCC approve any "material"



Diller's plan to buy Home Shopping Network is being reviewed by the FCC.

increase in the percentage of TCI cable subscribers in any of the markets served by Silver King stations.

The commission placed the condition on the station transfer in response to Silver King's arguments that the deal would not violate FCC restrictions on cable/TV crossownership because the TCI cable systems served no more than 21% of the TV households in the Silver King markets.

Liberty later responded that obtaining prior FCC approval of any subscriber increases in the Silver King markets would impair TCI's efforts to acquire cable systems. The company threatened to pull out of the deal if the commission did not lift the requirement.

In its new decision, the FCC has

lifted the requirement, relying instead on Silver King's assertion that Liberty's 21% equity stake in the company does not constitute "meaningful" interest in Silver King. Under the commission's cross-interest policy, a 33% non-voting stake does not add up to a "meaningful relationship."

But Silver King expects Liberty's equity stake to go past that benchmark—to about 45%—as a result of the HSN purchase.

FCC officials say the commission will need to first sign off on such a jump as a result of their new approval of the Silver King deal. The new ruling also incorporates Silver King's offer to notify the commission of any cable system acquisitions that would result in TCI serving 50% of the TV households in any Silver King market.

Silver King last week was still considering how it will respond to the planned review of the HSN purchase.

Diller's Silver King portfolio

Station/DMA	Channel	Affiliation	Mkt. rank/ % of US HH ¹	FCC % of HH ²
WHSE-TV Newark, N.J./New York	ch. 68	HSN	1/6.987	3.494
WHSI-TV Smithtown, N.Y./New York	ch. 67	HSN	1/6.987	3.494
KHSC-TV Ontario, Calif./Los Angeles	ch. 46	HSN	2/5.132	2.566
WEHS-TV Aurora, Ill./Chicago	ch. 60	HSN	3/3.216	1.608
WJYS* Hammond, Ind./Chicago	ch. 62	HSN	3/3.216	1.608
WHSP-TV Vineland, N.J./Philadelphia	ch. 65	HSN	4/2.761	1.381
KPST-TV* Vallejo, Calif./San Francisco	ch. 66	HSN	5/2.355	1.178
WHSB-TV Marlborough, Mass./Boston	ch. 66	HSN	6/2.214	1.107
WTMW* Arlington, Va./Washington	ch. 14	HSN	7/1.966	.983
KHSX-TV Irving, Tex./Dallas	ch. 49	HSN	8/1.901	.951
WBSX*** Ann Arbor, Mich./Detroit	ch. 31	HSN	9/1.813	.907
KHSH-TV Alvin, Tex./Houston	ch. 67	HSN	11/1.643	.822
WQHS-TV Cleveland	ch. 61	HSN	13/1.515	.758
WBHS-TV Tampa, Fla.	ch. 50	HSN	15/1.456	.728
WYHS-TV Hollywood, Fla./Miami	ch. 69	HSN	16/1.399	.700
KTVJ* Boulder, Colo./Denver	ch. 20	HSN	18/1.210	.605
WHSI* East St. Louis, Ill./St. Louis	ch. 46	HSN	20/1.157	.579
WBSF*** Melbourne, Fla./Orlando	ch. 43	HSN	22/1.041	.521
WHSW-TV Baltimore	ch. 24	HSN	23/1.023	.512
KBSP-TV*** Salem, Ore./Portland	ch. 22	HSN	24/0.974	.487
WVUE(TV)** New Orleans	ch. 8	FOX	41/0.640	.640
WALA-TV** Mobile, Ala.	ch. 10	FOX	61/0.455	.455
WLUK-TV** Green Bay, Wis.	ch. 11	FOX	71/0.388	.388
KHON-TV** Honolulu	ch. 2	FOX	70/0.398	.398
TOTAL			41.644%¹	26.87%²

Notes: ¹Column credits all but four stations with all homes in their markets. New York and Los Angeles stations are credited with only half the homes because their signals do not overlap. ²For purposes of compliance with the FCC's ownership rules, column credits each UHF station for only half the homes in its market. The rules limit each company to no more than 35% of all TV homes. *Silver King has a 45%-49% non-voting interest. **Silver King purchase of station is pending. ***Owned by Blackstar Communications, in which Silver King has a 30.3% and Fox a 32.6% non-voting equity interest. Blackstar also owns KEVN-TV Rapid City-KIVV-TV Lead/Rapid City, S.D., but because they are Fox affiliates and Blackstar controls them, Silver King does not count them as part of its station group.

Silver King also owns 26 low-power TV stations.

GRAPHIC BY BROADCASTING & CABLE

Hubbard blasts Canadian DBS reciprocity with U.S.

Says TCI and TelQuest plans give them unfair advantage

By Chris McConnell

U.S./Canadian trade reciprocity in the DBS business is a bad idea, United States Satellite Broadcasting Chairman Stanley S. Hubbard says.

In a letter last month to Senate Commerce Committee Chairman Larry Pressler (R-S.D.) and other lawmakers, Hubbard said that allowing Canadian companies to serve the U.S. market would give them an unfair advantage, as U.S. companies already have built and launched their satellites.

"There is no way these satellites can be retrofitted to serve Canada," Hubbard said. "It would be grossly unfair to give the Canadians a chance to launch satellites to serve the U.S. knowing full well that the Americans cannot serve

Canada for at least 10 to 15 years with their present satellites."

Other lawmakers receiving Hubbard's letter included representatives Edward Markey (D-Mass.) and Jack Fields (R-Tex.) as well as Senator John McCain (R-Ariz.).

Hubbard offered his case against DBS trade reciprocity with Canada in response to plans by TCI and TelQuest to deliver DBS programming to the U.S. from Canadian orbital slots.

Other U.S. DBS companies also have opposed the deal, but on the grounds that there is insufficient DBS trade reciprocity between the two countries. DIRECTV, for instance, has told the FCC that it should not approve the TelQuest plans until U.S. companies are allowed similar competitive opportunities in Canada.

In opposing the TCI/TelQuest plans, Hubbard cited several arguments against such DBS trade reciprocity, including the size of Canada's market.

"If we gain access into Canada, then we will have access to a maximum of 10 million Canadian homes—a 10 to 1 advantage for the Canadians," Hubbard said in his letter. He also said any reciprocity agreement between the two countries should provide for the provision of Canadian programming in the U.S. rather than U.S. programming.

"If Canadians want to enter the U.S. market, then let them enter with Canadian programming," Hubbard said.

The letter said that allowing TCI and TelQuest to serve the U.S. through a Canadian orbital slot would undercut the value of U.S. spectrum. MCI and News Corp., which bid nearly \$700 million for U.S. DBS spectrum, have made similar arguments at the FCC.

TCI has countered that MCI knew the Canadian spectrum was available when it entered the bidding. TCI and TelQuest also have said that opponents of their plans are using the trade issue to derail competition. ■

McLean booster

Senator James Exon (D-Neb.) is collecting Senate endorsements for nominating Chris McLean to the FCC. Exon's office said last week that 13 Democratic senators have endorsed McLean, Exon's senior legal counsel. McLean would fill the seat occupied by Commissioner James Quello, whose term expires this month. "We hope the President sees fit to nominate him," Exon's office said.

EEO actions

Fidelity Television has been fined \$30,000 by the FCC for EEO violations at its KCAL(TV) Los Angeles. The commission issued the fine as part of a decision to renew the station's license. In other EEO actions, the commission reduced a fine against First Greenville Corp. from \$37,500 to \$6,000. The FCC had issued the fine for violations at KGV(LAM)-KIKT(FM) Greenville, Tex., but reduced it, in part, because the company showed it could not afford a higher fine. The FCC also reduced fines against KEBE(AM)-KOOI(FM) Jacksonville, Tex., from \$31,250 to \$12,000, and WGHI(AM)-WBPM(FM) Kingston, N.Y., from \$25,000 to \$8,000.

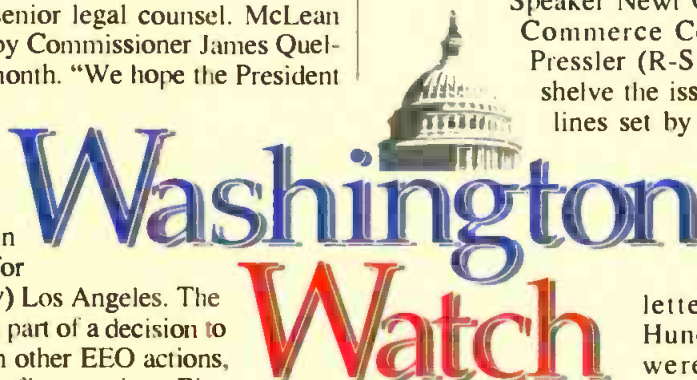
Fall schedule for set-tops

The FCC likely won't propose any new rules on cable set-top boxes until later this fall, FCC officials say. The commission had planned to issue a proposal by the end of this month as part of its implementation of the 1996 Telecom-

munications Act. The act requires the FCC to develop rules to insure the commercial availability of settop boxes from companies not affiliated with cable operators. But earlier this month a group of lawmakers including House Speaker Newt Gingrich (R-Ga.) and Senate Commerce Committee Chairman Larry Pressler (R-S.D.) suggested that the FCC shelve the issue until it meets all the deadlines set by the telecommunications law.

"The self-imposed deadline is particularly troubling, given the complexity of the issues involved," the lawmakers said in their May 20

letter to FCC Chairman Reed Hundt. FCC officials last week were planning to respond by informing the lawmakers of the revised schedule.



Edited By Chris McConnell

Employment update

Minority and female employment in the broadcast industry jumped in 1995, according to an FCC report released last week. The commission said that female representation among full-time broadcast employees increased from 39.9% to 40.7%, while minority representation increased from 18.4% to 19.7%. In the cable industry, female representation increased from 41.7% to 41.9%, while minority representation rose from 26% to 27.1%. The FCC compiles the data from annual employment reports filed by broadcasters and cable operators.

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-20%

-17%

(No Change)

Source: NSI metered markets, May 1996. First-run access clearances only. Percent change based on DMA share.

The force behind the fireworks

If you ask Chris Moseley (and we did), "Field of Dreams" author W.P. Kinsella was only half right. You can build it, but to make sure they come you have to promote it too. Moseley, senior vice president, marketing and communications, for Discovery's U.S. cable networks, has spent the past few years helping to make Discovery Networks one of the most recognizable brands in the cable network universe (as evidence, one of the world's most identifiable brands, Coca-Cola, tapped Discovery to be its only media partner in an Olympics pavilion in Atlanta). As Promax's incumbent chairman—the first from a cable network—Moseley's goal will be to help members make the "most buttoned-up, professional, effective" case for the value of promotion and marketing to the bottom line. What she does looks fun (it is) and easy (it's not), says Moseley, which makes it that much more important to demonstrate the muscle behind the magic.



You were a promotion and marketing executive on the broadcasting side. How is cable different?

The biggest shock for me was these rules you heard of in broadcasting—that people don't watch channels or networks, they watch programs. I came to cable—this was seven years ago—and heard from viewers that most of the time they really didn't know what we had on.

We didn't have a lot of stripping; we didn't have a lot of strategies in place that enabled people to recite the schedule. In fact, I couldn't recite the schedule. It was the first place I'd ever worked in television where I couldn't reel off what was on, because it changed every quarter.

But it didn't seem to be a big deal for viewers. People have a viewing set of maybe six or seven options that they flip between at any one time. So the real goal is not to be the one that they always turn to; the goal is to be in the top sev-

eral of the six or seven they flip to.

But aren't cable channels increasingly establishing that stripped prime time identity?

Yes, and so are we. Certainly anytime you can make it easy for the viewer to remember what you have on, you're going to do better. We have a challenge at our types of channels because our programming doesn't come to us from a Hollywood studio; it doesn't come off-network; it doesn't come with a nice promotion kit. In fact, my first week here I went around saying, "Where are the kits?" We had to do the kits, we had to do the press materials—everything—from scratch, which was a bit of a shock for me.

The other issue is that there's no built-in equity for our programming. You take a *Seinfeld*, you run it in syndication, people already know what it is. We take a program, we have to build it up from scratch, so it's a longer haul. Now, not

every cable channel has that issue—certainly USA, Family, Nick at Nite don't—but we do, so that's more of a challenge.

How many things you choose to build up is another key. Almost everything on our air could use some awareness building. But we can't afford to go out behind everything, nor does that make any sense. What we do is, we have the strip programming—*Wild Discovery* [Discovery Channel], *Real History* and *Science Frontiers* [Learning Channel]; we'll go out and build awareness for that. And then we have what we call, and this is a figure of speech from Greg Moyer [president and chief editorial and creative officer], “nosecone” programming. What he means, and I agree with it strategically, is that you do a special like *Carrier*, *Submarines*, something big, and you put behind that a lot of press and advertising and sales promotion and sponsorship packages—all the parts of the integrated marketing campaign—and you ram it through all the channels available to you. Then when people come and watch, you get a bigger audience. During that program you cross-promote your key franchises that you'd like them to know more about.

If the information superhighway is the buzzword du jour, branding is a close second. How important is it?

It's become a bit trite. In fact, I hear all sorts of phrases around it that [William] Safire would have a good time with, like “de-branding.” The other day one of my associates (who shall remain nameless) was saying that it was really important to build up the brand, but if we did negative things we could de-brand ourselves.

So let me start from scratch. You put out a channel, you put out a program, you put out a newscast. And you go out there and say what you want to say about it, and you hope people buy it. And then it reflects what they watch and it makes sense for them; it's consistent. Now, your brand is what the people really think of your product. This is kind of getting into jargon and nuance, but we can say our channel enables people to explore their world, but it's not until you hear it back from people—“When I watch the Discovery Channel, I feel like I'm getting out of my normal everyday routine and really getting out there and exploring the world”—that it becomes the brand identity.

In a multichannel, multiplatform, incredible-number-of-choices world, you can have the best program or piece of information, but people have so many choices. What makes them stop and select yours? Hopefully, it's this umbrella aura that the brand name gives off.

How important is marketing to the success of a program or network?

I think all four parts of the equation—programming, marketing or promotion (and I use them interchangeably), sales, and research—are key factors in how well anything performs. But the number of channels targeting our salable demographic for Discovery and Learning Channel in prime time—men 25-54—has quadrupled in the past five years. And in a cable household, the average number of channels that any subscriber can get is 53, which means there's just so much more competition for viewers. Prime time viewing of

all channels—cable and broadcast—has stayed flat over about the past three years. That means more channels are targeting basically the same number of folks watching the same number of hours, so we all have to go out there and create demand for whatever the program is. It's that whole “if you build it, they will come” philosophy.

If you market it, they will come?

You need to market it to make sure that they come.

Was that already Discovery's philosophy when you came on board?

When I first came to Discovery Channel it was only the one channel, and we had just finished getting to what I call universal distribution, so the big push at the company until that time had been affiliate sales and marketing. I showed up at the time that the company would have been looking at a big consumer presence. I think one of the reasons they hired me, in fact, is because I had had broadcast promotion experience and agency experience, and they wanted me to be part of that next phase of pushing it through to the consumer.

How much does that push cost?

We had a spot market budget of about \$8 million the first year—1991. And then we got up to being one of the top three spenders off our air in cable. We're talking today about an average of \$20 million annually for Discovery Channel.

But it's tricky looking at these numbers. If you look at a Turner, for example, they have the ability to go across all their channels and cross-promote all their products. That cross-promotion time isn't included when you look at off-your-air media spending. We don't have that many

networks, although we're starting to build them up, so when you look at the pure media spending, it may look like we're one of the top spenders—but when you fully cost the competitors on promotion time, it changes the equation.

You will be the first cable network chair of Promax. What goals do you have?

My big issue is the role of promotion and marketing in making businesses successful. Because my sense is that it looks like promotion and marketing people have so much fun; it looks like what we do is fun. And to be blunt, what we do is fun or a lot of us wouldn't be doing it. But it's a little bit more of a discipline and a bit of a deeper cut than maybe our members get credit for. It looks so easy, like anybody could do it.

If you look at the Promax conference seminars, it's all about creativity; it's all about how to be more creative and creating demand. Other groups create the product; we create the demand. But within that conversation, our membership—and I include myself—could use insight on how to manage management; how to put forth the most buttoned-up, professional, effective budget presentation; how to get the money to do what needs to be done; how to measure effectiveness so that once you put a big program out there

WE LOVE N

New York

WNBC M-F 7:00PM

May 1996

HH RTG/SHR

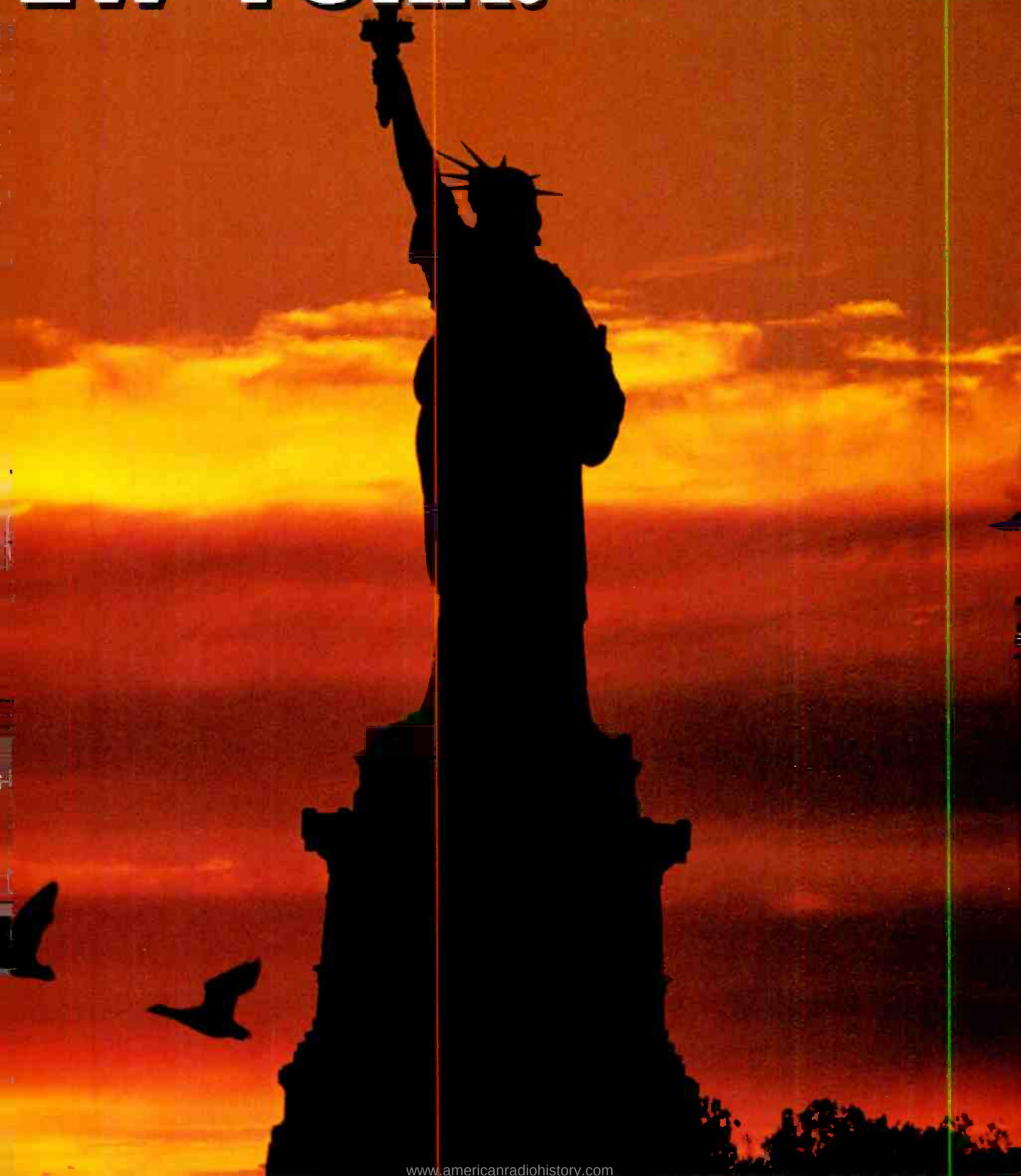
e-EXTRA

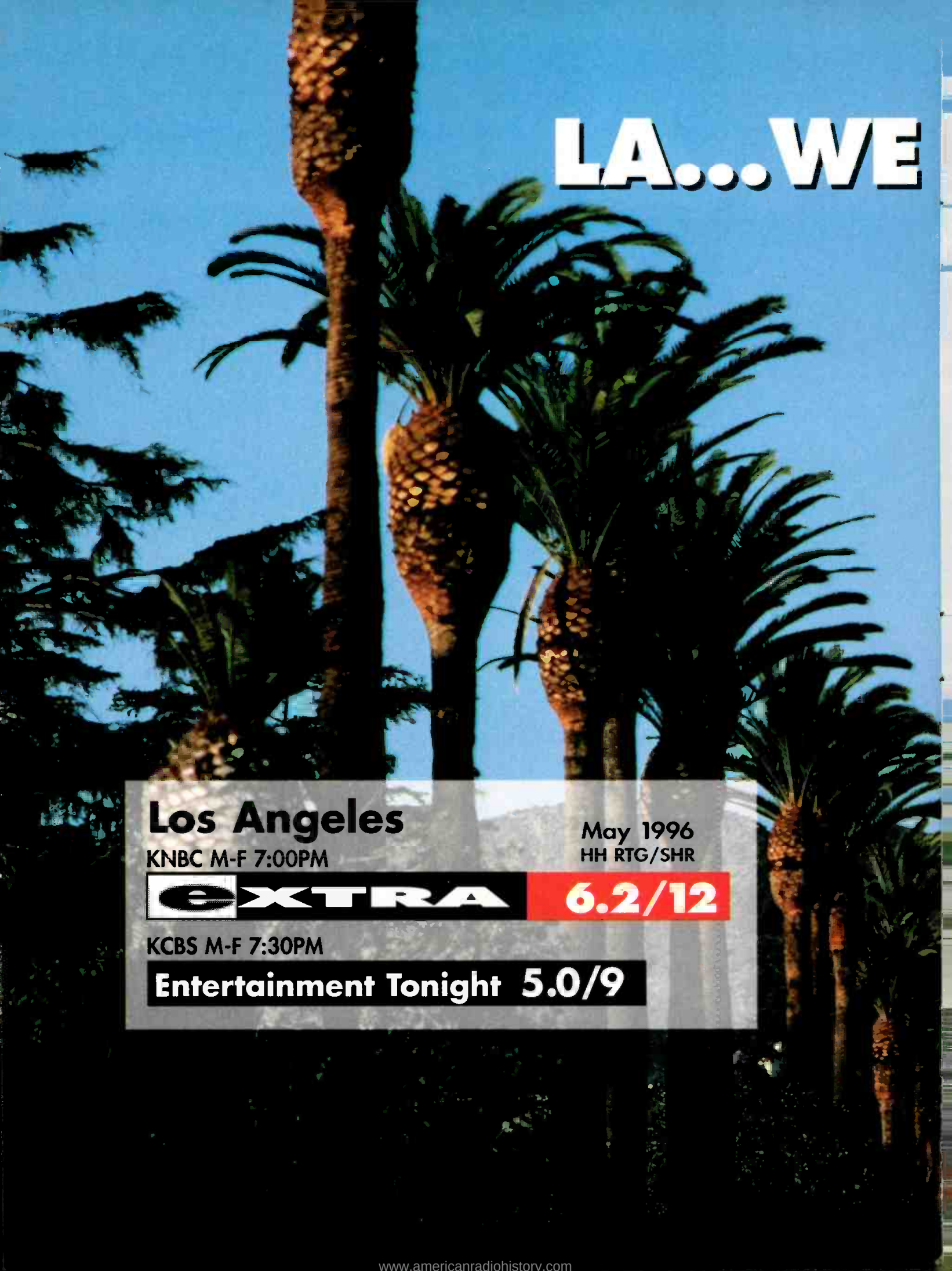
6.9/12

WCBS M-F 7:30PM

Entertainment Tonight 6.5/11

EW YORK!





LA...WE

Los Angeles

KNBC M-F 7:00PM

May 1996

HH RTG/SHR

eXTRA

6.2/12

KCBS M-F 7:30PM

Entertainment Tonight 5.0/9

LOVE IT!

HOLLYWOOD

OUR KIND CHICA

Chicago

WMAQ M-F 6:30PM

May 1996

HH RTG/SHR

EXTRA

5.7/10

WBBM M-F 6:30PM

Entertainment Tonight 5.0/9

SOURCE: NSI WRAP MAY '96

TIME-TELEPICTURES
Television

OF TOWN... GO IS!

A nighttime photograph of a city skyline, likely Chicago, with the Willis Tower prominently on the left. The foreground shows a multi-lane highway with long-exposure light trails from cars, creating a sense of motion. The sky is a deep blue.

EXTRA



WARNER BROS.
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My big issue is the role of promotion and marketing in making businesses successful. Because my sense is that it looks like promotion and marketing people have so much fun; it looks like what we do is fun. And to be blunt, what we do is fun or a lot of us wouldn't be doing it. But it's a little bit more of a discipline and a bit of a deeper cut than maybe our members get credit for.

where the return on investment may not be that obvious, you can identify the variables to track to be able to demonstrate to the company that it's money well spent.

But isn't that sell becoming easier as the value of branding has become more widely acknowledged?

It should be easier, but I don't think it is. One of the reasons is that in the media world—whether it's radio, television, cable or Web sites—there's still the feeling that if you put a terrific product out there, that should be enough.

So, again, it's not "if you build it they will come." It's "if you build it and then promote it, they will come."

Exactly. The real problem is convincing companies that this sort of expense is worth it. Branding includes a lot of image advertising, not just tune-in or program-specific, which is the same thing. It's very difficult to measure the impact of image advertising. Agencies have been struggling with clients on this for years. You can put the money into some type of study to track customer satisfaction and recognition of benefits, but then that's another expense on top of the image advertising.

A lot of companies look at promotion and advertising as expenses that can be adjusted every quarter if [the company] is not meeting its bottom line, whereas I would argue that if things are looking shaky that's the last thing that should be cut, not the first.

I think the reality at many companies is that cutting the consumer advertising budget is often used as a way to balance the books.

How do you change that?

That's what we've been working on, and I think we need a really effective public relations campaign with more emphasis on the education and professional development part. Another example could be an overview tape that somebody, a promotion manager, could take and show to a general manager instead of having just seminar-specific tapes: "OK, here's a 10-minute tape. It's the best of Promax. This is what I got out of it."

Are you responsible for promotion across Discovery's different businesses?

I was in that position for perhaps the first seven years I was with the company. This year, because each of our businesses is beyond what we would call incubating businesses, we've decentralized and gone to separate business units. The business unit I'm in is U.S. networks, and that's basically Learning, Discovery, our new channel, Animal Planet, and any other channels that we run through the pipeline.

Then we have international networks. In the beginning I launched those in different parts of the world. Now we have people in regions reporting to the people in international networks.

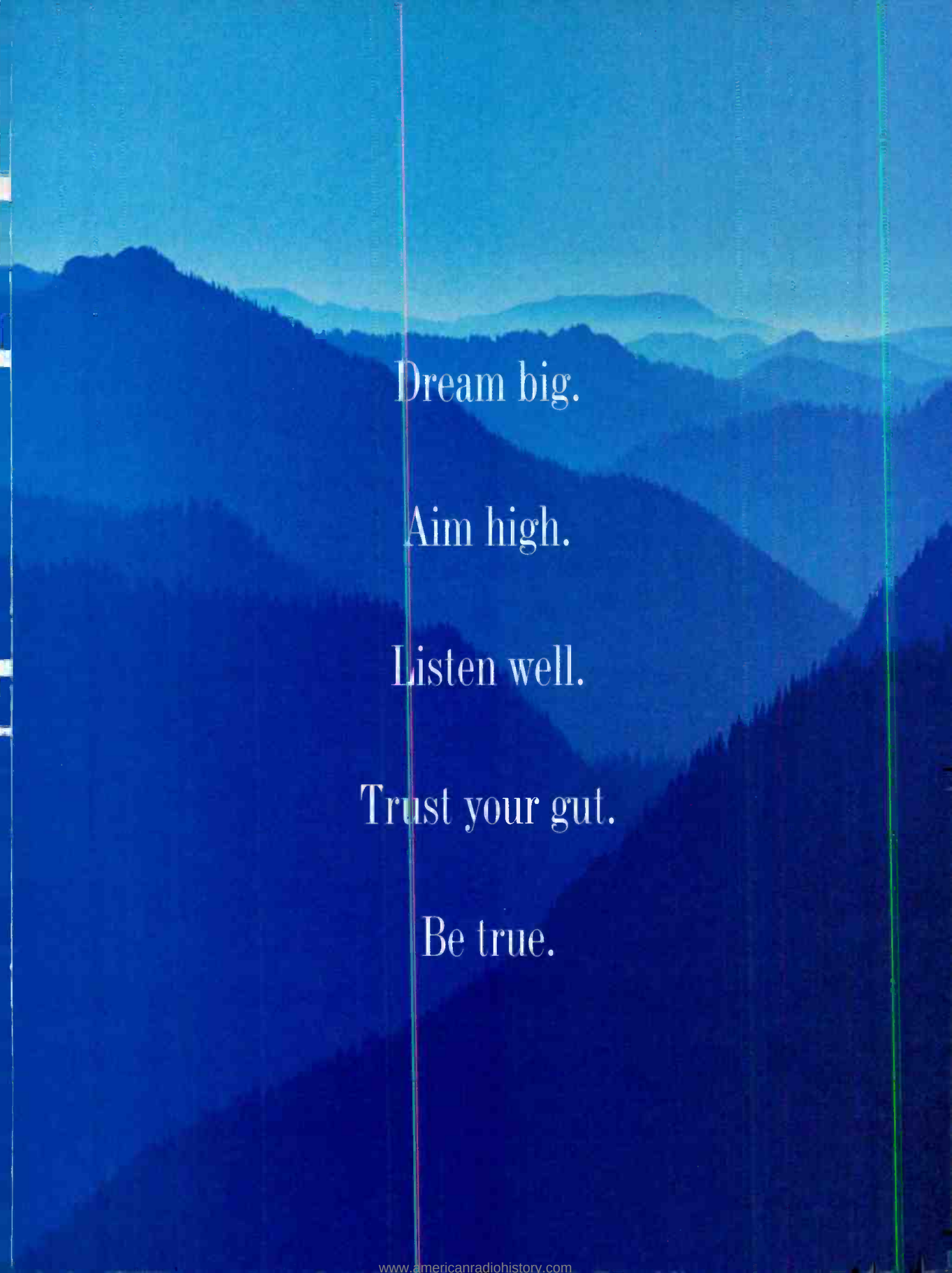
And then Discovery Enterprises, which is CD-ROM, online, home video, books, any products we put together for retail or consumer catalogue; once again, I worked on the launch of those product lines. Now we've gotten so big we have separate groups focusing on them. We're all in conversation with one another because it's still the same brand. It's important that we have a consistent message.

The fourth area is retail, where we have our own stores. We just bought The Nature Company, so we're working on melding those.

As an example of the role I would play with retail, we're putting together a launch strategy for Animal Planet looking at the parts of the company and how we can partner with them to get the word out on our channels. We'll be putting inserts in home video boxes and have spots on our home video for Animal Planet. We work the message across the entire corporation, even if those marketing areas don't straight-line report to me any longer.

What is your strategy on the Animal Planet launch?

The key on Animal Planet is that a lot of people assume that it's just nature documentaries and wildlife. It's actual-

A blue-tinted photograph of a mountain range with the text 'Dream big.' overlaid.

Dream big.

Aim high.

Listen well.

Trust your gut.

Be true.

ly quite different from anything we've done. We'll have animal cartoons. We'll have animal movies. We'll have pet game shows. Eighty percent of what's on in prime time will be a U.S. premiere. It's wildlife, but it's also pets and domestic animals. And that's something people don't necessarily understand.

How involved are you in online promotion?

Only in terms of being it to build viewership for the cable channels. Right now we are working on selling time online to advertisers because the network sales force is still selling time on Discovery Channel Online [DCOL].

How is that going?

Everybody's struggling, but actually we're doing pretty well. The real issue is the kind of strict documentation that advertisers need to have to justify their buying strategies. It's difficult to tell how many "unduplicated" visits you have. You can track the number of hits, the number of visits, but unless people enter their e-mail address every time they visit you, it's a little difficult to tell who you're reaching in a specific, precise way, the way people are with television ratings.

Is that changing?

The whole industry is working on how to evaluate it differently. And, yes, there are lots of people in conversations about the best way to go at it. But in terms of competition, there are perhaps 30 million households able to receive the Internet. Out of that you can probably throw away 10 million using it for business purposes and probably 10 million who are attached to education in some way, so out of the 30 maybe you're left with only 10 million people who use it for consumer-driven reasons. That's not a huge media opportunity, although we remain confident that DCOL will be a revenue generator for us.

So what we do, which I think makes sense, is package DCOL with our two channels because all three of those reach what we call an information seeker, someone who wants to be entertained and yet likes to learn at the same time. It's still a targeted medium when you package an exposure on our two channels and then DCOL.

Tell us about your Olympics deal with Coke.

It's unusual for us; it's our first consumer exhibit. We've done some mall tours in partnership with consumer magazines, but this is a big deal. Coke asked us to partner with them. We're the only media partner there. It's about 20,000 square feet in an air-conditioned tent in Atlanta. For our part, we thought: "What's a core brand attribute of Discovery Channel? Visually arresting photography." Everybody says that. So we thought that rather than have a lot of different things, we would have—to be blunt—a kick-ass video presentation where people would come and just go, "Wow!" We've partnered with the IOC Olympic Museum in Lucerne and brought over some of their artifacts and recreated a museumlike atmosphere.

What's ahead for the Learning Channel?

The big push on Learning Channel is [conveying] the benefit to a viewer in watching it and how it differs from Discovery. The name is an issue. To people who aren't



Brand aid

The creative team at Discovery Communications has had some help making its brand so recognizable at home and abroad. Instrumental in that success has been Boston-based design and new-media company The DI Group, which, according to the company, has worked on more than a thousand logos, identity packages, promos and sets for Discovery Channel and Learning Channel over the past decade. The company is now working on the promotional package for Discovery's newest channel, Animal Planet. "They've done the on-air interstitials for Discovery and Learning and the entire package for Animal Planet," says Moseley. "I've found them to be extremely innovative." Above is an example of an ID that DI is working on for Discovery International.

familiar with it, it connotes something dry, stuffy, boring. People watch television for entertainment and enjoyment. The fact that they learn something at the same time is a bonus, but they don't sit down and say, "OK, I want to learn something now." We have to show that it's learning in terms of curiosity; it's learning in terms of this is interesting stuff you're going to enjoy hearing about. The other point is, it's not just Son of Discovery or Discovery Two.

We've already pulled together a positioning line that's going to go on the air when our new season premieres, which will be the third week in June. It's called "Adventures for Your Mind," so it'll be "The Learning Channel, Adventures for Your Mind." That's like "Discovery Channel, Explore Your World." It talks about experiencing The Learning Channel adventures for your mind and connotes that it's fun, that it has some excitement.

Promax has been making a big international push lately.

That's right. We used to have just the big June conference, but now we've added a March European conference in Barcelona. That's in addition to the UK conference we always do in November in London. Also in November we'll be in Singapore for our second Asian conference. The fact that we're now becoming the global brand for entertainment and information marketing is significant. ■

But remember,
be #1 in your time slot.



Programmers unveil bells, whistles

Meet with stations at Promax & BDA conference in Los Angeles to outline plans to make shows stand out in TV crowd

By Cynthia Littleton

TV marketing and promotion executives have a nearly impossible mission: break through the clutter to sell new shows to an audience whose attention span need be no longer than the distance between their thumb and the remote control. The goal of this week's Promax & BDA conference in Los Angeles is to supply attendees with enough ammunition and inspiration to tackle that mission.

The broadcast networks are holding marketing sessions with affiliates in Southern California in the days leading up to the June 19-22 convention. With competition from cable and DBS services on the upswing, the networks are investing more time and money in promotion than ever before.

Much of that time will come at the expense of syndicated programming as networks, particularly CBS and Fox, ask affiliates for more promotional spots in non-prime time dayparts. Local broadcast inventory may be especially hard to come by at times during the next few months as big-ticket advertisers crowd the airwaves in connection with the summer Olympic Games and the fall presidential election.

As a result, syndicators are spending more promotional dollars for broadcast programming on cable, particularly with narrowly targeted networks. USA Networks' Sci-Fi Channel, for example, is sure to be a popular buy with syndicators trying to lure viewers to the spate of new shows with paranormal themes.

The Internet is also becoming a more effective marketing tool. One trend among syndicators is to build direct links between a show's World Wide Web site and local broadcasters' Web sites. Moreover, marketers say online "chat rooms" are becoming an invaluable means of generating word-of-mouth buzz on new shows.

Still, most agree that no promotional

effort is more valuable than the station's own airtime. Here is an advance look at the marketing strategies of major syndicators hosting workshops at Promax.

Warner Bros.

TV's top supplier of network prime time fare is also the volume leader in syndication, with two new talk shows, two new off-network sitcoms and a relaunch cam-

nell in with the Olympics.

Warner Bros. will underscore the headline-driven nature of the new talker *Up Close with Maureen O'Boyle* with ads emphasizing O'Boyle's news background and cut-ins on morning and midday newscasts. With *Extra*, the goal is to explain that the magazine strip now covers much more than entertainment. One campaign tied to the Olympics will highlight notable achievements by everyday people.

MGM

MGM is planning to heavily cross-promote its two sci-fi weekly dramas—*The Outer Limits*, a rare freshman hit last season, and the new entry *Poltergeist: The Legacy*.

MGM will have a presence at most major sci-fi conventions this year and also will create original online content for each show that will involve, and in some cases extend, the TV story lines. *The Outer Limits: Then and Now*, an

hour special comparing the 1960s and 1990s versions of the anthology series, will be provided to stations in August.

For new talker *The Bradshaw Difference*, MGM will emphasize host John Bradshaw's credits as a best-selling author, educator and family counselor in an effort to set him apart from other talk show hosts. To gear up for the second season of the reality strip *LAPD*, MGM will hold a luncheon workshop at the Los Angeles Police Academy.

New World/Genesis

New World is hoping to sell viewers on the slightly irreverent attitude of its new entertainment magazine *Access Hollywood*, produced as a joint venture with NBC. The show and its co-hosts, Giselle Fernandez and Larry Mendtes, will receive heavy cross-promotion on



campaign for *Extra* on its Promax agenda. Jim Moloshok, Warner Bros. senior vice president, corporate marketing and advertising, is bullish on what he calls "show invasion": graphic and video elements designed to blend in with end credits or station ID spots.

Half-hour retrospective specials will be provided to stations that bought off-network episodes of *Martin* and *Hangin' with Mr. Cooper*, along with a range of video bits ready to be worked into slick localized spots.

In first-run, the unusual timing of last week's premiere of *The Rosie O'Donnell Show* (see story, page 47) calls for a steady promo push throughout the summer before competitors debut in the fall. Two separate spot campaigns, one of them tailored to NBC affiliates, will tie *Rosie O'Don-*

The Oprah Winfrey Show is the #1 Program in All of Daytime TV.

Between 7 AM and 5 PM, she tops network morning news shows...soap operas...she tops them all.

And Her Numbers Keep Growing Year to Year.

MARKET	STATION	MAY '96 DMA HH RTG/SHR	MAY '95 DMA HH RTG/SHR	%CHANGE RTG/SHR
Los Angeles	KABC	7.1/21	6.0/18	+18/+17
San Francisco	KGO	6.9/21	6.6/20	+5/+5
Boston	WCVB	8.1/25	5.9/17	+37/+47
Detroit	WXYZ	10.6/28	9.2/24	+15/+17
Houston	KHOU	10.3/24	9.2/22	+12/+9
Seattle	KING	8.1/22	7.3/21	+11/+5
Cleveland	WEWS	10.0/27	8.2/22	+22/+23
Tampa	WFLA	7.8/21	4.5/11*	+73/+91
Pittsburgh	WTAE	8.5/21	5.2/12*	+63/+75
St. Louis	KSDK	11.3/29	10.5/26	+8/+12
Baltimore	WBAL	8.4/24	7.6/20*	+11/+20
Indianapolis	WRTV	8.7/23	6.8/17	+28/+35
Cincinnati	WCPO	8.3/26	7.6/21	+9/+24
San Antonio	KSAT	9.3/21	8.8/20*	+6/+5
West Palm Beach	WPTV	8.9/24	7.3/18	+22/+33

Source: NSI/WRAP

* Had show other than Oprah in May '95.

OPRAH[®]

THE OPRAH WINFREY SHOW

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HARPO
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the top-rated network. New World also plans daily episodic promotions in several key markets with Warner Bros.' *Extra*, in which NBC also has a stake.

New World's new late-night strip *Loveline* will benefit from heavy cross-promotion with its nationally syndicated radio counterpart. New World will pitch the relationship-oriented advice show, hosted by a comedian and a physician, as a hip, informative alternative to late-night talk shows.

The impressive track record of producer Stephen J. Cannell will be emphasized in the promotion for New World's new weekly drama *Two*.

Columbia TriStar TV Distribution

CTTD will introduce the hosts of its new game show block, *The Dating/Newlywed Hour*, at Promax. The first teaser campaigns will begin in mid-summer to get young adults curious about the coming revivals of the campy 1960s and '70s hits. The goal is to help stations "brand" the hour time slot as a haven for fast-paced, light-hearted entertainment by the time the shows bow in the fall.

For the off-network launch of NBC's *Mad About You*, the key to the prelaunch campaign is to get viewers excited about the chance to revisit the early years of the much-praised sitcom. On the other hand, *Mad About You*'s prime time ratings may get a boost as a whole new crop of viewers discovers the series in syndication, as was the case with last year's off-net launch of *Seinfeld*.

Alan Daniels, CTTD's vice president of creative services, notes that station promotion directors helped shape CTTD's promotional plans during marketing brainstorming sessions for *Dating/Newlywed* and *Mad About You* held earlier this year.

Worldvision Enterprises

The distribution arm of Spelling Entertainment has big plans for the introduction of episodes from the past two seasons of *Beverly Hills, 90210* into syndication with a national/local promotional

platform dubbed "BH-TV."

In first-run, Worldvision will formally unveil a new name for its upcoming courtroom reality strip hosted by Judy Sheindlin, a best-selling author who recently retired after 20 years as a family court judge in New York.

Because the show will revolve around the fiery judge, the name has been changed from *Hot Bench with Judge Judy Sheindlin* to simply *Judge Judy*.

To lay out promotional plans for the second season of the talk show spoof *Night Stand with Dick Dietrick*, the workshop will consist of a faux "taping" of the show with general managers and promotion directors, portrayed by actors, serving as panelists. Finally, Worldvision promises that Promax attendees will witness numerous "hapless surprises" tied to the new reality weekly *America's Dumbest Criminals*.

MTM Worldwide Distribution

The setting of MTM's new big-budget action-hour



The Cape at Florida's Kennedy Space Center lends itself to nontraditional promotions, says Donna Landau, MTM's vice president of creative services. Sweepstakes and other contests will offer viewers and station officials the chance to win a trip to Florida and tours of NASA's extensive facilities. MTM also will emphasize the



marquee value of star Corbin Bernsen.

For the off-network launch of *Dr. Quinn, Medicine Woman*, MTM will transport Promax attendees to the show's rustic set on the outskirts of Los Angeles for a barbecue hosted by stars Jane Seymour and Joe Lando. In on-air promotions, MTM will drive home the message that *Dr. Quinn* reruns are an advertiser- and family-friendly alternative to daytime talk shows.

All American Television

"We're thinking out of the box this year in terms of promotion," says Joseph Scotti, All American's senior vice president, marketing and sales. Those unusual promotional ideas will likely include hosting Pamela Anderson Lee look-alike contests around the country to keep viewers tuning in to the veteran action-hour *Baywatch*.

The workshop for the second season of the spin-off *Baywatch Nights* will outline recent casting changes and the shift of the detective show's story lines into paranormal territory a la *The X-Files*. Star David Hasselhoff will make the rounds of sci-fi conventions this summer.

The new action/fantasy *Adventures of Sinbad* will be pitched as family

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HARD THE OTHERS TRY,
THEY CAN'T PULL OFF
THE #2 SPOT...**





BECAUSE SHE WON'T BUDGE.

#2 FOR SIX SWEEPS, AND STILL PULLING.

FOUR WEEK AVERAGE: 4.1 RTG/14 SHR*

If you're wondering who has the real muscle in the talk wars, check out the numbers from May. Once again, Sally dug in her heels and held the line at number 2 – a stunning performance that had the competition eating dust. A real drag for them; an opportunity for you. Make sure Sally's on your side.

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MULTIMEDIA
ENTERTAINMENT

New York: 212-332-2000 Ad Sales, New York: 212-332-2062

Source: Single topic talk HH Rtg/Shr NSI/SNAP Feb '95, May '95, Jul '95, Nov '95, Feb '96. *NSI WRAP 4/25 - 5/22/96
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entertainment with top-flight special effects. Contests and sweepstakes will offer viewers the chance to win a trip to the show's set in South Africa.

Rysher Entertainment

The box-office success of the new "Mission: Impossible" movie bodes well for the fall launch of the weekly drama *F/X: The Series*, says Paul Eagleton, Rysher's vice president of domestic TV marketing.

"Our promos will let the audience know this is a show for people who like action mixed with gadgets and gizmos," he says, adding that the series will benefit from its association with the 1980s "F/X" theatricals. At Promax, Rysher will unveil details of an extensive promotional campaign involving the Microsoft Network and 1-800-Collect.

Also at Promax, Rysher will name the co-hosts of its new strip, *Strange Universe*. The prelaunch promotional campaign will pitch the show as a news-of-the-weird roundup that will take a hard look at claims of alien abductions, UFO sightings and other news-of-the-weird material in an effort to appeal to skeptics and true believers alike.

Tribune Entertainment

Tribune is pitching its new game show strip *BZZZ!* as a fresh take on the tried-and-true relationship game show genre and its track record during a test run earlier this year on Tribune's KTLA(TV) Los Angeles. The promotional campaign also will focus on host Annie Wood, a struggling actress who helped producers revamp the show's format after initially being hired as the talent coordinator.

Tribune also is planning a major push for the fall relaunch of the long-running *Geraldo* as *The Geraldo Rivera Show*. The goal is to remind viewers of Rivera's pledge to emphasize substance over sensationalism and return to his roots in investigative journalism.

Saban Entertainment

Saban is scaling back previously announced plans to air its first-run programming under the Saban Network, for Kids banner. The concept got a chilly reception from many network affiliates already knee-deep in branding initiatives. "You can put only so many bugs on a TV screen," says Lou

Bortone, Saban's senior director of marketing.

At Promax, the stars of the live-action weekly *Sweet Valley High* will outline promotion plans for the weekly serial's third season. The new animated series *The Why Why Family* will be pitched as FCC-friendly, while a range of merchandising and cross-promotional campaigns are in the works to support the launch of *Saban's Adventures of Oliver Twist* and *Samurai Pizza Cats*.

King World Productions

King World's workshop for *Wheel of Fortune* and *Jeopardy!* will address the long-running game shows' recent slide

executive vice president. The on-air push for the paranormal-themed show will pitch *Psi Factor* as "different from *The X-Files* but just as titillating," Cook says.

For the magazine strip *Day & Date*, the focus will be on a promotional campaign to get viewers to resample the show, launched last fall as a news lead-in for the CBS O&Os, now that the format has been revamped. The goal is to emphasize *Day & Date*'s move from live, headline-driven segments to more in-depth coverage of topical stories with strong emotional appeal.

Multimedia Entertainment

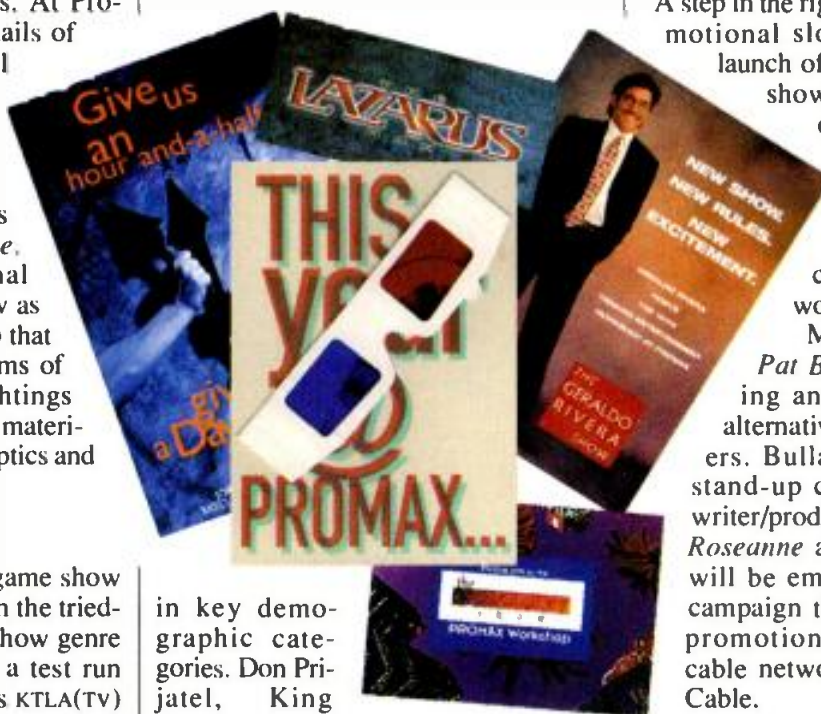
"A step in the right direction" is one promotional slogan planned for the launch of Multimedia's new talk show *Pat Bullard*. To that end, Multimedia last month mailed out one athletic shoe to promotion directors, who will collect the companion shoe at the workshop.

Multimedia is pitching *Pat Bullard* as an entertaining and advertiser-friendly alternative to racy daytime talkers. Bullard's credentials as a stand-up comedian and former writer/producer for the hit sitcoms *Roseanne* and *Grace Under Fire* will be emphasized in an on-air campaign that will involve cross-promotions with several basic cable networks and Time Warner Cable.

For the ongoing national rollout of the talk/variety strip *Crook & Chase*, Multimedia is focusing on the spontaneous humor and inviting repartee delivered by longtime TV partners Lorianne Crook and Charlie Chase.

New Line Television

New Line is mounting promotional pushes for two shows at opposite ends of the programming spectrum: the animated strip *The Mask* and the reality strip *Court TV: Inside America's Courts*. Taking a page from the Walt Disney Co.'s marketing textbook, New Line is preparing a live *Mask* stage show along with a range of national retail promotions. For *Inside America's Courts*, New Line will unveil a plan to give stations easy access to exclusive footage from the show and the 24-hour cable network. An extensive community service initiative will



in key demographic categories. Don Prijatel, King World's senior vice president of advertising and promotion, says he will unveil a number of new promotional efforts for the coming season. *Wheel's* Vanna White and *Jeopardy!'s* Alex Trebek will be on hand to talk with stations about local promotional needs.

Eyemark Entertainment

CBS's new syndication arm is hosting two workshops at its first Promax conference as a full-fledged production and distribution outfit.

Eyemark's promotional campaign for *Psi Factor*, a new weekly drama hosted by Dan Aykroyd, will help define Eyemark's mandate to create new business opportunities for CBS and its station partners. "With *Psi Factor*, we think we've got a franchise that will support a considerable amount of licensing and merchandising," says Bob Cook, Eyemark's

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Chairman
New World
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LILY TOMLIN
Performer

involve stations and schools.

Twentieth Television

Educating viewers about station switches in key markets is the primary goal of Twentieth's campaign leading into the third season of the talk show *Gordon Elliott*. The strip, a joint venture of CBS Entertainment and Twentieth, is moving from the Fox O&Os to the CBS-owned stations in the fall. The affiliation with two networks will pay off in the form of daily *Gordon Elliott* cut-ins during *CBS This Morning* and Fox's upcoming *Fox After Breakfast*.

MCA Worldwide TV

How to keep a good thing going—that's the focus of MCA's workshop for its action-hour-hits *Hercules: The*

Legendary Journeys and *Xena: Warrior Princess*. Susan Kantor, MCA's senior vice president of advertising and promotion, will give stations a sneak peek at a new "highly promotable element" that will be introduced in the season premiere of *Hercules*. Kantor also plans to screen some of the best locally produced *Hercules* and *Xena* spots submitted by stations.

Turner Program Services

Turner Broadcasting's syndication arm aims to confuse viewers with its second-season promotional campaign for the weekly drama *Lazarus Man*. "Think Again" is the theme, highlighting the mystery and suspense aspects of the series, which stars Robert Urich as a Civil War veteran with amnesia.

ACI

The co-hosts of ACI's new entertainment-oriented morning show *Scoop with Sam & Dorothy* will be on hand at Promax to cut personalized promo spots for stations. ACI plans to emphasize the fun-loving camaraderie between rival Los Angeles entertainment reporters Sam Rubin and Dorothy Lucey in its prelaunch campaign.

Keller Siegel Entertainment

Keller Siegel is preparing a "watch and win" promotion for its upcoming action-hour *Tarzan: The Epic Adventures*. Tony Intelisano, president of *Tarzan* distributor SeaGull Entertainment, will unveil other national consumer marketing plans at Promax. ■

Promax & BDA 1996 Highlights

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TUESDAY, JUNE 18

- 2-8 p.m.—Registration *South Exhibit Hall*
- 7-9 p.m.—International reception *Water Court at California Plaza, 350 S. Grand Ave. (adjacent to the Hotel Inter-Continental)*

WEDNESDAY, JUNE 19

- 7:30 a.m.-5 p.m.—Registration *South Exhibit Hall*
- 1-2 p.m.—Keynote Session *Hall G*
- 2-6 p.m.—Exhibit Hall open *South Exhibit Hall*
- 2:15-3:15 p.m.—Design Keynote by Kevin Kelly, *Wired magazine Hall G*
- 6-7 p.m.—Cable & New Technologies Reception *City Club on Bunker Hill, Suite 5450, Wells Fargo Bldg., 333 South Grand Ave.*
- 6-7 p.m.—Radio Reception *Museum of Neon Art, 501 West Olympic Blvd.*
- 6-7 p.m.—Newcomers Reception *Tiffany Ballroom, Biltmore Hotel*
- 8-10 p.m.—Opening Reception *Universal Studios, Hollywood*

THURSDAY, JUNE 20

- 7:30 a.m.-5 p.m.—Registration *South Exhibit Hall*
- 8:30-9:30 a.m.—Vision 200 presentation with Sandy Grushow, *Tele-TV Media Concourse E*
- 9:50-10:50 a.m.—"The Powers That Be, Part I," featuring Tim Miller (chair), Tim Miller Entertainment; Brandon Tartikoff (moderator), New World Entertainment; Garth Ancier, The WB Network; Ted Harbert, ABC Entertainment; Warren Littlefield, NBC Entertainment; John Matoian, Fox Entertainment Group; Leslie Moonves, CBS Entertainment, and Mike Sullivan, UPN *Hall G*
- 10 a.m.-2 p.m.—Exhibit Hall open/lunch served *South Exhibit Hall*
- 7-10:30 p.m.—BDA International Design Awards reception and show *Shrine Auditorium*

FRIDAY, JUNE 21

- 7:30 a.m.-2 p.m.—Registration *South Exhibit Hall*
- 9:50-10:50 a.m.—"The Powers That Be, Part II," featuring Ray Jacobs (chair), Friedland Jacobs; Bill McGorry (moderator), Chilton Communications; Betty Cohen, Cartoon Network Worldwide and TNT International; Rich Cronin, Nick at Nite's TV Land; Lee Masters, E! Entertainment; Greg Moyer, Discovery Communications; Anne Sweeney, FX Networks, and Curtis Symonds, BET Action Pay-Per-View *Hall G*
- 10 a.m.-2 p.m.—Exhibit Hall open/lunch served *South Exhibit Hall*
- 4:30-6:30 p.m.—Exhibit Hall open/Annual Members Reception *South Exhibit Hall*

SATURDAY, JUNE 22

- 8-11 a.m.—Registration *South Exhibit Hall*
- 10 a.m.-1 p.m.—Exhibit Hall open *South Exhibit Hall*
- 10:15-11 a.m.—General Session, featuring Lily Tomlin *Hall G*
- 1-2:30 p.m.—Promax Honors Luncheon, featuring Peter Bart, *Variety Concourse E*
- 1-2:30 p.m.—BDA Honors Luncheon, featuring Harry Marks, Marks Communications *Concourse F*
- 3-4:30 p.m.—General Session—State of Our Art, featuring John D. Miller and Vince Manze, *NBC Hall G*

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'Rosie' debut rocks competition

Debuting Warner Bros. talker beats 'Oprah' in Los Angeles and Milwaukee

By Cynthia Littleton

Even Oprah Winfrey was impressed.

Last Monday's launch of Warner Bros.' *The Rosie O'Donnell Show* posted the highest first-day numbers of any talk show in the 1990s, with an average 4.4 Nielsen household rating and 16 share in the overnight markets. On Tuesday, *Rosie* returned with enough momentum to beat *Oprah Winfrey* in Los Angeles and Milwaukee. At press time, *Rosie* had a three-day average of 4.2/15.

Winfrey responded to the new competition with characteristic grace. "I saw the first show," she said through a spokesperson. "It was terrific. Rosie is herself—funny, charming and delightful—all you need to be to be on television."

Many broadcasters agreed. "This is going to invite people back to daytime," said John O'Laughlin, director of programing and promotion for Fox-owned KDVR(TV) Denver. "After watching the forced format of so many other shows, it's absolutely wonderful to see something so fresh and fun."

Uri Haller, director of programing and business affairs for NBC affiliate KING(TV) Seattle, figured it was a good sign when the calls started coming in a few days before the premiere. Viewers wanted to know when the talk/variety strip would air, even though KING didn't give *Rosie* much of a prelaunch push. Contractual obligations, coupled with the unusual timing of *Rosie*'s premiere, have forced Haller to exile the show to 2 a.m.—for now.

KING intends to move *Rosie* to the 3 p.m. slot in the fall. By then, Dick Robertson, president of Warner Bros. Domestic Television Distribution, expects to have talked with many stations about upgrading the show to more

lucrative early fringe time periods. Double runs also may become an option if enough stations want them, Robertson says.

At present, *Rosie*'s clearances are scattered between morning, afternoon and late fringe, partly because the show inherited many slots previously occupied by Warner Bros.' freshman talk casualty *Carnie*. Warner Bros. settled on the

June 10 launch date for *Rosie* late last year in an effort to preserve *Carnie*'s strong station lineup, but that show was downgraded by many stations in the interim.

Rosie upgrades probably won't be a hard sell for Warner Bros. if the show continues to deliver double-digit rating and share increases over its lead-in and year-ago time period averages. Last week, *Rosie*'s ratings in the 10 a.m. slot



Rosie's debut proved a critical and ratings success.

on WABC(TV) New York climbed 28%, from a 5.0 to a 6.4, Monday to Tuesday.

Beyond the rosy ratings, many broadcasters said they were relieved to see an advertiser-friendly show connect with viewers after enduring the past season of controversy over what some critics have labeled "trash talk TV."

"It's still early yet, but this kind of success is really good for everyone in the business," says Robertson. ■

Westinghouse considering splitting itself in two

Wall Street reacts favorably to desire to spin off broadcasting and industrial segments

By Steve McClellan

Analysts applauded Westinghouse's decision to explore various options for splitting the company's two core businesses: the broadcasting and industrial segments. The company confirmed last week that Westinghouse Chairman Michael Jor-

dan has recommended to the board of directors that the company split up in some fashion, and a company spokesperson said the board was "supportive" of that recommendation.

For all practical purposes, the companies already are run as separate businesses, with the broadcasting unit, CBS Inc., based in New York, and the

industrial unit in Pittsburgh, where Westinghouse is based.

But some investors are resisting investing in Westinghouse because of difficulty in evaluating the company as a whole. As a result, analysts say, its stock has languished in the high teens or low 20s. But Wall Street's positive reaction to the announcement last Monday was shown that day when the stock rose 87.5 cents in heavy trading (about 4 million shares) to 19.625 a share.

A spokesperson said that investor concerns about evaluating the company were a key factor in considering a split. Dividing the company would give investors a choice between investing in the broadcast business, the industrial segment or both. A decision on a specific plan is expected in the fourth quarter.

The company will examine various financial, tax, legal and employee issues before adopting a specific proposal. Options include spinning off

the industrial segment or creating two separate stocks.

As to stock options, the company could create a tracking stock (such as Liberty Media or US West Media) that still is legally controlled by the parent company. Or it could create two new legally separate companies, each with its own independent and publicly traded stock.

Analysts favor the idea of splitting the company. "I like it," says Jessica Reif, a vice president and entertainment analyst at Merrill Lynch. "For anybody covering the company there is a deficit of knowledge. Nobody knows all of those businesses well. By breaking up the company you get the real value and avoid a conglomerate discount."

Reif hopes the company opts for a legal split into two companies, as opposed to a tracking-stock strategy. Tracking stocks also tend to trade at a discount, she says.

Of course, if CBS Inc. were spun off

into a legally independent publicly traded company, it could become a takeover target. But that's all right, Reif says: "Being taken over is not such a bad thing for shareholders." On the other hand, as a separate company, CBS could also use its stock to expand, she says.

John Reidy, Smith Barney vice president and entertainment analyst, supports Westinghouse's idea. "Their businesses are so diverse it's hard for investors to separate them," he says. "The company is basically saying, 'We can drive the value of the company higher by doing this,' and I agree with them."

Westinghouse will take the next four months or so to explore the complex issues surrounding a split, including the impact on its \$1.6 billion in tax deferments from previous losses. Another issue is how two entities would apportion the company's more than \$5 billion of debt. Westinghouse also must consider how to avoid a hostile takeover of CBS if it does split up. ■

Viewing diary to be tested by Nielsen, Coltam

Joint project will study new personal-diary system

By Steve McClellan

Nielsen Media Research and the NAB's Committee on Local Television Audience Measurement (Coltam) will jointly conduct a multimarket test next season of a personal diary designed to measure both in-home and out-of-home viewing.

Nielsen now uses a personal diary to measure out-of-home viewing in special surveys. Local sweeps audience measurements are taken with household diaries, with one assigned to each TV set in the home. Under a

personal-diary system, each viewer is assigned a diary designed to record his viewing, wherever it takes place.

Coltam has been studying the feasibility of personal diaries for almost a decade, says the committee's chairman, Tom McLendon, vice president and director of research at Cox Broadcasting. Coltam has conducted small-scale tests that showed higher cooperation rates and recorded out-of-home viewing, he says. "We think personal diaries are the way to go," McLendon says. The test with Nielsen is designed to look at the

myriad details that must be addressed before making a switch in the Nielsen local measurement sample.

The test probably will be conducted in February or May of next year. Many details must be worked out, a Nielsen spokesperson says, including recruitment and incentive techniques, reporting and editing rules and the design of the diary.

Both Nielsen and Coltam have been working on the personal diary issue for some time. Executives from both sides met recently at Nielsen's processing facility in Dunedin, Fla., and decided to merge their efforts.

A Nielsen spokesperson says the collaboration also will examine the issues concerning local measurement that have come under scrutiny in recent months. Those issues include the possible redesign of the household diary, an evaluation of Nielsen's recently announced diary-expansion initiative and issues related to expansion of metered markets.

"This agreement marks a new era in cooperation between Nielsen and the industry," says McLendon. "We applaud Nielsen for responding sincerely to the concerns expressed by the industry." ■

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Clearing 'Garden'

Kelly News & Entertainment has started production on its new half-hour weekly *Rebecca's Garden*. The gardening how-to show, hosted by Minneapolis meteorologist Rebecca Koll, has been cleared in 70% of the country for a fall debut. *Rebecca's Garden* is a joint production of Kelly News, the programming arm of Kelly Broadcasting, and Hearst Broadcasting Productions.

Dramatic clearances

Twentieth Television has cleared *The X-Files* and *NYPD Blue* for weekend off-network runs in more than 120 markets for a fall 1997 launch. *X-Files* is up to 140 markets covering 90% of the country, while *NYPD Blue* is cleared in 84% of the country. Reruns of both dramas also will air as weekday strips next year on Fox's fX cable network.

New 'Hard Copy' head

As expected, Paramount Domestic Television has named Lisa Gregorisch executive producer of *Hard Copy*. Gregorisch, formerly news director for Fox-owned WNYW(TV) New York, replaces Ron Vador, who is heading the launch of Paramount's new reality strip *Real TV*.

Running 'Rolonda'

King World Productions has tapped husband-and-wife team David Scott and Cyndi Wolfman Scott to co-executive-produce the talker *Rolonda*. Scott was most recently an Emmy-nominated producer for *Donahue*, while Wolfman Scott was a senior producer for *Gordon Elliott*.

PE-TV

Chicago-based Intersport Television has cleared its upcoming FCC-friendly kids weekly *PE-TV* on 97 stations covering 77% of the country for a September debut. Intersport and footwear giant Reebok International will co-produce 26 half-hour episodes of the sports-oriented show designed to teach kids about health and fitness. Stations on board for *PE-TV* include WABC(TV) New York, KCBS(TV) Los Angeles and WMAQ(TV) Chicago.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 2. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.6/224/98
2. Jeopardy!	8.7/212/97
3. Century 16	8.2/202/98
4. Home Improvement	7.5/226/97
5. Nat'l Geog on Assignment	7.2/187/96
6. Oprah Winfrey Show	6.8/222/97
7. Seinfeld	6.4/220/97
8. Entertainment Tonight	5.8/176/94
9. Star Trek: Deep Space Nine	5.7/234/98
10. Action Pack Feature	5.3/209/96
10. Simpsons	5.3/192/96
12. Imagination III	5.2/161/96
13. Hercules, Journeys of	5.0/229/97
13. Inside Edition	5.0/158/91
15. Wheel of Fortune-wknd	4.9/178/75

ASTA officers

Robert Dahill, vice president/general sales manager, MTM Advertiser Sales, has been named president of the Advertiser Syndicated Television Association. ASTA's newly elected board of directors comprises outgoing president Rich Goldfarb, senior vice president, New World Sales & Marketing; Marcy Abelow, senior vice president, MGM Advertiser Sales; Frank Mercado-Valdes, president, African Heritage Network; Marc Solomon, senior vice president, Rysher Entertainment, and Michael Weiden, president, advertiser sales, All American Television.

Warner Bros., joins TVB

Warner Bros. Domestic Television Distribution has joined MCA TV and Columbia TriStar Television Distribution as syndicator members of the Television Bureau of Advertising. —CL

Errata

Due to incorrect information provided by the distributor, the location of West Palm Beach, Fla.-based Starquest Prime Time Productions was misidentified in the May 13 issue, and Starquest's *Life in Prime Time* news inserts were incorrectly identified as having been produced by WPTV(TV) West Palm Beach.

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Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen June 4-10

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 38	abc	CBS	NBC	FOX	UPN
	8.3/14	9.2/16	10.6/18	4.8/8	2.3/4
MONDAY	8:00 46. TV Laughs at Life 7.1/13	17. The Nanny 10.0/18	15. NBC Monday Night Movie—Backdraft 10.6/18	76. Ned and Stacey 4.2/8	84. Star Trek: Voyager 2.8/5
	8:30	24. Dave's World 9.0/16		78. Last Frontier 3.8/7	
	9:00	23. Murphy Brown 9.4/16		62. L.A. Firefighters 5.6/9	96. Nowhere Man 1.8/3
	9:30 29. World Music Awards 8.8/15	22. Cybill 9.5/15			
	10:00	31. Chicago Hope 8.7/15			
TUESDAY	10:30				
	9.7/17	6.8/12	10.1/18	3.7/7	2.4/4
	8:00 26. Roseanne 8.9/17	72. John Grisham's The Client 4.4/8	31. 3rd Rock fr/Sun 8.7/17	80. Stanley Cup Finals—Florida Panthers vs. Colorado Avalanche 3.7/7	84. Moesha 2.8/5
	8:30 37. Drew Carey 8.3/15		29. Wings 8.8/16		87. Minor Adjustments 2.5/5
	9:00 6. Home Imprvmt 12.7/22		18. Frasier 9.9/17		94. Paranormal Borderline 2.2/4
WEDNESDAY	9:30 14. Coach 10.8/18	39. CBS Tuesday Movie—Not Our Son 8.0/14	38. J Larroquette 8.2/14		
	10:00 26. NYPD Blue 8.9/16		7. Dateline NBC 12.6/22		
	10:30				
	9.4/17	4.7/8	13.5/25	3.7/7	2.5/4
	8:00 44. Ellen 7.6/15	78. Sea World Celebration 3.8/8	35. Dateline NBC 8.5/17	77. Beverly Hills, 90210 3.9/8	86. The Sentinel 2.7/5
THURSDAY	8:30 51. Hudson Street 6.7/13				89. Sister, Sis 2.4/5
	9:00 18. Grace Under Fire 9.9/18	72. Picket Fences 4.4/8	1. NBA Finals Game 1—Seattle Supersonics vs. Chicago Bulls 16.8/31	81. Party of Five 3.5/6	89. Pt 'Hood 2.4/5
	9:30 24. Faculty 9.0/15				92. Swift Justice 2.3/4
	10:00 11. Primetime Live 11.5/20	58. Central Park West 5.8/10			87. Wayans 2.5/5
	10:30				94. Unhap Ev 2.2/4
FRIDAY	6.6/12	6.5/12	13.7/25	4.9/9	
	8:00 59. Sex, Drugs & Consequences 5.7/11	67. Murder, She Wrote 5.0/10	12. Friends 11.4/22	65. Martin 5.2/10	
	8:30		13. The Single Guy 11.2/21	70. The Show 4.7/9	
	9:00 46. ABC Thursday Night Movie—The Commish: Shadows of the Gallows 7.1/13	59. Rescue: 911 5.7/10	2. Seinfeld 16.3/28	69. New York Undercover 4.8/8	
	9:30	26. 48 Hours 8.9/16	5. ER 13.4/24		
SATURDAY	10:00				
	10:30				
	9.1/18	5.7/11	10.6/21	5.5/11	
	8:00 44. Family Matters 7.6/16	55. Sergei Grinkov: Celebration of a Life 5.9/12	46. Dateline NBC 7.1/15	75. Sliders 4.3/9	
	8:30 49. Boy Meets World 6.8/14				
SUNDAY	9:00 39. Step by Step 8.0/15		4. NBA Finals Game 2—Seattle Supersonics vs. Chicago Bulls 13.9/27	49. The X-Files 6.8/13	
	9:30 42. Hangin' w/Mr. C 7.8/14	64. CPW 5.3/10			
	10:00 8. 20/20 12.1/23				
	10:30				
	5.3/11	8.0/17	6.3/13	3.4/7	
SUNDAY	8:00 70. Second Noah 4.7/10	55. Dr. Quinn, Medicine Woman 5.9/13	63. Mysterious Origins of Man 5.5/12	82. Stanley Cup Finals—Colorado Avalanche vs. Florida Panthers 3.4/7	
	8:30				
	9:00 59. Saturday Night at the Movies—Family Reunion: A Relative Nightmare 5.7/11	35. Touched by an Angel 8.5/17	51. Ancient Prophecies IV: The Final Vision 6.7/13		
	9:30	21. Walker, Texas Ranger 9.6/19			
	10:00				
SUNDAY	10:30				
	8.5/15	9.5/17	13.6/25	4.5/8	1.7/3
	7:00 54. Am Fun Hm Vid 6.1/12	10. 60 Minutes 11.7/23	(nr) NBA Showtime 7.8/17	83. Space: Above and Beyond 3.0/6	98. Pinky & The Brain 1.4/3
	7:30 43. Am Fun Hm Vid 7.7/15			67. The Simpsons 5.0/9	99. The Parent 'Hood 1.2/2
	8:00 55. Lois & Clark 5.9/10			66. Married w/Children 5.1/9	92. Sister, Sister 2.3/4
SUNDAY	8:30			53. Married w/Chldrn 6.3/10	89. Kirk 2.4/4
	9:00 16. ABC Sunday Night Movie—The Empty Cradle 10.5/18	31. CBS Sunday Movie—Sinatra, Part 1 8.7/15	3. NBA Finals Game 3—Seattle Supersonics vs. Chicago Bulls 15.8/28	72. The Crew 4.4/7	97. Savannah 1.6/3
	9:30				
	10:00				
	10:30		39. Mad About You 8.0/14		
WEEK AVG	8.2/15	7.3/13	11.3/21	4.3/8	UPN: 2.4/4; WB: 2.0/4
STD AVG	10.4/17	9.5/16	11.5/19	7.1/12	UPN: 3.0/5; WB: 2.4/4

Jacor stock sale raises \$515 million

Money will be used to finance Citicasters and Noble mergers

By Elizabeth A. Rathbun

While the Justice Department continues to study some of Jacor Communications Inc.'s deals, the company has raised about \$515 million to help finance them.

The sale of stock and debt, which ended last Tuesday, will more than triple Jacor's debt load, from \$196 million to \$625 million. The proceeds will be used to finance Jacor's mergers with Citicasters Inc. and Noble Broadcast Group Inc., and repay debt. Jacor raised the \$515 million in three ways:

- \$315 million from the sale of 11.25 million shares of common stock at \$28 per share;
- \$100.15 million from 15-year,

zero-coupon convertible bonds, and

- \$100 million from the issue of 10-year senior subordinated notes.

Jacor in February agreed to buy 29 radio and two TV stations, bringing its total to 52 radio stations and two TVs. Ten of the new radios are from Noble; the rest are from Citicasters. The two deals are valued at \$981.1 million.

The company will continue to look for more stations to buy in fragmented markets, Jacor says in a June 6 Securities and Exchange Commission filing. By acquiring several stations in such markets, Jacor can create "a market-leading position.... The company [also] may exit markets it views as having limited strategic appeal," the filing says.

In the filing, Jacor lists the risks that

investors may encounter. These include the fact that the Justice Department has requested information about Jacor's holdings in two cities. With its Noble buy in Denver, Jacor would grow from four to eight stations and its share of radio revenue would increase from 35.3% to 47.9%. Two requests for information about that market have not been answered, the filing says.

In Cincinnati, where Jacor is based, Justice asked about Jacor's plans to buy a TV station as well as three more radios from Citicasters. Jacor already owns four radio stations there. Justice's second request for information about this deal expired on June 7.

A Justice Department spokesperson last Wednesday would say only that "we're [still] looking at the transactions." Jacor officials did not return telephone calls seeking comment.

According to the filing, Jacor agrees that it needs a waiver of the FCC's one-to-a-market rule in Cincinnati as well

Argyle, Clear Channel make LMA in Providence

CBS affiliate will sell ads, produce news for two stations

By Steve McClellan

Argyle Television and Clear Channel Communications have struck a joint marketing and programing agreement for stations in Providence, R.I., the 46th-ranked Nielsen market. The deal is subject to FCC approval of Clear Channel's proposed acquisition of WPRI-TV Providence from CBS. The Argyle station involved is Fox affiliate WNAC-TV.

WPRI-TV would be the managing partner, selling advertising for both stations, which would share revenue. WPRI-TV also would produce news programs for WNAC-TV.

"This is not your typical [local marketing agreement]," says Argyle Chairman Bob Marbut. Typically, he says, the managed station "sells for a whole lot of cash upfront." In this case, it's more of a joint venture, with partners "sharing the pain as well as the spoils."

Part of the motivation for Argyle was its desire to get WNAC-TV into the news business in the most efficient way possible. The station has no news staff

or studio and was looking at steep capital expenditures if it were to start its own news organization.

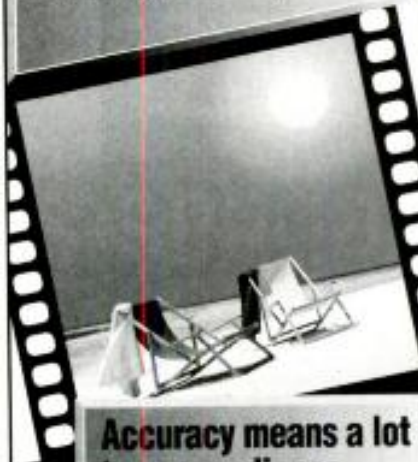
Under the agreement, Clear Channel will produce a separate and "branded" newscast for the Fox affiliate. WPRI-TV will produce other local programing and on-air promotions for WNAC-TV. "There's a significant commitment from them to do a good job promoting Fox" on the Fox outlet, Marbut says.

All but two of 30 positions at WNAC-TV will be eliminated, Marbut says, but WPRI-TV will expand its staff to execute the joint agreement, and staffers losing jobs at WNAC-TV will be candidates for the new posts at WPRI-TV.

Clear Channel has been a pioneer in the LMA arena, and company chairman Lowry Mays has known Marbut for 25 years. The two companies are housed in the same office complex in San Antonio, Tex. "They're one floor below us," Marbut says, adding that it takes "a lot of trust between the partners to do a deal like this."

Argyle did a previous LMA. When it owned KDFW-TV Dallas, it made an arrangement to manage KDFI-TV there. ■

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as in Tampa, where Citi-casters owns WTSP-TV and two radios and Jacor already owns four radio stations.

Daniels delves into broadcast

With the money spent on broadcast mergers and acquisitions up 133.5% this year over last, to \$6.4 million, investment banker Daniels & Associates has launched its Broadcast Group. The group will be headed by vice president



David A. Tolliver will head Daniels & Associates' new Broadcast Group.

David A. Tolliver.

Expansion into broadcast is a logical extension of the firm's core business—telecommunications, says president Brian Deevy. Denver-based Daniels last year closed 106 telecommunications transactions valued at \$4.9 billion.

Before joining Daniels, Tolliver founded a company that raised more than \$200 million for television, radio and cable acquisitions.

Good first quarter for TV revenue

National spot and local television sales were both up 4% for the first quarter, reports the Television Bureau of Advertising. The national spot total for the quarter was \$1,499,189,000; the local total was \$1,533,577,100.

Network spending (including The WB and UPN) was up 10%, to \$3,404,424,600. Those numbers are based on data supplied by Competitive Media Reports' MediaWatch service.

Harold Simpson, TVB vice president, says the second quarter probably will show 6%-7% increases. With Olympics and political spending coming later in the year, he says, "we should have no problem reaching our 7%-9% forecast by the end of the year" for local and spot spending combined. —SM

Changing Hands

The week's tabulation of station sales

Proposed station trades

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

THIS WEEK:

TVs □ \$0 □ 0

Combos □ \$35,450,000 □ 8

FMs □ \$17,689,633 □ 7

AMs □ \$700,000 □ 1

Total □ \$53,839,633 □ 16

SO FAR IN 1996:

TVs □ \$2,069,643,896 □ 46

Combos □ \$3,342,721,290 □ 180

FMs □ \$956,967,753 □ 195

AMs □ \$83,772,404 □ 103

Total □ \$6,453,105,343 □ 524

SAME PERIOD IN 1995:

TVs □ \$1,591,502,000 □ 51

Combos □ \$761,335,300 □ 104

FMs □ \$353,495,721 □ 174

AMs □ \$57,531,744 □ 83

Total □ \$2,763,764,765 □ 409

Source: BROADCASTING & CABLE

COMBOS

WCCQ(FM) CrestHill/Joliet, Ill.; **KQAD(AM)-KLQL(FM)** Luverne, Minn.; **KTTT(AM)-KKOT(FM)** Columbus and **KMEM(AM)-KNET(FM)** (formerly KLDZ) Lincoln, Neb., and **KBRK-AM-FM** Brookings and **KUV(AM)-KZNC(FM)** Huron, S.D.

Price: \$10.2 million

Buyer: Three Eagles Communications Co., Monument, Colo. (Rolland C. Johnson, CEO; Gary Buchanan, president/COO); no other broadcast interests

Sellers: ■ wccq: TKO Broadcasting LLC, Chicago (Scott Krusinski, president); no other broadcast interests (note: TKO bought wccq for \$2.7 million in February) ■ All other stations: Radio One Broadcasting, Lincoln (Ray Lamb, president/owner); no other broadcast interests

Facilities: wccq: 98.3 mhz, 3 kw, ant. 300 ft.; KQAD: 800 khz, 500 w day, 80 w night; KLQL: 101.1 mhz, 100 kw, ant. 530 ft.; KTTT: 1510 khz, 500 w day; KKOT: 93.5 mhz, 1 kw, ant. 981 ft.; KMEM: 1480 khz, 5 kw day, 1 kw night; KNET: 95.1 mhz, 50 kw, ant. 287 ft.; KBRK(AM): 1430 khz, 1 kw day, 100 w night; KBRK-FM: 93.7 mhz, 36 kw, ant. 571 ft.; KUV: 1340 khz, 1 kw; KZNC: 92.1 mhz, 3 kw, ant. 804 ft. Formats: wccq: C&W; KQAD: MOR, nostalgia; KLQL: C&W; KTTT: oldies;

May 1996
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KKOT: country; KMEM: MOR, big band; KNET: '70s hits; KBRK(AM): big band, MOR, oldies; KBRK-FM: adult contemporary; KIJV: MOR; KZNC: hot country
Brokers: Chapin Enterprises and Star Media (sellers)

KZSS(AM)-KZRR-FM Albuquerque and KLSK(FM) Santa Fe/Albuquerque, N.M.
Price: \$8 million

Buyer: Trumper Communications Inc., Westmont, Ill. (Jeffrey E. Trumper, president/CEO); is buying KDZZ(AM)-KTEG(FM) and KHTZ(FM) Albuquerque; owns WLAP(AM), WMXL(FM) and WWYC-FM Lexington, Ky., KISN-AM-FM Ogden/Salt Lake City and KUMT-FM Centerville, Utah

Seller: River City Broadcasting LP, which is being bought by Sinclair Broadcast Group Inc. (for holdings see BROADCASTING & CABLE, April 15)

Facilities: KZSS: 610 khz, 5 kw; KZRR-FM: 94.1 mhz, 100 kw, ant. 4,130 ft.; KLSK: 104.1 mhz, 100 kw, ant. 1,876 ft.
Format: KZSS and KZRR-FM: AOR; KLSK: classic rock

WDDO(AM)-WPEZ(FM) Macon and WMGB(FM) Jeffersonville, Ga.

Price: \$6.95 million (includes \$350,000 consulting and \$100,000 noncompete agreements)

Buyer: U.S. Broadcasting LP, Macon (Magic Broadcasting II Inc., owner; Donald G. McCoy, president/88% owner of Magic). McCoy owns 65% of general partner that owns KTOM-AM-FM Salinas, Calif.

Seller: Piedmont Communications Corp., Macon (Ben G. Porter, Oscar Leverette, Fred L. Newton, owners); no other broadcast interests

Facilities: AM: 1240 khz, 1 kw; FM: 107.9 mhz, 100 kw, ant. 690 ft.; WMGB: 93.7 mhz, 50 kw, ant. 490 ft.

Formats: AM: gospel; FM: adult contemporary; WMGB: CHR

WDSM(AM)-KZIO(FM) and KXTP(AM) Superior, Wis., and KTCO(FM) Duluth, Minn.

Price: \$3.8 million cash

Buyer: Shockley Communications Corp., Madison, Wis. (Terry K. Shockley, principal; Sandy Shockley, executive VP-radio); owns KDAL-AM-FM Duluth, and WOOW-TV Eau Claire, WXOW-TV La Crosse, WKOW-TV and WOKX-FM Madison, WZTR(FM) Milwaukee and WAOW-TV Wausau, all Wis.; is selling WOLX-FM Baraboo/Madison
Seller: Co-owners Patricia McNulty, Ken Buehler, Duluth; own WCMP-AM-FM Pine City, Minn.

Facilities: WDSM: 710 khz, 10 kw day, 5 kw night; KZIO: 102.5 mhz, 100 kw, ant. 600 ft.; KXTP: 970 khz, 1 kw day,

27 w night; KTCO: 98.9 mhz, 100 kw, ant. 600 ft.

Formats: WDSM: modern C&W; KZIO: CHR; KXTP: Music of Your Life; KTCO: classic rock

Broker: Patrick Communications Corp.

WEAQ(AM)-WIAL(FM) Eau Claire and WECL(FM) Elk Mound, Wis.

Price: \$2.55 million

Buyer: Central Communications Inc., Appleton, Wis. (David L. Nelson, president/65% owner); owns WAYY(AM) Chippewa Falls and WAXX(FM) Eau Claire, Wis. Nelson is selling KVOX-AM-FM Moorhead, Minn.; 76% of KFJB(AM)-KXIA-FM Marshalltown, Iowa; 50% of KIRX(AM), KRXL-FM and KTUF-FM Kirksville, Mo.

Seller: RadioWorks of Eau Claire GP, Eau Claire (Thomas A. Walker, 15.8% owner). Walker owns 72.5% of LP of KOSP Partnership, which owns KOSP(FM) Willard, Mo., and has applied to build FM at Brookline, Mo.; 53.3% of WTDY(AM)-WMGN(FM) Madison, Wis.; 50% of WOSH(AM)-WVBO(FM) Cshkosh and WFDL(FM) Lomira, Wis.

Facilities: AM: 790 khz, 5 kw; FM: 94.1 mhz, 85 kw, ant. 350 ft.; WECL: 92.9 mhz, 3.3 kw, ant. 446 ft.

Format: AM: MOR; FM: adult contem-

porary; WECL: lite adult contemporary

WVFN(AM)-WVIC-FM East Lansing, Mich.

Price: \$2.2 million cash (merger)

Buyer: Liggett Broadcast Inc., Lansing (Robert G. Liggett Jr., chairman; R.G. Liggett Jr. Trust, owner); owns WFMK(FM) East Lansing, WALM(AM) Albion, WHNN(FM) Bay City and WJIM-AM-FM Lansing, all Mich.; is buying WITL-FM Lansing

Seller: Jencom Broadcasting Inc., Okemos, Mich. (James A. Jensen, president); has time brokerage agreement with WMMQ(FM) Charlotte, Mich. (Note: Jencom bought station for \$2 million in February.)

Facilities: AM: 750 khz, 500 w day, 50 w night; FM: 94.9 mhz, 50 kw, ant. 492 ft.

Formats: Both CHR

Formation of New Century Arizona LLC, Phoenix, to own KGME(AM) Glendale/Phoenix-KEDJ(FM) Sun City and KHOT-FM Globe/Phoenix, Ariz.

Price: \$900,000 (\$800,000 from Century Group; \$100,000 from RMI Group) plus assumption of RMI's liabilities

Partner: Century Group: Century Management Inc. (to be 5.6% owner)

May 1996 \$12,800,000 SENIOR DEBT FINANCING

has been arranged for

GRANT BROADCASTING SYSTEM II, INC.

and

GRANT MEDIA, INC.

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Signet Bank

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of New Century Arizona), Ackerley Communications Inc. (to be 14.4% owner of New Century) and Radio Partners Management Inc. (to be 20% owner of New Century)
Partner: RMI Group: Resource Media Inc. (owner, KGME and KEDJ; to be 50.5% owner of New Century), G.G. International Inc. (to be 8.9% owner of New Century) and Fee Corp.
Facilities: KGME: 1360 khz, 5 kw day, 1 kw night; KEDJ: 106.3 mhz, 3.5 kw, ant. 882 ft.; KHOT-FM: 100.3 mhz, 15 kw, ant. 2,047 ft.
Formats: KGME: sports; KEDJ: modern rock; KHOT-FM: hard rock

WGEN-AM-FM Geneseo, Ill.

Price: \$850,000
Buyer: Connoisseur Inc., Westport, Conn. (Jeffrey D. Warshaw, president); owns WFRL(AM)-WXXQ(FM) Freeport and WROK(AM)-WZOK(FM) Rockford, Ill.; is buying WFRL(AM) Freeport (for other holdings see "Changing Hands," June 10)
Seller: Coleman Broadcasting Co., Geneseo (Roger H. Coleman, president); owns WHHK(FM) Galva, Ill.
Facilities: AM: 1500 khz, 250 w day; FM: 104.9 mhz, 3.3 kw, ant. 280 ft.
Formats: Both adult contemporary

RADIO: FM

WBUS(FM) Kankakee, Ill.

Price: \$7 million for shares
Buyer: Z Spanish Radio Network Inc., Cameron Park, Calif. (Amador S. Bustos, president/72.15% joint owner with wife/secretary Rosalie L.; Douglas Broadcasting Inc., 15.1% owner); is buying WABT(FM) Dundee/Chicago, Ill., and WWJY(FM) Crown Point, Ind./Chicago (for other holdings see "Changing Hands," April 29)
Seller: Trust B, Lorin E. Milner Revocable Trust Agreement, Chicago (Jacqueline A. Milner, principal)
Facilities: 99.9 mhz, 50 kw, ant. 500 ft.
Format: CHR

KZMG(FM) New Plymouth/Boise and KIZN(FM) Boise, Idaho

Price: \$5 million
Buyer: Pacific Northwest Broadcasting Corp., Boise (Charles H. Wilson, president/40% owner); no other broadcast interests
Seller: West Group Broadcasting Ltd., Fort Collins, Colo. (Paul Meacham, president); is selling KIXQ(FM) and KDXG(FM) Webb City and KFSB(AM) Joplin, Mo.
Facilities: KZMG: 93.1 mhz, 50 kw, ant. 2,630 ft.; KIZN: 92.3 mhz, 44 kw, ant. 2,500 ft.
Formats: KZMG: top 40; KIZN: country

WXNU(FM) Valley Station/Louisville, Ky.

Price: \$2.5 million
Buyer: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Robert F. Neil, executive VP-radio); owns WRVI(FM) (formerly WAJE-FM) New Albany, Ind./Louisville and WRKA(FM) St. Matthews/Louisville (for other holdings see "Changing Hands," May 27)
Seller: Otting Broadcasting Inc., Louisville (John Page Otting, president); owns WQMF-FM Louisville
Facilities: 105.9 mhz, 3 kw, ant. 328 ft.
Format: AOR

WFCC(FM) Chatham/Cape Cod, Mass.

Price: \$1.19 million
Buyer: Charles River Broadcasting Co., Boston (Cynthia D. Scullin, president/owner); owns WCRB(FM) Waltham, Mass.
Seller: Dolphin Productions Inc., N. Chatham, Mass. (Allen Stanley, president); no other broadcast interests
Facilities: 107.5 mhz, 50 kw, ant. 341 ft.
Format: Classical

KLPQ-FM Sherwood/Little Rock and KBBL-FM Cabot, Ark.

Price: \$1,009 million (\$825,000 for KLPQ-FM; \$184,000 for KBBL-FM)
Buyers: ■ KLPQ-FM: CDB Broadcasting of Arkansas, Little Rock (co-owners Calvin G. Arnold, president, and Ted L. Snider Jr.). Snider owns 55% of KIPR-FM Pine Bluff/Little Rock; is president of KBBL-FM buyer Snider Corp. ■ KBBL-FM: Snider Corp., Little Rock (Ted L. Snider Jr., president; Ted L. Snider Sr., 75% owner); owns KARN(AM) Little Rock; is buying KPAL(AM) North Little Rock; has applied to build FM in Gould, Ark.
Seller: Phil and Christy Flynn-Hall, Cabot; own KBBL(AM) Cabot
Facilities: KLPQ-FM: 102.1 mhz, 4.1 kw, ant. 453 ft.; KBBL-FM: 102.5 mhz, 3 kw, ant. 328 ft.
Formats: KLPQ-FM: sports/talk; KBBL-FM: sports
Brokers: Sunbelt Media Inc. (buyer); MGMT Services Inc. (seller)

KBMJ(FM) Hardin/Billings, Mont.

Price: \$600,000
Buyer: Deschutes River Broadcasting Inc., Portland, Ore. (Edward T. Hardy, president/11% owner; Endeavour Capital Funds LP, 86% owner); owns KDWG(AM)-KCTR(FM) and KKBR(FM) Billings, Mont. (for other holdings see "Changing Hands," June 10)
Seller: Harris Broadcasting Co. Inc., Reno (Stephen R. Harris, principal); no other broadcast interests
Facilities: 95.5 mhz, 100 kw, ant.

984 ft.

Format: Rock, progressive, new age

WZKS(FM) Union, Miss.

Price: \$390,633 in liabilities
Buyer: Broadcasters & Publishers Inc., Meridian, Miss. (Houston L. Pearce, chairman/owner); owns WZMP(FM) Marion, WMGP(AM)-WJDQ(FM) Meridian and WWKZ(FM) New Albany, all Miss. Pearce owns Radio South Inc., which owns WTSK(AM)-WTUG(FM) Tuscaloosa, Ala., and is buying WTID(FM) Reform, Ala. Pearce also owns 50.9% of WARF(AM) Jasper and WFFN(FM) Cordova, Ala.; 40% of WXYK(FM) Pascagoula, Miss., and 33% of KLCL(AM)-KHLA(FM) Lake Charles, La.
Seller: Double B Broadcasting Inc., Tuscaloosa (Voncile R. Pearce, president/owner). Voncile Pearce is president, Radio South Inc.; owns 33% of KLCL(AM)-KHLA(FM) Lake Charles, La., and 16% of WARF(AM) Jasper and WFFN(FM) Cordova, Ala.
Facilities: 104.1 mhz, 50 kw, ant. 492 ft.
Format: Not on air

RADIO: AM

WGPL(AM) (formerly WSVY) Portsmouth, Va.

Price: \$700,000
Buyer: Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner); owns WPCE(AM) Portsmouth (for other holdings see "Changing Hands," June 10)
Seller: Clear Channel Communications Inc. (L. Lowry Mays, president); owns/is buying WTVR-AM-FM, WRVA(AM)-WRVQ(FM) and WRVH(AM)-WRXL(FM), all Richmond, Va.; has joint sales agreements with WOWI-FM and WJCD(FM) Norfolk and WSVY(AM) Portsmouth, Va. (for other holdings see "Changing Hands," June 10 and May 27)
Facilities: 1350 khz, 5 kw
Format: Adult contemporary

—Compiled by Elizabeth A. Rathbun
and Jessica Sandin

Errata

Due to a broker's error, the name of the buyer and the holdings of the seller of wzzs(FM) Zolfo Springs, Fla., were reported incorrectly in the June 10 "Changing Hands." The correct buyer is Heartland Broadcasting of Charlotte County Inc. The seller, Teddy Bear Communications Inc., is buying KKID(AM)-KKZA-FM Sallisaw, Okla.

Talk show host antagonists to receive NARTSH awards

Dershowitz, Grant to be honored as well as Disney's Eisner

Radio

By Donna Petrozzello

Once pitted as opposing views on talk WABC(AM) New York, talk show hosts Bob Grant and Alan Dershowitz will be recognized with Freedom of Speech awards from the National Association of Radio Talk Show Hosts this week.

The ceremony caps NARTSH's eighth annual talk radio conference, scheduled for June 20-23 at the Omni Shoreham Hotel in Washington. NARTSH also named The Walt Disney Co. chief executive Michael Eisner as its third recipient of the free-speech award. There is speculation, however, that Eisner will not attend the ceremony.

True to form, the award pulpit sets an explosive stage. In 1995 NARTSH bestowed free-speech honors on talk show host G. Gordon Liddy, who was widely criticized in the press and by White House officials for on-air comments he made advocating the use of firearms in self-defense against federal agents.

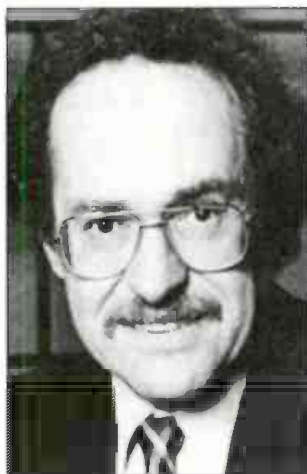
This year's pairing of Dershowitz and Grant on stage sparks a potentially bitter discourse. Management at WABC pulled the plug on Dershowitz's Sunday night shift after he called Grant, who reigned in WABC weekday afternoon drive at the time, a "racist" and "despicable talk show host."

One month later, WABC management fired Grant after the host referred to himself as "a pessimist" for initially thinking that former commerce secretary Ron Brown may have survived a fatal plane crash.

Although Grant's comment was widely censured, many in talk radio also criticized WABC parent company Disney/CapCities/ABC management for allegedly pushing WABC executives to oust Grant because of his comments.

Grant says that recognizing Eisner among the Freedom of Speech award recipients is "ridiculous and stupid. Eisner is an enemy of free speech."

Grant says he believes, "without a



Dershowitz and Grant: The twain shall meet at the talk radio hosts convention this week.

doubt," that Disney management insisted that WABC General Manager Phil Boyce fire him. And, Grant adds, it is likely that he would not have been named to receive the award if he had not been fired. He called NARTSH's choice of award recipients "a publicity stunt."

NARTSH board member and convention chairman Michael Harrison defends the group's decision to recognize

Eisner for his "right, as the owner of a station, to exert his First Amendment rights" to dictate programming. "Mr. Eisner got rid of Bob Grant, who was profitable, and it was an action that he knew would be attacked by the community," Harrison says.

Dershowitz has similar contempt for NARTSH's decision to honor Eisner and, in turn, WABC management. Rather than honoring the Disney chief, Dershowitz says, NARTSH

should give WABC a "freedom of speech booby prize" for sending the message that "profits are all that matter."

"If WABC [management] really believed that Bob Grant ha[d] a right to speak, then surely they believed that I did too," Dershowitz says. "Once they took me off the air, it was inevitable that they'd have to take Grant off the air because they couldn't live with

Cox to spin off radio?

Cox Broadcasting Radio Division Executive Vice President Bob Neil calls rumors that Cox will spin off its radio holdings into a separate, publicly traded company "extremely speculative."

However, Neil says, Cox is looking for ways to cover its \$250 million outlay last month for 18 stations owned by NewCity Communications: "The speculation [of going public] is all centered on the NewCity acquisition."

Meanwhile, industry analysts and brokers have mixed opinions on the validity of the rumor. One broker says it may be more likely that the Cox radio portfolio, including NewCity stations, will be purchased by a larger group.

Industry analyst Bill Lisecky, executive vice president of Communications Equity Associates, says Cox may be wise to offer public stock in its radio division, considering the industry's overall rising market value.

"It makes sense to go public, especially when you look at where radio stocks are trading," Lisecky says. "To be a purchaser of stations in this market and to be competitive, you need that cash flow."

Including its NewCity acquisition, Cox owns and operates 38 radio stations in mainly midsize markets. Cox also has local marketing agreements with WFNS(AM) Plant City (Tampa), Fla., and WCNN(AM) Atlanta. Cox Broadcasting, based in Atlanta, is controlled by its parent group, Cox Enterprises, a private company.

—DP

that double standard."

Dershowitz says he is prepared to justify at the ceremony his reasons for calling Grant "racist": "I think the reason I will get this award is because I was prepared to call Bob Grant a racist, which I will document."

But Dershowitz says he will not challenge Grant's right to free speech. "What I criticize is not Grant's right to speak, but the people who listen to him," Dershowitz says. "They are pan-

dering to racism."

Grant says he "has only contempt" for Dershowitz: "[Dershowitz] does nothing but trash me and lie about me, and he's been doing it for months."

NARTSH board president and KGO (AM) San Francisco talk show host Gene Burns defends the board's decision to honor Grant, Dershowitz and Eisner.

"Bob Grant has the right to be a racist, Alan Dershowitz has every right on his radio program to call attention to

the fact that Bob Grant is a racist, and The Disney Co. has the right to say this is not the kind of community image we want to project," Burns says.

"It is one of those rare occasions when you can honor people who are diametrically opposed to each other, ideologically or philosophically," Burns says. "By doing so, we demonstrate that the First Amendment is a big enough tent into which we can fit opinions that are dramatically different." ■

R I D I N G G A I N

Radio stock values soar

A report released by the Schroder Wertheim Media Group comparing the market value of 14 publicly traded radio stocks showed a 90% increase between May 1995 and May 1996.

Schroder Wertheim placed radio group Clear Channel Communications above its competitors, noting a 190% increase in the market value of its stock during the past year.

According to the report, Clear Channel stock traded at an average \$27.50 per share last year, compared with an average \$74 per share price during the first half of 1996.

Other top performers included Premiere Radio Networks, whose stock jumped 138% in market value; Jacor Communications, whose stock value jumped 114%, and Emmis Broadcasting, whose stock rose 108% in market value during the past year.

United Stations launches talk network

New York-based United Stations Radio Networks has announced its entry into talk radio programming by taking over production, distribution and national ad sales for show hosts Victoria Jones, Barry Farber and Alan Colmes. United Stations also has taken over national ad sales for host Debbie Nigro's *Working Mom on the Run* Saturday morning talk show.

United Stations will broadcast *The Victoria Jones Show* weekdays at 10 a.m.-1 p.m., *The Alan Colmes Show* at 3-5 p.m., and *The Barry Farber Show* at 5-7 p.m., all ET. At 1-3 p.m. ET, United Stations will air *Left to Right*, a debate show co-hosted by Colmes and Farber.

Colmes and Farber previously were syndicated by Major Networks, and Jones was syndicated by WWRC(AM)

Washington. Although the hosts now broadcast from ABC Radio studios in New York, United Stations spokesman Bill Quinn says USRN plans to move the shows later this summer to studios being built at its headquarters.

United Stations President Nick Verbitsky says, "Talk is one of the most exciting aspects of the medium right now, and we are committed to making it even more exciting."



Top 10 affiliates welcome Imus

Oldies/talk
KLAC(AM) Los Angeles, oldies/rock WYST(FM) Detroit and

sports WGMP(AM) Philadelphia last week announced plans to turn over morning drive to syndicated talker Don Imus.

Imus in the Morning debuts on KLAC July 1, according to "I-Man" syndicator Westwood One Entertainment. Meanwhile, Los Angeles neighbor KMEN(AM) San Bernardino also will air Imus starting July 1. Westwood One officials say the additional Los Angeles-area stations give Imus affiliates in eight California markets.

In addition, Imus is slated to take over mornings on the CBS Radio Division's owned-and-operated WYST and WGMP, starting July 8. The new affiliates give Imus 85 stations nationwide, Westwood One says. Imus broadcasts from WFAN(AM) New York.

Afternoon shift at WABC(AM) New York

Talk WABC(AM) New York is still

looking for a permanent weekday afternoon drive-time personality since firing host Bob Grant several weeks ago. WABC has filled the weekday 3-7 p.m. slot with guest hosts including Curtis Sliwa, Lynn Samuels and Bernie Ward.

However, WABC management has decided to air one hour of *The Dr. Laura Schlessinger Show* at 3-4 p.m. weekdays, starting June 17. Schlessinger's three-hour program airs Saturday and Sunday nights on WABC at 9-midnight. Schlessinger is syndicated by SBI Broadcasting International and is based at KFI(AM) Los Angeles.

Goodby Silverstein & Partners take gold

San Francisco ad agency Goodby Silverstein & Partners clinched top honors and the \$100,000 gold award for client Sega of America at the Radio Mercury Awards held June 12 at New York City's Waldorf-Astoria Hotel. The awards were hosted by emcee Dick Clark.

Recipients of \$20,000 gold awards: agency DDB Needham of Chicago for client Anheuser-Busch and Bud Light; agency Triad Management Group of Mount Braddock, Pa., for client Eastern Off-Road and Sport Truck; agency Lord Dentsu & Partners of New York for client Radio Shack, and stations WCRZ(FM) and WENT(AM), both Flint, Mich., and WWBN(FM) Tuscola, Mich., for client Top Hat Carwash.

Other award recipients included Bert Berdis & Co.; Hill Holliday Connors Cosmopolis Inc.; Foote Cone & Belding; WGTZ(FM) Eaton, Ohio; WING(AM) Dayton, Ohio; WUSL(FM) Philadelphia; Sanchez & Levitan Inc., and agency del Rivero Messianu. —DP

ESPNNEWS, CNN/SI to square off

ESPN's new sports news service to launch in November

By Jim McConville

ESPN and Turner will find out soon whether there is room for two more cable sports networks.

After months of industry speculation, ESPN last week said that it will launch its third 24-hour sports network, ESPNNEWS, by Nov. 1.

The network, billed as a news and information channel modeled on ESPN's *Sports Center*, will launch a month earlier than CNN/SI, the sports network venture between Time Warner-owned *Sports Illustrated* and Turner Broadcasting, scheduled to launch in December.

The networks enter a crowded sports field. In addition to ESPN and ESPN2, ESPNNEWS and CNN/SI will face



VS



competition from NewSport, a cable network with 9 million subscribers that is owned by Cablevision Systems.

Liberty Sports and NBC, and Liberty/Fox Sports, an international sports alliance of Telecommunications Inc. and News Corp.

Cable operators are somewhat wary of the prospects for launching two sports networks in a cable universe already scrambling to find additional space.

"In a channel-constrained environment, prior to rebuild, I'd say that it will be a challenge to consider it," says Lynn Buening, vice president of programming for Falcon Cable. "If they want highly penetrated service levels, that will be very difficult to do."

Jeffrey Marcus, chairman of Marcus Cable, wonders how each of the networks will distinguish itself. "There's only so much sports news you

Cablevision Industries settles rate complaint

Elsewhere, Time Warner talks over complaint with Florida customer

By Price Coleman

Regulatory fallout from the 1992 Cable Act continues to take a financial and legal toll on the cable industry, including number-two-MSO Time Warner Inc.

The FCC said Wednesday that the company's Cablevision Industries Corp. division had agreed to pay \$625,665 plus interest in refunds to subscribers in and around Columbia, S.C., to settle overcharging complaints.

The complaints, registered from Sept. 1, 1993, to July 14, 1994, stemmed from allegations that Cablevision Industries charged more than was allowed under the 1992 Cable Act, which essentially set price caps

for basic and extended basic service.

Cablevision Industries, which Time Warner acquired early this year, was not part of Time Warner when the alleged violations occurred. The settlement also calls for Cablevision Industries to cut prices for two special packages of programs by a total \$2.10 a month.

As part of the settlement, Cablevision Industries did not have to admit violating any laws or federal regulations.

In a second pending case, attorneys for Time Warner Cable and an Orlando, Fla., customer who contends that she and thousands of other cable customers were overcharged were scheduled to sit down Friday to

mediate the dispute.

The customer contends that she and other area customers were overcharged \$1.50 in September 1993 for three channels—American Movie Classics and superstations WTBS and WGN—that Time Warner unbundled under the 1992 Cable Act.

Late last year, a Florida circuit judge considerably pared down the case against Time Warner—from about \$30 million to \$300,000—when he denied most of the plaintiff's claims and denied class-action status for the case.

Time Warner previously won a similar case on appeal when the state of Wisconsin sued the company for alleged unfair trade practice. ■

can report. We're going to see competition for carriage."

Getting carriage, cable operators say, will hinge on how flexible the networks are willing to be. "Both ESPN and Turner give good product," Buening says. "It's not a question of whether they can deliver, but at what price and with what kinds of incentives."

Nor does arrival of digital set-top boxes make distribution for such networks a sure thing. "It continues to be an issue of pricing," says Buening. "Just because capacity becomes fully available, how much more price can you push at the consumer?"

For media buyers, the questions are whether each network can stand out in a crowded pack and how many subscribers it brings to the table.

"There is a finite amount of advertising dollars out there," says Dick Croasdale, vice president of Western Media. "The key factor is what sort of clearances are these advertisers going to get in terms of the number of subscribers they are going to reach."

While sketchy on programing details, ESPN officials say ESPNNEWS will air sports scores, highlights, interviews and breaking news.

ESPN President Steve Bornstein says news of ESPNNEWS's launch is not

related to ABC's decision to cut its proposed all-news cable network a few weeks ago.

ESPNNEWS will be distributed on cable, C-band and DBS, with the majority of its subscribers coming from DBS at first, says George Bodenheimer, ESPN senior vice president of marketing and sales. ESPN will offer two minutes per hour of local advertising avails to network affiliates.

ESPN, launched in 1979, has 67.9 million subscribers; ESPN2, launched two and a half years ago, has 30.8 million. ESPN executives declined to estimate the number of subscribers ESPNNEWS will have at launch.

Unlike their strategy with ESPN2, ESPN officials won't use ABC retransmission consent agreements to gain cable carriage, but will look for carriage on expanded basic as well as new cable tiers. "That's where the strength of our distribution efforts will lie," Bodenheimer says. "We don't intend to get into a bidding war with all the upstart services out there."

The network plans to tap the combined cross-promotional clout of ESPN, CapCities/ABC and parent company Disney to gain carriage. The network will have a news tie-in with ESPN's Web site ESPNET Sports Zone, which

was launched last year.

Some industry experts voiced concern last week about whether ESPNNEWS will draw from ESPN's own subscriber base. "Is it going to cannibalize ESPN and ESPN2's own audience?" asks Croasdale.

Bornstein says ESPNNEWS won't produce network duplication concerns among cable operators. "This is the original, the real thing—this isn't any imitation," he says. "We don't anticipate any problems from any of our affiliates on that score."

ESPN, which already produces a 30-minute daily international version of its *Sports Center*, may eventually try to build ESPNNEWS's international distribution. "Down the line that is a distinct possibility, but as we've learned here at ESPN, sports interests are parochial by nature," Bornstein says. "We're going to concentrate on North America first."

With the launch of ESPNNEWS, ESPN scraps its plans, announced earlier this year, to expand its afternoon version of *News Center* on ESPN.

Bornstein also appeared to put to rest reports that ESPN would acquire The Golf Channel as a means to launch a third or fourth cable sports network. "At this point we're having no conversations with The Golf Channel." ■

Biography channel in works

A&E also plans to capitalize on popular series with audiocassettes, Web site, books

By Rich Brown

If all goes according to plan, fans of A&E's *Biography* series eventually will have the opportunity to watch the show 24 hours a day.

The A&E Networks board has given the thumbs-up to a full-time network based on the popular series. The Biography Channel, scheduled to debut in 1997, is among several such spin-off services expected to crop up as digital compression technology expands channel capacity at cable systems around the country.

After many delays, cable system operators say the long-anticipated rollout of digital boxes will get under way later this year. Although many top programmers say they don't expect digital cable boxes to meet critical mass until at least 2000, A&E and others are look-

ing to get a head start on the competition.

A&E rival Discovery Communications earlier this month debuted a 24-hour nature channel, Animal Planet, and plans to debut four yet-to-be-named networks: a children's network; a how-to channel covering home improvement, cooking and lifestyles; a science channel, and a history channel. Like A&E's planned Biography service, the Discovery spin-offs will feature many programs plucked from the parent company's library.

Fox Television Chairman Chase Carey predicted at last month's NCTA convention in Los Angeles that cable subscribers equipped with digital set-top boxes early in the rollout process likely would find many channels featuring repackaged programing. A&E officials say The Biography Channel

schedule will feature episodes of the series along with other as-yet-unnamed programing.

A&E's plan to develop the channel is one of several brand extensions tied to the popular series. Debuting on Sept. 1 on A&E will be *Biography for Kids*, a version of the show aimed at children and teenagers. Also in the works are original *Biography* made-for-TV movies that will air on the network on Sunday nights. A&E and Hollywood-based producer Greystone Communications are already lining up a *Biography*-based dramatization on the life of Howard Carter, the explorer who first opened King Tut's tomb.

Also in the works: a *Biography* Web site (www.biography.com), set to debut July 1; *Biography* audiocassettes, beginning in January 1997; a subscription-based, monthly *Biogra-*

phy magazine, scheduled to debut on January 1, 1997, and a line of *Biography* books that will begin rolling out in spring 1997 through Random House.

Biography's reach is expanding abroad as well, coinciding with the introduction of international versions of A&E's History Channel. The series

is now seen in the UK and the Republic of Ireland and will be seen later this year in Brazil and throughout Spanish-speaking Latin America. There is also a French-language version of the series on Canal D.

Biography has become a strong franchise for A&E since the network

acquired the rights to the series in 1987. A&E expanded the series to a prime time strip in 1994 and added a sixth night with the 1995-96 season. A&E commissions more than 130 hours of original episodes per season, and its library includes episodes dating back to 1961. ■

Hockey scores on cable

ESPN, Fox, regional Sunshine Network all show ratings boosts

By Jim McConville

National Hockey League TV playoff coverage scored big this season, with Fox, ESPN and regional Sunshine Network all netting ratings increases over 1995.

In its second year of NHL coverage, Fox Sports scored the highest-rated postseason NHL telecast since the 1980 finals, in which game six scored a 4.4 rating on NBC TV. Fox's weekend coverage of its two Florida Panthers vs. Colorado Avalanche games averaged a 3.6 rating, up 6% over its 3.4 rating last year, according to figures from Nielsen Media.

Overall in the postseason, Fox scored a 2.7 rating/7 share, up 16% over its 2.2/6 average in 1995. "Hockey is working and is growing," says Vince Wladika, vice president of Media Relations for Fox Sports.

Overall, ESPN's postseason playoff telecasts averaged a 1.8 rating for 33 games, up 38% from a 1.3 average rating for 26 games last year.

ESPN's coverage of Colorado's triple overtime win over Florida in game four of the Stanley Cup finals June 10 scored a 4.4 rating with an estimated viewing audience of 3 million households. Overall, ESPN recorded a 3.6 ratings average during the finals, compared with a 2.8 rating last year.

In the conference finals this year, ESPN topped its previous 2.0 average rating, scoring better than a 3.0 rating four times, including 3.7 and 3.8 ratings for two St. Louis Blues vs. Detroit Redwings telecasts. "Our conference finals ratings overall were up nine-tenths of a point," says Mark Quenzel, director of programming, ESPN. "Our high-water ratings mark for the finals last year had been in the high twos."

NHL playoff ratings, Quenzel says, are dictated to a large degree by how

close each series is. "So much of this is driven by how competitive the series are," he says. "It wasn't just the number of games but the number of close games. The greater percentage of our games was decided by one or two goals."

On the regional sports channel side, The Sunshine Network averaged a 3.9 rating for its coverage of the first three playoff rounds of Tampa Bay Lightning games, including a 3.9 rating for its telecast of game four of Tampa's series with the Philadelphia Flyers. The network has several more years of hockey to look forward to, having just signed a new six-year deal with the team (see story, page 60).



Regional network Prime Sports for the first time this year aired pay-per-view coverage of both Denver Avalanche and St. Louis Blues home games during the first two rounds of the playoffs. The network's Avalanche broadcasts scored a 1.4 PPV buy rate passing 340,000 households, while its St. Louis Blues games averaged a 6% buy rate passing 200,000 households. ■

Nathanson blasts Asian monopolies

Asian monopolies are slowing the development of cable in their countries and should face retaliation from Washington lawmakers, according to Falcon International Communications Chairman Marc Nathanson.

"In my opinion, the Clinton administration must demand a level playing field in Asia," said Nathanson, speaking before the Asia Society's Conference on Media and Entertainment in Los Angeles. "New laws need to be introduced by Congress to prevent monopolistic enterprises [that] lobby against American investments in their country but continue to gain access to our financial markets."

The biggest problem to getting competitive cable TV systems built in Asia and bringing in U.S. expertise are powerful media monopolies that are unwilling to enter into American joint ventures, says Nathanson. "Our government needs to work with the nations of Asia, not to exclude other countries from forming local joint ventures but to insure that there is an open and level playing field to satisfy the insatiable demand of Asian consumers for more information, education and, yes, good old-fashioned Hollywood entertainment."

—RB

VH1 shuffles its progaming players

Replaces Corradina and Angotti

By Rich Brown

VH1 is shaking up its programming department in the latest attempt to boost ratings at the music video network.

Linda Corradina, VH1 senior vice president of programming and production, is exiting the network to make room for Jeffrey Gaspin, a veteran programmer whose resume includes executive positions at NBC and Q2. Also out in the shake-up is programming VP Mark Angotti. VH1 President John Sykes declined to comment on the personnel changes or the network's plans under the new leadership.

Despite ongoing efforts to revamp VH1, the network has failed to match the success of other MTV Networks MTV and Nickelodeon. VH1's prime time rating for first quarter 1996 was flat at 0.3, representing an average

140,000 households, according to Nielsen Media Research.

Gaspin will be responsible for the overall programming strategies of the channel and will oversee VH1's production, acquisition, program development, on-air talent and studio operations.

Most recently, Gaspin was an independent producer working on a relationship game show for Columbia TriStar Television and a reality series for DreamWorks SKG. He previously served as senior vice president of programming and executive producer at the Q2 shopping network and from 1984 to 1993 worked at NBC in a variety of positions in news, entertainment and finance.

Corradina became VH1 senior VP in November 1994 following 10 years with MTV. Her plans as an independent producer include developing a series for VH1 for 1997. ■

On tap at CAB in Atlanta

The Cabletelevision Advertising Bureau will focus on marketing and how to differentiate cable from other media at its Local Cable Sales Management Conference June 22-25 in Atlanta.

"Cable is a marketing machine," says Bruce Ferguson, vice president of local and spot sales for CAB. "In marketing in the '90s you must think in terms of smaller and smaller segments, and cable is the only medium that has that capability."

The keynote speaker for the convention will be Martha Rogers, a founder of retail marketing company Marketing 1:1 Inc. Panel sessions include:

- "Retail Alley," featuring advertising executives discussing marketing and media objectives in key retail categories.

- "Meeting the Challenge with Programming," a panel discussion with CEOs of cable networks discussing the new opportunities for local cable advertising.

Sunshine snags Lightning TV rights

Team retains radio rights as part of six-year deal

By Michael Katz

Sunshine Network has secured the local cable and broadcast rights to NHL franchise the Tampa Bay Lightning in a six-year deal through the 2001-2002 season.

Sunshine staved off competition from regional sports rival SportsChannel Florida, which is owned by Rainbow Programming and Front Row. SportsChannel Florida had tried to make a play for the Lightning earlier this year but was unsuccessful. Richard Bradley, general manager of SportsChannel Florida, says he wasn't given much of a chance to make a pitch for the rights, since the team's contract with Sunshine prevented the Lightning from negotiating with other networks.

The deal supersedes the last year of Sunshine's five-year contract, which began with the team's inaugural season. The new deal gives Sunshine a

minimum 50 games per season, including at least 35 road games.

Last year the network carried 48 games (cable and broadcast), including three playoff games. The network also retains the rights to playoff games not aired in the NHL's national package on ESPN and Fox. The Lightning will retain the radio, marketing and signage rights, all of which previously belonged to the Liberty-managed Sunshine Network. Financial terms of the agreement were not disclosed.

"We're thrilled with the deal," says Sunshine Network General Manager Jim Liberatore. "We're increasing the number of games, we're increasing our coverage, and we're trying to think of creative ways to bring the team to the community on a different level."

The contract also calls for joint selection of the broadcast team and joint development of Sunshine/Lightning merchandise. On the programming

side, the deal will include a half-hour pregame show; a new weekly show focusing on youth hockey and street hockey; a preseason special, and off-season replays of selected games.

"Sunshine Network has displayed great belief and confidence in the Tampa Bay Lightning and hockey in Florida since 1992," says Lightning President Steve Oto. "Sunshine Network's commitment to growth, through game telecasts, additional feature programming and promotional support, will give the Lightning an even greater on-air presence and allow us to reach and develop fans."

Sunshine Network, the fifth-largest regional sports network, is delivered to more than 3.8 million homes throughout Florida. In addition, it has rights to NBA franchises the Orlando Magic and the Miami Heat, MLB franchise the Florida Marlins and the NHL's Florida Panthers, among others. ■

Arum claims closed-circuit KO

PPV competitor challenges \$70 million–\$75 million figure

By Michael Katz

Fight promoter Bob Arum has claimed a victory over pay per view, saying his closed-circuit-only championship fight between Oscar De La Hoya and Julio Cesar Chavez grossed \$70 million–\$75 million.

Arum's company, Top Rank, says the revenue broke all company records. The fight sold out in California and brought in \$12 million from Southern California alone, Top Rank says. Arum claims that 1.7 million seats were sold, which cost viewers as much as \$45 each. The figures do not include revenue from closed-circuit sites in Mexico, where Chavez has superstar status.

Practically all the major boxing matches are featured on PPV these days, and Arum's decision to go back to pre-PPV days by televising the match via closed circuit received a lot of criticism. His reason for the move was the financial hit from PPV signal piracy, which he says was thwarted by closed circuit.

But Hugh Panero, president of PPV service Request TV, disputes the amount Arum claims and says that he

probably would have made more through PPV: "Arum is a professional promoter and tends to hype his fights. He is probably hyping these numbers. You have to break it down by revenue components. When you analyze it and look at the closed-circuit revenue versus what he would have made with pay per view, my guess is he probably left around \$6 million on the table."

Panero also finds the 1.7 million-seat sale hard to accept and estimates that the true figure is probably only half that amount. As successful as Arum says his fight was, Panero doesn't expect him to stay with closed circuit: "When he looks at the real numbers and sees how much he left on the table...we'll see what he does for the next fight."

Arum's chief competitor, promoter Don King, has announced a PPV bout between WBC heavyweight champion



La Hoya beat Chavez, and fight promoter Bob Arum says closed-circuit beat pay per view.

Mike Tyson and WBA champion Bruce Seldon on July 13 at the MGM Grand in Las Vegas. Showtime Entertainment Television and KingVision will distribute the card and expect the fight to be available to 25 million homes. The suggested retail price of the event is \$39.95–\$49.95. According to Showtime, Tyson's last fight—against Frank Bruno—attracted 1.4 million buys and brought in an estimated \$44 million domestically. ■

Cable beefs up on-time profile

NCTA, CTAM create task force to increase public awareness of guarantee

By Michael Katz

In an effort to increase awareness of its on-time guarantee, the National Cable Television Association and cable marketing association CTAM have created the On-Time Customer Service Guarantee Task Force.

"The task force will develop a long-term plan to dramatically increase public awareness of the on-time-guarantee initiative and boost our competitive edge in the process," says NCTA President Decker Anstrom.

The 25-member task force, composed primarily of cable operator executives and chaired by Chuck Ellis, executive vice president of Time Warner Cable, "will be looking at all aspects of the cable industry—from ad sales to customer service to the tech-

nology support staff—in order to make the guarantee part of everything they do," says M.C. Antil, CTAM vice president, communications, and a member of the task force.

According to NCTA and CTAM, only 25% of the country's 62 million cable customers are aware of the guarantee. "What we're going to try to do here is publicize better," says Ted Turner, NCTA chairman and president of Turner Broadcasting.

The task force will submit its long-term plan for the project to the NCTA board in September. The plan then will be announced in late October or early November, says Anstrom. Although no other specifics of the task force's plans were announced, Antil stresses that the centerpiece will not be a large advertising campaign.

On March 1, the NCTA relaunched its on-time-guarantee initiative, which promises free installation if a scheduled appointment is either late or missed, and a \$20 credit for late or missed service appointments. The initiative was launched in 1995. ■

Errata

The *Motown Showdown* story on page 6 of the June 10 BROADCASTING & CABLE referred to Rob Stoddard as director of corporate communications for Cablevision. Stoddard is director of corporate communications for Continental Cablevision.

QVC on international shopping trip

Looks to expand to Canada, Germany and Japan

By Rich Brown

QVC is shopping for new expansion opportunities abroad and is targeting Canada, Germany and Japan as countries with the greatest potential.

QVC President Doug Briggs told attendees at a media conference in Cologne, Germany, two weeks ago that the home shopping company expects to debut in Germany by late 1996—early 1997. QVC is targeting additional countries that would give it access to at least 5 million homes, including Canada and Japan, he says.

QVC will not be the first to bring a home shopping network to Germany. Quelle, one of the country's largest catalogue companies, reaches 4.2 million homes with a service called Home Order Television (including carriage on the ASTRA 1 Satellite plus 700,000 cable homes in Nuremberg and Munich). Home Order Television Managing Director Andreas Buchelhofer says that 95% of his merchandise is German product, and he openly challenged Briggs to match that claim with QVC's planned service.

Germany is particularly well suited for home shopping because the population shares a homogeneous language

and the country has the largest interlinked cable system in Europe, says Jan Sjövall, president of Sweden-based TV-Shop Europe, which supplies home shopping programming to 16 countries throughout Europe. TV-Shop Europe now provides direct-response ads to German television,

and Sjövall says the company so far has no plans to enter the upcoming battle between QVC and HOT.

Briggs expects to have a German partner on board for QVC's planned service, just as the company is partnered with Televisa on its home shopping network in Mexico. ■

News Corp. plans JSkyB

Will invest in digital platform in Japan

By Debra Johnson

News Corp. plans to invest in a digital, multichannel platform for Japan—tentatively called JSkyB—which will offer some 100 channels within two years. The company is looking to create a partnership of local Japanese program suppliers that will drive sales of DTH channels, supplied predominantly by local terrestrial stations and other popular satellite channels. The new service probably will beam via AsiaSat-2 or -3.

News Corp. is not the only group planning Japanese DTH packages. Hughes Communications' DIRECTV

wants to launch a Japanese digital DTH service next year, and PerfecTV, backed by four Japanese trading houses, also aims to launch a service there in fall 1996. News Corp.'s satellite broadcaster in Asia, Star TV, was the first and so far is the only digital broadcaster in Japan, with its launch of Star Plus on April 1. After just two months on the air, Star Plus is carried by 60 Japanese cable operators, has passed 5 million homes and has 400,000 subscribers.

Star Plus expects to have 1 million homes connected within one year of start-up. News Corp. will launch pay movie service Star Movies in Japan this December. ■

HEAD ENDINGS

CTAM in Canada

CTAM, the cable industry's marketing association, has entered Canada with its first international chapter, CTAM du Quebec. The chapter will be headed by newly elected officers Linda Ahern, president; Josee Lamarre, vice president; Jacques Archambault, secretary, and Luc Perreault, treasurer. CTAM, which has 18 chapters, says it may open another Canadian chapter, in Toronto.

MSNBC signs Cox

NBC has signed MSO Cox Communications to carry MSNBC, its proposed 24-hour cable news network. Set to launch July 15, MSNBC, a joint venture of Microsoft and NBC, will be carried by 60% of Cox's 3.3 million cable subscriber base by year's



Last Monday's live presentation of the TNN Music City News Country Awards averaged a 3.5 rating, representing 2.3 million households, a 14% boost over last year's telecast, according to Nielsen Media Research data. Joining singer Alan Jackson backstage at the Grand Ole Opry in Nashville are TNN executives Lloyd Werner, executive vice president, sales and marketing, Group W Satellite Communications (l), and Brian Hughes, vice president of programming.

end and the remainder of the MSO's subs within the next two years.

Country time

Country Music Television will air *The Best of CMT Showcase*, a five-episode special celebrating the first anniversary of CMT's weekly interview and video show. The half-hour specials will air each Friday night in August.

America One TV

America One Television will add two new programs—*Gerbert* and *American Home Repair*—to its summer/fall lineup. Beginning July 1, *Gerbert*, a children's program, will air daily Monday-Friday at 8 p.m. *American Home Repair* will air at 11:30 a.m. on Saturday starting July 6.

Atlantis switches licensing focus

Canadian producer Atlantis Communications Inc.'s program license revenue jumped 54% in first quarter 1996, to \$20.5 million, with 88% of that coming from markets outside Canada. The company is trying to move away from an over-reliance on program revenue generated by the North American market, hence its recent two-year distribution and investment agreement with German distributor/broadcaster the Tele-Munchen Group. The first investment by the partnership was the acquisition of international distribution rights to two U.S. network MCWs from two unnamed U.S. suppliers. Management anticipates completing similar distribution/investment arrangements for other territories in 1996 or 1997.

Spain to overhaul broadcast law

Spain promises rapid audiovisual reforms that may have an impact on commercial TV and the country's fledgling cable business. The government is proposing a change that would allow single shareholders to own up to 49% of private commercial broadcasters, rather than the present 25%. A bill for privatizing the publicly owned regional TV stations also will be presented to Parliament this month. The government also aims to encourage a second telephone operator to compete with national telco Telefonica, as well as to impose severe restrictions on Telefonica in cable.

AsiaSat prepares for IPO

Asian satellite operator AsiaSat is planning an IPO and will float 30% of the company with listings in New York and Hong Kong. The company's IPO prospectus values the satellite operator at HK\$5.8 billion-HK\$7.1 billion (\$750 million-\$920 million) and offers a downbeat assessment of the company's competitive environment. AsiaSat has two satellites in orbit and plans to launch AsiaSat-3 in late 1997 and AsiaSat-4 in 1999. AsiaSat posted revenue of HK\$326 million and a net income of HK\$168.6 million in 1995.

UPC buys Dutch operator

UPC, a cable joint venture of Philips Electronics and UIH, has bought Dutch cable operator Combivise for Dfl200 million (\$116.4 million). Combivise formerly was owned by local authorities and has 140,000 subscribers in southern Holland.

SES secures satellite slot

Luxembourg-based Societe Europeenne



des Satellites, operator of the Astra satellite system, has secured a 28.2 degrees east orbital position where it plans to place two new-generation digital satellites. SES has confirmed a fall 1997 launch for the new Astra 2A satellite. The UK's BSkyB has leased 14 of the satellite's 28 Ku-band transponders, and SES says there is strong interest, "notably from broadcasters targeting UK," for the remaining capacity, which includes another 28 Ku-band transponders on co-located satellite Astra 2B. In the existing 19.2 degrees east position, Astra 1G will add 16 digital transponders in August 1997. Astra 1H, launching at the end of 1998, will be the first Astra satellite to feature Ka-band capacity intended for interactive use.

Canadian cable's share will slide

Canadian cable operators will lose 13%-15% of their market to telcos and DTH operators in the next decade, according to a report by Montreal brokerage Levesque Beaubien Geoffrion. The report predicts that Internet and telephony services will offset cable TV losses for MSOs.

Spain's Cableuropa attracts powerful interest

Spanish power group Hidroelectrica del Cantabrico has snapped up a 5% stake in cable operator Cableuropa for an undisclosed amount. Last month, Spanish electricity group Union Fenosa paid \$1.6 million for a 7.5% interest in Cableuropa.

—By Debra Johnson

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of June 3-9, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>Rugrats</i>	NICK	Sun 10:00a	2,456	3.7	2.6
2. <i>Movie: 'Turner and Hooch'</i>	USA	Sun 4:00p	2,356	3.5	2.5
3. <i>Aaahh!!! Real Monsters</i>	NICK	Sun 10:30a	2,105	3.2	2.2
4. <i>Movie: 'First Blood'</i>	USA	Thu 10:00p	2,088	3.1	2.2
5. <i>World Championship Wrestling</i>	TNT	Mon 8:00p	2,023	3.0	2.1
6. <i>NHL Stanley Cup Finals</i>	ESPN	Thu 8:00p	1,910	2.8	2.0
7. <i>Nick Sports Theater</i>	NICK	Sat 9:00p	1,873	2.8	2.0
8. <i>Movie: 'The Sacketts, Part 2'</i>	TNT	Sun 10:00p	1,855	2.7	1.9
9. <i>Rugrats</i>	NICK	Wed 6:30p	1,824	2.7	1.9
10. <i>Rugrats</i>	NICK	Fri 6:30p	1,808	2.7	1.9
11. <i>Rugrats</i>	NICK	Mon 6:30p	1,793	2.7	1.9
12. <i>Murder, She Wrote</i>	USA	Sun 8:00p	1,792	2.6	1.9
13. <i>Movie: 'The Sacketts, Part 1'</i>	TNT	Sun 8:00p	1,786	2.6	1.9
14. <i>Family Matters</i>	TBS	Mon 6:35p	1,778	2.6	1.9
15. <i>The Ren & Stimpy Show</i>	NICK	Sun 11:00a	1,769	2.7	1.8

Following are the top five pay cable programs for the week of June 3-9, ranked by households tuning in.

1. <i>Movie: 'Congo'</i>	HBO	Sat 8:00p	3,126	13.0	3.3
2. <i>Movie: 'Die Hard with a Vengeance'</i>	HBO	Tue 8:00p	2,893	12.0	3.0
3. <i>Movie: 'Die Hard with a Vengeance'</i>	HBO	Sun 10:00p	2,752	11.4	2.9
4. <i>Movie: 'Freeway'</i>	HBO	Sat 10:00p	2,747	11.4	2.9
5. <i>Movie: 'True Lies'</i>	HBO	Sat 11:50p	2,338	9.7	2.4

Sources: Nielsen Media Research, HBO

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

Broadcasting & Cable's *Telemedia*

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week[®]

The Internet

Microsoft, IBM hope to cash in on the Internet

By Richard Tedesco

The once noncommercial, academic Internet moved toward the commercial big time last week, as Microsoft announced a deal to help create cybershops and IBM said it will open a cybermall.

Although the two computer heavyweights are the entrepreneurs fronting the action, other companies will be taking the risks in the fledgling marketplace. In IBM's case, Canadian department store chain Hudson's Bay and Express, a women's apparel retailer owned by Limited Inc., will be among the first 20 tenants in "World Avenue," the cybermall that the PC giant plans to open this fall. An IBM spokesperson declined to say how close the company was to getting additional takers to come into the tent and pay IBM 5% of their online sales revenue.

Microsoft is playing a more indirect—but no less controlling—role. It's buying eShop, an electronic commerce software company, for a reported \$50 million. eShop will supply programming tools to help companies erect cybershops, as it has helped Tower Records and others to do.

Microsoft already runs the MSN Mall and will subsume eShop's software into Microsoft Merchant, part of its Normandy commercial Internet services platform.

The company sees software driving the bus: "The lack of integrated electronic solutions is a key reason for the slow adoption of electronic commerce by merchants," says Paul Maritz, group vice president of the Microsoft platforms group.

Just how quickly these PC titans can grow commerce on the Internet is the question. A spokesperson said IBM is banking on a number of trends—including "time poverty" (tight free time), in-

creasing public acceptance of electronic commerce and saturated retail markets—to drive a big business in Internet boutiques.

Forrester Research foresees an Internet retailing business of \$6.6 billion by 2000, but says that online retailing will get big only with dramatic changes in consumer behavior and online demographics.

Boston-based Yankee Group projects a \$9.8 billion market for Internet retailers by the decade's end. A host of

software and content companies already have jumped into the cybermall business with mixed success. But Gregory Wester, an Internet analyst for Yankee Group, says IBM has back-end expertise and Microsoft has more of an edge. "Microsoft has the brand and the distribution channel," Wester says. **TMV**

In addition to its Microsoft Network (above), the company is adding to its Internet presence with its \$50-million purchase of eShop.

MCI, Intel to be Webmakers

MCI and Intel made another match in cyberspace last week with plans to develop Webmaker, a product that would put small and midsize business on the World Wide Web.

Their collaboration, under the official moniker networkMCI Webmaker, will combine Intel's Pentium Pro chip with Windows NT as platform, an integrated Cisco router, a Netscape communications server and other applications to be sold by MCI for \$10,000. Capabilities of the package will be accessible from a central Windows-based networkMCI Webmaker Management Console.

The Webmaker will function as both an Internet

access server and a source of e-mail support. MCI and Intel also plan to co-develop applications, possibly including real-time videoconference recording and playback, streaming real-time audio/video and stereo via Internet, video e-mail and news on demand.

The initiative offers a relatively low-cost entry point for a modest-sized firm to effectively create an Internet business address to enhance its opportunities.

For Intel, the integrated solution creates another market for its chip technology. Since the pact is nonexclusive for both companies, Intel also can peddle the package to MCI competitors, which it almost certainly will. MCI already has its own Internet-related deals with Microsoft, Digital Equipment Corp. and British Telecom.—RT

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Internet Content

Apple planting seeds with Webcasts

It hopes for synergies between QuickTime and Macs

By Richard Tedesco

QuickTime creator Apple Computer is trying to build business momentum as a big-time Webcaster.

The troubled Cupertino, Calif., Macintosh maker hopes that high-profile entertainment, sports and education events will boost QuickTime usage and give Mac sales a kick. That's because the audience for those events fits the profile of computer users inclined to buy Macs.

It also wants to build identity for itself in the Internet content business. Event coverage on Apple's Webcast site (live.apple.com) during the past several months has included Bill Graham's New Year's Eve concerts, the Grammy Awards, the American Film Institute's tribute to Clint Eastwood and, last week, a Metallica concert. Next up is this month's Habitat II U.N. conference in Istanbul, Turkey.

Apple plans coverage of six more "big ticket" events this year—including a major sports event such as the World Series—according to Christopher Escher, Apple vice president of corporate communications. Its QuickTime technology enables Webcasting of video clips (complemented by Real-Time audio clips and text), putting it at the cutting edge of Internet technology. "The wonderful thing about the Internet is that it allows you to cover an event in so many ways," says Escher, who until recently directed Apple's Internet study group producing the Webcasts.

A wonderful result, from Apple's viewpoint, would be a boost in Mac sales. It sees a receptive crowd online: Apple estimates that 25% of Internet access is via Macs, and the creative community and academics who represent much of that base also are prime prospects as Webcast viewers and potential QuickTime users. "It's a great showcasing of a technology," says Escher.

As Apple enhances its stature as a Webcaster, it expects to sell advertising to support its Internet events. It did enjoy some success selling sponsorships for Metallica.



Surfing the 'Net

Revamped Newsweek moves to AOL

A new version of Newsweek Interactive can be found on America Online (keyword: Newsweek), having migrated recently from Prodigy. This redesigned edition has several new features, including Gallery, a weekly photo essay; brief film tips in Moviescope and Videoscope; a museum guide to as many as 30 outstanding museum shows, and Top Shelf, recommendations on reading. Online news quizzes and a crossword puzzle will be added soon. All of the magazine's regular columnists are included in the electronic edition, which also features an accessible archive of Newsweek stories dating back to January. Also featured are ads that sell for \$5,000 per month up to \$15,000 for a five-screen spread. Among the advertisers on board are Chrysler, Federal Express, Honda, Lexus and Lincoln Mercury.

Warner Bros. launches animation site

Young 'Net surfers have a new online locale to explore with the



launch of a Warner Bros. Animation site (www.wbanimation.com). The classic Looney Tunes characters are represented, along with the latest generation of 'toons from Animaniacs, Pinky & The Brain and other WB series. The site proves somewhat educational, with an Animation 101

section that takes the user from concept to cartoon in text and pictures. Games, puzzles and contests also are featured. The promotional angle is the primary one here, with preview information available about upcoming WB fall series *Superman*, *Waynehead* and *Road Rovers*.

AMC offers bios, links

American Movie Classics recently launched a Web site (www.amctv.com) featuring more than information about upcoming AMC programming. In addition to program notes, users can access bios in a Star of the Month section and explore Stars' Dressing Rooms for interesting tidbits. The site also offers an interactive method-acting class. Perhaps its most notable feature is a menu of other film-related Web sites that are only a click away.

USA recreates TV landscape online

USA Networks is presenting what it's billing as a virtual TV landscape intended to reflect the USA Studios theme it's now promoting on-air. The site (www.usanetwork.com) is divided into six areas: Backlot, about original programming, covering movies and series such as *Duckman*; Film Vault, about acquired features; Remote Truck, on USA sports; TV Library, on acquired series, and Action, latest developments on USA shows. The site was created for USA by CoSite, which also built The Dominion (www.scifi.com), a site devoted to USA's Sci-Fi Channel.

IFM offers FAMfun

International Family Entertainment recently debuted its FAMfun Web site (www.famfun.com) focusing on family entertainment, both its own and material from other sources. The latter is contained in a Quick Picks section that gives parents suggestions on family-oriented books, videos, games, multimedia and Internet sites. The Other Tube presents information about Family Channel fare; Learning Adventures covers multimedia educational resources, and Fam-O-Rama provides an area for family activities.

CNN/SI chooses Quantel servers

New Turner network buys three Clipboxes for editing, playback

By Glen Dickson

CNN/SI, the 24-hour sports news and information network due to launch in December, has purchased three Quantel Clipbox video file servers and accompanying Quantel nonlinear editors to record news feeds, edit clips and play segments to air.

The Quantel purchase marks the continuing commitment to disk-based production by Turner's CNN, which is creating CNN/SI in a joint venture with Time Warner's *Sports Illustrated*. CNN has purchased Avid server/nonlinear editor systems for both its CNNfn and Headline News in the past year.

Although terms of the Quantel deal were not disclosed, the purchase represents a hefty financial commitment. CNN/SI is buying three eight-port Clipboxes with 20 hours of 5:1 compressed storage, eight Newsbox nonlinear editors and two Editbox editors;



THE SPORTS NEWS NETWORK

in April, NBC paid roughly \$2 million for a smaller, single-Clipbox configuration (BROADCASTING & CABLE, April 15).

According to Kevin Ivey, CNN vice president of strategic planning and advanced projects, CNN/SI will use two Clipboxes to record raw material and a third to store edited material and play it to air. Each of the two record servers will be linked with three Newsboxes for normal editing—cutting highlight clips and isolating soundbites and voiceover packages—and one Editbox for high-end work such as

long-form online editing, effects and compositing. The play-to-air Clipbox will be linked to two Newsboxes for last-minute inserts.

Quantel's Cliplink data router will handle the movement of

requested clips between the servers, allowing nonlinear editing clients to access material from all three servers.

CNN/SI will use a port expander to combine the bandwidth of two duplex ports on each Clipbox, Ivey says. At 5:1 compression (using Quantel's proprietary "grid" compression), that port will yield eight one-way streams, giving each server 14 channels. The two "raw material" Clipboxes will use the port expanders to supply a total 16 incoming-feed channels, while the "on-air" Clipbox will output eight playback channels. The on-air server will play sports clips not only to CNN/SI but also to CNN and Headline News.

That could mean transferring digital video clips to Headline News's Avid AirPlay unit, an SGI Challenge server that uses JPEG compression. But Ivey says all the Clipbox video will go to a serial 601 router first: "I don't anticipate a problem."

CNN/SI will use a PC-based software module for automated playback from the Clipbox. "It treats each playback port like a VTR," Ivey says. "It will take the playlist from the newsroom system right to the server." The start-up network still is evaluating newsroom systems and also is talking to automation vendors for software to run the control room and feed operations.

For its feed operation, CNN/SI plans to employ "trriage," a new concept that places loop partitions within



NBC goes global

South Florida visual effects and animation house Deep Blue Sea has created the latest on-air ID for NBC to promote the network's brand worldwide. Deep Blue artistic director David Woodward designed the new ID, which consists of a rich-

metal globe combined with a sun compass and the NBC logo projected onto its surface. Creative director Robert Kirkpatrick, FLAME artist Rick Rubin, senior 3-D designer Mike Wharton and 3-D animator Lloyd Alvarez contributed to the project.

—GD

a Clipbox as it constantly records incoming feeds (CNN/SI will record backup feeds of entire sporting events on Betacam tape). The Clipbox's additive loop recording technique continuously records video, then overwrites what the user wants to keep. If a user chooses to keep a 38-second clip on top of a 15-minute loop, the server will extend the loop to 15:38, Ivey says.

"That will allow us to look at the

clips we want to keep, then record those to the server," he says. "We'll make the first rough cut of highlights as the feed is incoming. With triage, roughcutting will become a function of logging. The recorded portions on the server will be saved as annotated within the cutsheet, and all the automation control will be based on the rundown.... We're trying to weave this technology into things people already do."

CNN/SI considered Avid's server

system as well, says Ivey, but went with Quantel's because of its ability to handle such a large number of input and output channels and its "overwrite" recording capability.

"We needed to take 16 streams in," he says. "You plan for the worst scenario. On a college football weekend, we may have 300 to 500 hours of things incoming. The only way to do it is to make the edit decision first before it's stored on the server." ■

ABC making the move to ATV

It chooses Harris solid-state transmitters for its owned stations

By Glen Dickson

Capital Cities/ABC has agreed to buy Harris Corp. ATV transmitters for its 10 owned stations in exchange for priority delivery and quantity pricing.

No delivery timetables or pricing details have been set, pending the FCC's formal approval of the Grand Alliance HDTV transmission standard. But according to Robert Niles, vice president of engineering for CapCities/ABC's O&Os, if the FCC approves the standard this year and starts issuing ATV licenses in 1997, ABC would like to get its first Harris delivery in '98.

"We have a generic plan in place for the 10 stations," Niles says. "All it needs is a timetable to get it started."

That plan initially calls for simulcasting network pass-throughs of HDTV programming, locally originating a limited amount of previously taped HDTV material, and upconverting NTSC pro-



Harris Corp.'s ATV digital exciter will be used in both tube and solid-state models.

gramming to HDTV as required, he says. The ABC-owned stations are WABC-TV New York; KABC-TV Los Angeles; WLS-TV Chicago; WPVI-TV Philadelphia; KGO-TV San Francisco; KTRK-TV Houston; WTVD Durham, N.C.; KFSN-TV Fresno, Calif.; WTVG Toledo, Ohio, and WJRT-TV Flint, Mich.

The group wants to buy solid-state UHF transmitters from Harris, not inductive output transmitters (IOT), says Niles. ABC is leaning toward the more expensive solid-state technology for ATV because of its high reliability and lower maintenance costs: "We really don't want to inflict water-

cooled tubes on our VHF stations. I'm hopeful we'll be able to afford solid-state transmitters."

Harris currently makes an IOT, or tube, UHF unit for ATV with its Grand Alliance-approved 8-VSB digital exciter; development of a solid-state ATV transmitter is under way. Harris, the leading suppli-

er of VHF solid-state transmitters, has maintained that solid-state UHF transmitters for ATV will be more cost-effective in the long run than are tube models.

Harris is the only ATV transmitter vendor that CapCities/ABC considered, Niles says. Five of the O&Os have Harris solid-state VHF transmitters; the others have Harris tube and old RCA units.

"We've had a very good experience with solid-state VHF, and I'd like to see the technology show up on the ATV side," says Niles. "I think we'd rather pay a few dollars more and install a transmitter that takes as little care as possible."

The purchase agreement is nonbinding, Niles says, leaving CapCities free to consider other vendors (or tube technology) if Harris doesn't meet its price point.

Bob Weirather, Harris director of television products, says that Harris expects to meet CapCities/ABC's delivery and price requirements, adding that ABC will play an "intimate part in our development process" for solid-state ATV transmitters. He says that Harris is pushing hard to build a cost-effective solid-state unit and will continue to develop and manufacture ATV tube transmitters. ■



well as digital ADR programs, and includes a full-featured satellite demodulator containing a video and two-channel audio module.

Receive-ready

Rohde & Schwarz is offering its CT200RS satellite receiver for analog TV channels as an expansion to the remote-controllable cable headend program CT200 or as a standalone receiver. The CT200RS is suitable for receiving conventional two-channel analog sound as

—GD

Fox News perfects its roadshow

Old houses offer new challenges

By Glen Dickson

While Fox News waits for completion of its new Washington headquarters, the network news operation has taken its act on the road. Each Sunday the network produces the live *Fox News Sunday* morning show from a different historic house in the greater Washington area.

That requires bringing in a full complement of production and transmission gear, creating a news set inside the quirky contours of a house that may be more than one hundred years old, then packing up and moving on to the next site.

"We reinvent the wheel every week," says executive producer Marty Ryan. "It's a tremendous technical, logistical and physical challenge."

Ryan says that one of the greatest difficulties in producing the mobile show is its current lack of a home base. "When you don't have a central studio and control room, you also don't have offices, editing or graphics rooms in short walking distance," he says. "Right now, they're spread all over the place. It's not quite a logistical nightmare, but it's at least a huge logistical headache."

Each Sunday production requires a crew of 40, including production staff, technical personnel, crews for the SNG and ENG trucks and computer operators for the show's Internet component, says director Turner Bridgforth. "We stream live to the Internet and take questions back," he says, adding, "We have six computers to deal with that, and operators on-site."

Fox News Sunday maintains a minimum three satellite downlinks for each show and two uplinks (one C-band and one Ku-band backup), employing the network's new SNG trucks (BROADCASTING & CABLE, Oct. 9, 1995) as well as leasing SNG, microwave and production trucks from local vendors such as Starliner Mobile and Diversified Communications. The C-band feeds



The broadcast also features a live Internet feed that takes questions.

are uplinked from Reuters' Washington facility, where Fox leases space and services.

"It's a satellite-savvy world," says Bridgforth. "We've had as many as five remotes on one broadcast, sub-switching from another location and bouncing back into us on Ku-band."

According to Roger Sullivan, director of production, audio is one of the biggest technical challenges in producing a live show from the historic homes. "You have these high-ceilinged, wooden rooms that are very sound-reflective," he says.

Fox has countered reflection problems by using Shure BCM 66 unidirectional lavalier mikes and building a sound cloud over the set's lighting grid—"We drape sound blankets over it to try to stop reflections," says Sullivan.

For video, *Fox News Sunday* uses both BTS studio and ENG cameras, employing the hand-held ENG units "to squeeze into corners," says Sulli-



Fox Sunday News's uplink and trucks in front of Washington's historic 1799 Octagon house and museum, the show's home for its May 12 broadcast.

van. Graphics—generated mainly by a Chyron Infinit—are inserted on location from the production truck.

After rolling in the trucks on Friday, Saturday is spent setting up the location, firing up the generators and doing last-minute graphics editing (prepackaged graphics are created at local post house EFX Communications). Fox also does some A/B roll editing on Saturday afternoon for news packages that are inserted into the show. "One is simple effects, the other is online editing for the show opens," Sullivan says. Fox also takes in news feeds on Sunday morning for late-breaking events and does straight-cuts editing on-site.

Sullivan expects that the show will be "more graphically active" when Fox moves into its new headquarters, which is roughly two months from completion. ■



BCS goes Digital LITE

Cable advertising representative BCS Cable Advertising of Houston is purchasing Channelmatic's Digital LITE "single-channel integrity" MPEG-2 ad insertion systems for its Arizona cable markets. The \$320,000 contract consists of four six-channel systems in Kingman, Flagstaff, Lake Havasu and Bullhead City, along with a central encoding center in Houston. Installation is scheduled to begin this month, says Charles Hood Jr., BCS founder and president.

—GD

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Wanted: Engineer needed for growing fulltime radio network based out of Chicago, Illinois area. Applicant must have strong knowledge of the latest in Digital Technologies as it relates to satellite delivery and Point to Point Digital Telco Circuits including ISDN and switched 56 Data Circuits. Applicant should have strong studio construction and maintenance skills and be willing to travel nationwide on occasions to set up equipment for remote broadcasts. Applicant must be willing to be on call 24 hours a day with a nationwide page and be able to work long hours when necessary. Salary range \$35k to \$60k annually. Send resumes and salary history to: Jerry L. Heckerman, Director of Engineering, One-On-One Sports Radio Network, 1935 Techny Road, Suite 18, Northbrook, IL 60062.

Technician - Must possess strong video, audio and computer skills. We operate an FM radio station, AM carrier current/cable Radio station and 3 cable television stations. You must be a mentor and an innovator! Your "staff" will consist of students. Our radio stations use standard broadcast equipment, DAT and PC-based DAW. Our TV stations use Sony type 5, 7 and 9, 3/4", Hi 8 and S-VHS decks, cameras and camcorders. Our cable plant uses CTV and satellite receiving equipment. We also operate fixed and mobile A/V equipment. Your duties will include routine PM, training/teaching out of the class room, troubleshooting, repairs, remotes and page duty for off air emergencies. You will be one of 3 professionals facilitating and supervising these student operated facilities. The position is full time, includes vacation, benefits and pays in the mid 20's. There are also additional income opportunities available on campus. SBE certification, transmitter experience and college broadcasting experience a strong plus. Please send resume, 3 references and salary history by June 24, to Linda Witter, SUB 428 SUNY, New Paltz, NY 12561.

Looking for right engineering individual to maintain two, 100,000 watt FM and AM facilities in Northern Michigan. Stable group owner with aggressive plans. Must be hands on and have good computer knowledge. Reply to Box 00777 EOE.

HELP WANTED NEWS

News Director, KCHO-FM at California State University, Chico. Responsible for all aspects of the Northstate Public Radio News and Public Affairs Dept. and will teach broadcast news. MA in Communication or Journalism preferred. Details and required application available from CSU Chico Personnel at (916) 898-6888. Deadline 07/08/96. AA/EOE/ADA. <http://www.csuchico.edu/pers/jobs.html>

News Director/Producer. WBNI, 89.1 FM, seeks host for weekday broadcast of *Morning Edition*. This person will produce interviews/features for the program, prepare/deliver newscasts, assist in the development and production of new public affairs programs, file stories with major news organizations, and participate in on-air fundraising. A BA in Journalism, Communications or related field preferred. Minimum two years experience in broadcast journalism, preferably in public radio; familiarity with *Morning Edition*; interest and/or involvement in the arts helpful. Excellent NPR-style delivery; proven ability to write news copy, conduct interviews, produce network quality feature reports; commitment to public broadcasting. Candidate must be self-motivated with excellent social skills, including working with small staff, volunteers and the community in a direct and courteous manner. Competitive salary, plus benefits package including health care, life, and dental insurance. AA/EOE. Send letter of interest, resume, transcript, and audition tape to: Bruce R. Haines, General Manager, WBNI-FM, P.O. Box 8459, Fort Wayne, IN 46898.

HELP WANTED ANNOUNCER

Announcer/Producers, Classical. Kent State University invites applications for two creative, innovative Announcer/Producers for classical announcing and feature production, public relations, and special events. Produce and host classical music and NPR news air-shifts. Produce promotional, fundraising, feature, and other pieces. The successful candidate will be a broadcast professional who enjoys and has a working knowledge of classical music. Bachelor's Degree, broadcast experience, strong speaking and public relations skills, conversational, informal, lively, engaging delivery, and commitment to excellence through teamwork. Application deadline: June 28, 1996 or until the position is filled. To apply, please forward letter of application, resume, references, demo cassette featuring your best classical announcing (including fundraising and commercials if available) to: Announcer Search, WKSU Radio, Kent State University, P.O. Box 5190, Kent, OH 44242-0001. Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Seeking General Sales/General Manager position in small market. Experienced top biller. Top references. Willing to relocate. Turn arounds. Ted 914-357-9425 or 212-888-7347.

Let's grow together! I bring 20 years in sales with profitable operations. Career also includes 2 years previous GM/SM experience. 316-343-9896. I will pay my moving expense.

It's Your Money--The Stakes Are High! GM/GSM seeking medium/small market GM position. Great trainer/motivator. Will take you to next level. Proven winner dedicated to success. Reply to Box 00845.

General MGR/Station MGR/Consultant. Specializing in News/Talk Radio/TV. Start up or re-formatting. Hire and train local personnel as hosts and investigative reporters. Teach selling with or without ratings. Enjoy ratings increase in first book. Any challenging market considered. Call Bob 702-647-7865.

GM wishes to gain ownership through "sweat equity" of small market, northeast station. Previous management, programming, news and engineering experience including start-ups. Community-involved. Current knowledge of PC software and automation. Reply to Box 00829.

SITUATIONS WANTED SALES

College Graduate with BA in Radio-TV looking for radio sales position. Six years experience as a radio account executive, looking to re-enter broadcasting. Phone Martin Garbus at 805-254-6483.

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

SITUATIONS WANTED NEWS

Very successful News Director seeks new challenge at radio station focused on local and regional coverage. Will provide leadership and supervision to staff of reporters, producers and writers. Many National and State awards. Can relocate this summer. Reply to Box 00847.

Score big. Sophisticated, exciting sports pro looking for PBP/anchoring position. 5 years radio/cable experience. All four major sports plus soccer. All markets considered, freelance OK. Bob 201-546-5546.

TELEVISION

HELP WANTED MANAGEMENT

General Manager needed for local cable television station and weekly newspaper serving a large retirement development in Central Florida. The mission is to coordinate coverage between our electronic and print medias. Responsible for news reporting and staff assignments, scheduling, promotions and community relations in both medias. Basic understanding of print and experience in television a must. Send resume and salary requirements to Box 00848 EOE.

HELP WANTED SALES

National Sales Manager. WTTV, a River City Broadcasting station, located in Indianapolis, the #25 market, has an immediate opening for a National Sales Manager. The position offers a unique equity opportunity. The successful candidate must possess a proven national sales record, strong leadership abilities and a strong desire to succeed. WTTV, Indiana's sports station is the broadcast home of Indiana University, Purdue University, Indiana Pacers and Big Ten Conference basketball, plus Indianapolis Colts football and Big Ten football. Additionally, TTV-4 owns the syndication rights to premiere programming such as: Home Improvement, Seinfeld, Mad About You, The X-Files, Frazier and NYPD Blue. This is a tremendous opportunity for a highly motivated individual to join a progressive company. Pre-employment drug testing required. Women and minorities are encouraged to apply. EOE. Send cover letter and resume ASAP to: WTTV, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

General Sales Manager, Mid-West NBC 100+ market needs proven leader to direct the sales operation of this fast growing group. Must possess strong leadership skills, have a proven track record in new business development, selling by numbers, with heavy sales and marketing promotion and sales incentive trip experience. National sales experience helpful. I am looking for the person that thinks they are ready to step up to General Manager, once they prove themselves here in achieving sales goals. Reply to Box 00843 EOE.

Local Sales Manager. Aggressive, organized individual needed to manage team of professionals in Raleigh, NC for hard charging FOX affiliate. Live in the country's most desirable region. Heavy emphasis on retail marketing/promotions/news business development. Minimum two years previous experience TV sales management experience. EOE. Send resume to: Carol Wright, General Sales Manager, WLFL-TV, 3012 Highwoods Boulevard, Suite 101, Raleigh, NC 27604.

KRXI FOX 11 KAME UPN 21. Traffic - Order Entry. We are seeking a highly motivated person to enter local and national sales orders. This position works with a sales staff of 17, must be able to work well under pressure and time constraints. Must be detailed oriented, organized, and have communication skills. Data entry skills required. PC skills helpful. Media experience preferred but not required. Resumes will be accepted until Wednesday, June 12, 1996. Mail or fax resume to: Tracey Wright, Traffic Manager, 4920 Brookside Court, Reno, Nevada 89502. (702)856-2100 Fax. No phone calls please. EOE.

General Sales Manager-KOSA-TV in Odessa, TX, a new addition to the Benedek Broadcasting Group, is seeking a proven sales leader as General Sales Manager. Candidates should have local and national experience with a strong emphasis in new business development. Extraordinary people and organizational skills are a must. Send resume to General Manager, KOSA-TV, 1211 North Whitaker, Odessa, Texas 79763. No phone calls, please. An EOE-M/F/D. Women and minorities are encouraged to apply.

Dynamic, growing company is seeking a Satellite Services Sales Manager for direct sales, marketing, and customer service to video, audio, and data customers. Emphasis on compressed digital video and audio services. New Position, wide open for you to develop strong results. Goal is expansion of services, not maintenance of current client base. Must possess excellent knowledge of US domestic and international satellite systems and markets, strong interpersonal skills, ability to analyze costs for new services, and have a minimum of three years of related experience with verifiable results. Located in suburban Pittsburgh in high tech industrial park in rural setting. Send resume and references to: AtlanSat Satellite Services, Suite 700, 121 Hillpointe Drive, Canonsburg, PA 15317. Equal Opportunity Employer.

Account Executive. KAME UPN 21, a Cox operated station, has an immediate opening for an Account Executive. We are looking for someone who works well with people, has good ideas and can think out of the box. Media and marketing experience a plus. Computers, numbers and presentation skills critical! Send resume to: Steve Cummings, Director of Sales, KAME UPN 21, 4920 Brookside Court, Reno, NV 89502.

Account Executive, KSNF-TV/NBC, Joplin, MO, has an immediate opening for an experienced Account Executive. Must be able to handle agency negotiations and develop new business. Strong verbal and written communication skills necessary. Need a creative team player with the desire to grow with an aggressive new company. Resumes to EEO Officer, KSNF-TV, P.O. Box 1393, Joplin, MO 64802. KSNF is an Equal Opportunity Employer.

HELP WANTED MARKETING

Research/Marketing Director WTOL-TV is the #1 station in the market. We are seeking a Research/Marketing Director in our Sales Department. This individual will do market research and be instrumental in the growth of database marketing initiative. Successful candidate will be highly organized and possess excellent presentation skills. Computer literate and knowledge of quantitative. Successful candidate will be highly organized and possess excellent presentation skills. Computer literate and knowledge of quantitative and qualitative tools (Nielsen, Marshall Mktg.) essential. Respond to WTOL-TV, Personnel Administrator #51, P.O. Box 1111, Toledo, Ohio 43699-1111. No Phone Calls Please. WTOL is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

**ASSISTANT
CHIEF
ENGINEER**

Responsibilities include supervising the technical operations, maintenance and repair of equipment. Oversee various technical needs and crew requirements for the maintenance and repair of broadcast equipment. Serve as liaison to all other departments.

Associate Degree or equivalent in Engineering or Communications. Three to five years of Management skills, and five years television and technical operations experience.

For a further description of this job, call the KPRC Job Line at 713-778-4914, 24 hours a day.

No phone calls, please.

Send resumé to:

Dale Werner

Director of Broadcast Operations
and Engineering
KPRC-TV

P.O. Box 2222



No phone calls please.
An Equal Opportunity Employer

**POST-NEWSWEEK
STATIONS, INC.**

**CHIEF ENGINEER
L.A. Market**

Independent UHF station needs experienced engineer to supervise master control, maintenance and transmitter. A good step up for an experienced supervisor in a smaller market. General class radio/TV FCC license preferred. No restrictions. Send resume with salary history to Broadcast Box 00835.

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

**Broadcast
Maintenance
Engineer**

KABC-TV is seeking an experienced Broadcast Maintenance Engineer to join our team. Successful candidate must have an A.S. in a related field and a minimum of five years experience including: component level troubleshooting skills, experience with ENG and SNG equipment maintenance and a solid knowledge of digital and analog systems, automation, machine control, graphics, video tape and related equipment. Candidate must be self-motivated and demonstrate the ability to work alone or with a team. Computer skills are a definite must. SBE certification is a plus. Shift work is required.

For immediate consideration, please send your resume to:
**D. Converse, Director of
Engineering, KABC-TV, Dept.
BME-BC, 4151 Prospect Avenue,
Los Angeles, CA 90027.** Equal
Opportunity Employer. No phone
calls, please.



Shop Supervisor, KVZK-TV, American Samoa. Looking for technical school or equivalent experience, troubleshoot to the component level. Sony 3/4" tape, GV/Utah switchers, Harris transmitters, new Larcen transmitter very soon. Up to \$28,000 plus housing. Contact Tom Norman, Chief Engineer, KVZK-TV, Pago Pago, AS 96799 (USA), fax 011(684)633-2727.

TV Equipment Maintenance Technician. Installation, maintenance, and repair of television studio and field equipment including cameras, DVE's, still store, computer graphics, character generators, switchers, audio and video editing systems, microwave and RF systems. Other duties as assigned. Please send resume to N. Bowser, Human Resources Administrator, 3900 Biscayne Boulevard, Miami, FL 33137. EOE. M/F/V/D.

Chief Engineer. Florence-Myrtle Beach, South Carolina VHF affiliate is accepting applications for Chief Engineer's position. Station is part of large, well established group owned corporation run by broadcasters, not an investment company. Capital equipment needs are addressed every year. Willing to consider qualified candidates ready to move up. Send letter with resume to T. Arthur Bone, Bone and Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865, or Fax 401-334-0261. EOE.

Television Broadcast Technician. Immediate opening with one of the fastest growing FOX affiliates in the country. The successful candidate must be able to troubleshoot electronic equipment to component level. Knowledge of 1/2" and 3/4" tape machines a must. Must be able to meet tight deadlines in a fast-paced environment. High school diploma and technical degree required. Previous TV computer experience helpful. Send resume to: Chief Engineer, WJPR/WFXR FOX 21/27, 2618 Colonial Avenue, Roanoke, VA 24015. No phone calls please. EOE.

Technical Director. WTHR-13, a Dispatch Broadcast Group Station has an immediate opening for an experienced Technical Director. You will be primarily responsible for switching live newscasts with occasional other live programs. You should have a related degree and minimum of 3 years experience switching fast-paced, graphics-intensive, multi-source live news shows. We have all the toys: Grass Valley 3000, K-Scope, Infinitel. All the elements are here, we just need you to make them sing in unison. We're a station on the move and we're looking to add a top-notch TD to our growing staff. Some computer editing experience would be a big plus for this job. If you're the one we're looking for, prove it! Send a cover letter and resume, stating referral source to Human Resources Department, WTHR, PO Box 1313, Indianapolis, IN 46206. Women and minorities encouraged to apply. We are a smoke-free and drug-free environment.

Operations Technician. Group W Satellite Communications is a leader in the programming, sales and marketing, and transmission of cable networks including The Nashville Network and Country Music Television. We are currently seeking an Operations Technician for our Stamford location. In this position you will be responsible for the routine operation of the Earth Station and associated remote and client sites. You will also configure all transmission equipment and, perform crosspole isolation and saturation tests and signal routing within all GWSC facilities. Additionally, you monitor all services for video and audio quality and conduct daily performance checks on all transmission equipment and loops. The ideal candidate should possess a minimum of two years experience in the field of broadcast operations as well as familiarity with video, audio and RF signals and measurement parameters. Knowledge of earth station technical systems and operational experience with waveform monitors, audio measurement equipment and spectrum analyzers is essential. Group W Satellite Communications offers a competitive salary and outstanding benefits as well as the opportunity to work for an industry leader. Interested candidates may forward resumes to: Human Resources Department, 250 Harbor Drive, Stamford, CT 06904. Fax: 203-965-6117. EOE. Group W Satellite Communications.

Chief Engineer. Production and Post facility is seeking a qualified Chief Engineer with added emphasis on computer skills. Individual to be responsible for the design, installation and maintenance of television production systems; including cameras, video tape recorders (Ampex 1", Sony D2, Betacam SP, Digital Betacam, 3/4" and VHS), editors, Avid systems, GVG switcher, special effects equipment and system terminal equipment. Send resume to: Ralph Roddy, Pearlman Productions and Post, 2401 West Bellfort, Houston, TX 77054. Fax (713)668-9241. EOE.

Assistant Chief Engineer. KAME UPN 21 and KRXI FOX 11. Stations operated by Cox Broadcasting and the Nevada Television Corporation in the Reno/Tahoe market have an immediate opening for an Assistant Chief Engineer. We are looking for an experienced candidate with strong leadership skills and proven track record to supervise the day-to-day on air operation of the stations. Excellent people skills a must! Fax or send resumes to: Steve Cummings, Director of Sales, KAME/KRXI TV, 4920 Brookside Court Reno, NV 89502. Fax (702)856-1101. No phone calls please. EOE.

Assistant Chief Engineer, KVZK-TV, American Samoa. We're seeking someone with strong maintenance skills and experience, desires upgrade to supervisory level. We use Sony 3/4" tape, GV/Utah switchers, Harris transmitters, new Larcen transmitter very soon. Up to \$30,000 plus housing. Contact Tom Norman, Chief Engineer, KVZK-TV, Pago Pago, AS 96799 (USA) fax 011 (684) 633-2727.

Transmitter Supervisor, WLFL-TV, FOX affiliate in Raleigh, NC has an immediate opening for the position of Transmitter Supervisor. Will be responsible for maintenance of high power UHF transmitter and related equipment. Applicants should have at least 2 years UHF transmitter maintenance experience and 2 year degree in Electronics or equivalent. SBE certification and FCC General Class License preferred. EOE. Send resume to: Jim Gamble, Chief Engineer, WLFL-TV, 3012 Highwoods Boulevard, Suite 101, Raleigh, NC 27604.

Broadcast group seeks Director of Engineering experienced in radio, television and cable. Excellent opportunity. Replies treated confidentially. EOE. Send detailed resume and references to Box 00831 EOE.

Broadcast Maintenance Engineer - The Alaska Rural Communications Service has a position opened for a technician with three years experience in all phases of television station repair. Experience with Panasonic M2 format and Sony 1" is a plus. Must be able to work in harsh, isolated conditions. Some travel may be required. Salary range is \$30-34K annually. Send resumes to: ARCS, Pouch 468, Bethel, AK 99559. Fax (907) 543-3130. Attention: Joe Siebert.

Television/Video Maintenance Engineer: Rapidly expanding Houston based television/radio news and information services organization seeks an experienced Television Maintenance Engineer. Requires a minimum of 5 years experienced maintaining ENG, microwave, routing and distribution equipment and systems. Some project management and system design experience preferred. This unique and challenging position offers an excellent opportunity for professional growth. Travel required. Fax resume to 713-840-7039 attn: Engineering Position.

HELP WANTED PROMOTION

PROMOTION MANAGER WANTED IN NUMBER ONE MARKET!

If you like to win...
if having the tools to do your job well is important, if you enjoy working with talented professionals, a tremendous opportunity awaits you at one of the best television stations in the country!

The WB Channel 11 in New York City has an immediate opening for Promotion Manager in the Creative Services Department.

If you want to work in an environment where your work is highly visible,



We are an equal opportunity employer.

A Tribune Broadcasting Station

your efforts appreciated, and your ideas respected, this is your opportunity to shine!

The ideal candidate has some management experience in a television promotion department, strong writing and producing skills, is versatile and has a great sense of humor.

From news to sports, movies to sit-coms, you will have the chance to promote all genres of television programming, so RUSH your resume' and non-returnable videotape to:

Human Resources Department

WPIX, Inc.
10th floor
220 East 42nd St.
New York, NY 10017

ATTENTION PROMOTERS!

Do you love L.A.? How 'bout sports? News? Movies? Frogs?

If you say yes to 4 out of 5, possess an eye-opening demo reel, love computers, know print and other media, and have 2 years supervisory or management experience, we should talk. Oh, and you should be smart, energetic, and nice.

Send tape and resume to:

PROMO SAINT SEARCH

(aka Asst. Dir. Advtg. & Promotion search)

KTLA Channel 5

5800 Sunset Boulevard

Los Angeles, CA 90028

P.S. Love to meet you at Promax.



A Tribune Broadcasting Station
An Equal Opportunity Employer

Major-Market Promotion/Marketing Positions Available

Tribune Broadcasting Company has a variety of exciting opportunities available for talented promotion/marketing professionals. Positions are available in several of our top 30 markets across the country. We're looking for creative, talented people with strong writing and production skills. Previous experience promoting news, movies, sports and entertainment programs is important. College degree required.

Send tape and resume, but please don't call.

Tribune Broadcasting

Attn: Human Resources Director
435 N. Michigan Ave. #1900
Chicago, IL 60611

An Equal Opportunity Employer

HELP WANTED NEWS

ASSIGNMENT EDITORS

NBC, America's premier broadcast network, has several challenging opportunities for skilled Assignment Editors to work closely with executives and producers of NBC News programs and our on-line venture MSNBC. You will use your demonstrated logistics expertise to coordinate the coverage of breaking and planned news events as well as identify and research stories for broadcast.

The team players we seek must have a proven track record in coordinating the logistical and editorial aspects of an assignment desk in a major television market. A college degree and production experience that includes field work in news gathering are preferred. Strong interpersonal skills and the ability to work in a fast-paced, deadline-driven environment are essential.

We offer a highly competitive salary, comprehensive benefits and a stimulating work environment. For confidential consideration, please send your resume and salary requirements to: **Employee Relations, NBC, Dept. LM, Room 1605, 30 Rockefeller Plaza, New York, NY 10112; fax (212) 664-5761.** We will respond only to those candidates who meet our requirements. We are an equal opportunity employer m/f/d/v.



FOX NEWS BOSTON

FOX 0 & 0 IS SEEKING TALENTED NEWS PROFESSIONALS TO JOIN OUR TEAM AS WE LAUNCH A PRIME NEWSCAST IN BOSTON.

- | | |
|-----------------------|---------------------------|
| ■ ANCHORS | ■ CHYRON OPERATORS |
| ■ METEOROLOGISTS | ■ FLOOR DIRECTORS |
| ■ SPORTSCASTERS | ■ TAPE OPERATORS |
| ■ REPORTERS | ■ NEWS TOC OPERATORS |
| ■ PHOTOGRAPHERS | ■ ASSIGNMENT DESK EDITORS |
| ■ EDITORS | ■ PLANNING EDITOR |
| ■ SNG & ENG OPERATORS | ■ PRODUCERS |
| ■ DIRECTORS | ■ WRITERS |
| ■ TECHNICAL DIRECTORS | ■ GRAPHIC DESIGNERS |
| ■ AUDIO TECHNICIANS | |



Applicants should forward resume to:
News Personnel, WFXB, 25 Fox Drive,
PO Box 9125, Dedham, MA 02027-9125.
Fax: (617) 326-7327.

NO PHONE CALLS PLEASE. EOE/M/F/D/V.

ASSISTANT NEWS DIRECTOR

KSTP-TV's looking for a dynamo to lead the GREAT JOURNALIST of Eyewitness News. MUST HAVE DESIRE AND VISION. Tell me why you should join our killer NEWS TEAM. Submit resumes to:



DEAN BUNTING, News Director
c/o HUMAN RESOURCES Job #76-96
3415 University Avenue
St. Paul, MN 55113
Equal Opportunity Employer

Weather Anchor/Reporter. Midwest ABC affiliate is looking for a Weekend Weather Anchor and Weekday Reporter. Must be a strong communicator with good live skills. Minorities and women urged to apply. Rush non-returnable tape and resume to: Personnel Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE. M/F/D/V.

WDEF-TV - Weekend Anchor. Join one of the fastest growing news organizations in the Southeast. Anchor and executive produce our four weekend newscasts. The right person for this job must be committed to doing whatever it takes to win on the weekends and help our afternoon broadcasts three days a week by being the best reporter in the market. Two years experience and a college degree a must. Minorities and females are encouraged to apply. Send tapes and resume with references to: Richard Russell, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. Equal Opportunity Employer. No phone calls.

WDEF-TV - Producer. Join one of the fastest growing news organizations in the Southeast. The right person for this job must be able to produce fast-paced newscasts using video, graphics and live/satellite remotes to give newscasts urgency. Two years experience and a college degree a must. Send tapes and resume with references to: Richard Russell, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. Equal Opportunity Employer. No phone calls.

WDEF-TV - Morning Co-Ancor. Join one of the fastest growing news organizations in the Southeast. CBS is giving us an excellent opportunity to increase our exposure in the mornings. The right person for this job must be committed to doing what it takes to win in the mornings and help our afternoon broadcasts by being the best reporter in the market. Two years experience and a college degree a must. Minorities are encouraged to apply. Send tapes and resume with references to: Richard Russell, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. Equal Opportunity Employer. No phone calls.

Producer: KJRH-TV in Tulsa seeking energetic Producer with strong writing skills and ability to make good decisions. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

Videographer - Tapes and edits news stories and other community television programs and commercial videos for the City of Aurora Community Television utilizing a wide variety of special equipment associated with television production, including non-linear editing systems. High school diploma or GED plus at least 1 year vocational training in television production. 2 years experience as a videographer/editor in a broadcast, cable, corporate or production facility. Anticipated starting wage: \$10.94/hour. Selected applicant must take and pass a drug test as a condition of employment. Apply by 5:00 pm on 06/28/96 at the City of Aurora, Internal Services Department, 1470 South Havana Street, Aurora, CO 80012. EOE.

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

Sports Anchor. The Dean of Sports in the Motor City is retiring, and he's left big shoes to fill. WKBD UPN50, the Paramount Group Station in Detroit, is accepting applications for America's best Sportscaster. We're already home to the Detroit Red Wings, Pistons and Tigers, so you'll be in good company. If you have high energy, endless ideas and know how to make sports interesting to hard core and casual fans, this could be your dream job. Send a tape, resume and sports philosophy ASAP to: Tom Bell, News Director, WKBD UPN50, 26905 West Eleven Mile Road, Southfield, MI 48034. No calls, please. WKBD is an Equal Opportunity Employer.

Small market with huge opportunity continues its search for a 6pm and 10pm Co-Ancor to complement our male anchor. Successful candidate will have at least one year full-time experience, be able to shoot, write and edit, and have some anchoring experience. Newsroom is computerized and equipped with live truck. Send tape and resume (VHS or 3/4") to: Kathy Joe, EEO Officer, KQTV, P.O. Box 6247, St. Joseph, MO 64506. No calls please! EOE. M/F/D/V/H.

Reporter. The Number One station in the 38th market is expanding. We need a "front line" reporter who wants to lead the broadcast every day. We're looking for someone who knows how to "enterprise" a story and use all the tools of the medium to tell it. If that's you, send your non-returnable tape, resume and references to: Jim Loy, News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503.

Reporter - #1 NBC affiliate seeks an aggressive, enterprising, skilled writer with integrity and strong news judgement who tells stories that make a difference in people's lives. Send tape to Ken Selvaggi, WSAZ Newschannel 3, 645 Fifth Avenue, Huntington, WV 25701.

News Director. Join us in Joplin. A great community, great station (NBC). Seeking a News Director for the most experienced news team in the market. Also seeking executive producer and reporter. Send resumes to Wayne Bettoney, General Manager, KSNF-TV, P.O. Box 1393, Joplin, MO 64802. KSNF is an Equal Opportunity Employer.

Producer/Director: Responsibilities include directing news and special event programming. Applicant must have strong producing and writing skills an be proficient in all elements of post production. Working knowledge of GVG 300 and 200, GVG editor, Quantel stillstore and CG, and Beta and 1" formats required. Applicant must have two years experience as a Producer/Director, a college degree, be a strong leader with a team player attitude, and possess the ability to maintain a positive and productive environment. If you fit the above and are looking for a great place to work and live, send letter of application, resume, and non-returnable demo reel with director track to: Personnel Department, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

Producer. WFTX-TV in the Ft. Myers/Naples market is seeking a Monday-Friday producer for it's 10:00pm award winning newscast. College degree and two years experience preferred. Must be a leader and FOXIFIED. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

Photojournalist needed for a shop that expects them to be an equal partner in the storytelling process from beginning to end. No "shooters" allowed in this medium southeast market known for its photojournalist who've gone on to major market work. If you know why a tripod's important, like to get the challenging angle on a shot, really understand frame composition and can still run and gun spot news with the best of them send your tape and resume to Kim Sadler, WTLV, PO Box TV12, Jacksonville, FL 32231.

News Producer: Superb writing skills, creativity, great story-teller and solid news judgement a must. Must know how to put production values to good use. Good people skills required. Minimum of two years producing experience. Send tape, resume and what makes a good newscast to: Steven D. Hammel, News Director, KMOV-TV, 1 Memorial Drive, St. Louis, MO 63102. KMOV-TV is an Equal Opportunity Employer.

News Producer: Need sharp, creative pro who can take charge of newscast from story development to control room. Ideal candidate will have at least one year experience producing television newscasts. Send resume, statement of news philosophy, and non-returnable VHS tape to Jim Bailey, WKJG-TV, 2633 West State Boulevard, Fort Wayne, IN 46808. No phone calls! EOE.

News Director. One of America's top rated ABC affiliates is seeking a highly motivated organized news leader to take our new operation to even greater success. Applicants should have five years of experience in news management and must posses good news judgement and people skills. Send resume to: Human Resources, WTVM-TV, P.O. Box 1848, Columbus, GA 31902-1848.

Morning News Producer. KCNC-Denver seeks experienced Producer to manage 2-1/2 hour early morning news block. Line-produce portion of newscast and supervise entire program. Overnight experience preferred. Please phone (303) 830-6400 and enter Ext. 9907. Record a brief verbal resume, and tell us what you feel an early morning newscast should be. We will contact candidates with suitable backgrounds. Please do not re-apply if you responded to our ad in April. We are inviting additional applications. EOE. M/F.

News Director: Palm Springs ABC affiliate looking for a News Director who will embrace our concepts of Total Quality Management and take us to the next level of excellence. Don't let the market size fool you. KESQ-TV3 is an innovative and aggressive station with advanced technology, and a vision for the future. We currently air 17 hours of local news a week. Previous news management experience is preferred. Send cover letter, resume, and statement of news philosophy to: Bill Evans, GM, KESQ-TV3, 42-650 Melanie Place, Palm Desert, CA 92211. EOE. Women and minorities encouraged to apply.

New Positions: KNTV, the ABC affiliate in San Jose, California is expanding its news staff. We are looking for a creative hour Newscast Producer, a Weekend Producer; a Consumer Reporter; a General Assignment Reporter; and (2) News Photographer/Editors. Send tape and resume to News Director Terry McElhatton, in care of Teresa Aquino, Personnel Director, KNTV-TV, 645 Park Avenue, San Jose, California 95110-2613. EOE.

Gannett/ABC affiliate seeking superstar Managing Editor to fill second-in-command news management position in extremely competitive market. Successful applicant will have outstanding news writing and producing skills with a flair for graphics and newscast presentation. Superb leadership skills also required. Responsibilities include overseeing daily newscasts, supervising staff, long-term strategic planning, hiring and training new employees. Only hyper-competitive individuals with passion for success need apply. Respond with resume and letter detailing news and managerial philosophies to Susan Kelley, News Director, KOCO-TV, 1300 East Britton Road, Oklahoma City, OK 73131.

Executive Producer. WKBD UPN50, the Paramount Group Station in Detroit, needs a News Executive Producer. We are turning up the heat, and looking for an experienced team leader with strong graphic skills, writing, and creative vision. If you're the idea person in your shop and love to innovate, this could be your chance to do it in the top ten. Line producing experience a must. No beginners or stackers. Send recent show tape, resume, and one sheet on why you are right for the job to: Tom Bell, News Director, WKBD UPN50, 26905 West Eleven Mile Road, Southfield, MI 48034. No calls, please. WKBD is an Equal Opportunity Employer.

Anchor. Network affiliate in top 20 market seeks Weekday Anchor with 5 years co-anchoring and reporting experience. Must be a team leader and player both on and off the air. All inquiries treated with utmost confidentiality. An Equal Opportunity Employer. Send tapes to Ron Tindiglia Enterprises, Inc., 86 Highfield Road, Harrison, NY 10528. Please don't call.

Anchor for America's original All News Channel, seven years running. All News Channel - already cleared in 30 million homes on television stations in the US and Direct Broadcast Satellite on USSB Channel 963. Be a part of the future of broadcasting. Send tapes and resumes to: Conus, Human Resources Job #130-96, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. EOE.

HELP WANTED RESEARCH

**MARKET RESEARCH
PROJECT DIRECTOR**

Well-established, suburban market research firm specializing in media research seeking a proven performer to join Client Services Department and design and conduct primary research. Ideal applicant will savor numbers, relish quantitative analysis, and excel at oral and written communication. This senior-level position will require creative and insightful questionnaire design, management of projects from design through tabulation, and analysis and presentation of results. Advanced degree with formal training in quantitative analysis necessary. At least five years experience in survey research preferable. Send resume and writing sample to:

**Project Director
Statistical Research, Inc.
111 Prospect Street
Westfield, NJ 07090.**

Research Director. FOX-22/UPN-28 in Raleigh, NC has an immediate opening for a Research Director. This person will assist the Sales Departments in making budgets through the development of tangible research, utilizing all sources of qualitative and quantitative resources. Previous TV research background necessary. EOE. Send resume to: Carol Wright, General Sales Manager, WLFL/WRDC, 3012 Highwoods Boulevard, Suite 101, Raleigh, NC 27604.

O&O Research Director. Growing group of television stations seeks Corporate Research Director (based in Los Angeles) to coordinate with local station research departments. Challenging position for hard-working, dedicated individual. Methodological knowledge and practical application of all syndicated research sources required. Fax resume immediately to 310-348-3698 or mail to: Corporate Research, P.O. Box 45073, Los Angeles, CA 90045-5073.

HELP WANTED PRODUCTION

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Tribune Broadcasting is among the nation's largest station groups, with facilities in New York, LA, Chicago, Philadelphia, Boston, Washington D.C., Atlanta, Houston, Denver, San Diego, and New Orleans. We're looking for talented individuals interested in internet and web applications. Superior design and illustration skills required. A good understanding of commercial online services, as well as Macintosh skills (Quark, Illustrator, and Photoshop) expected.

Send non-returnable samples and your resume, but *please don't call.*

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**TELEVISION
PRODUCTION
MANAGER**

Responsibilities include daily supervision of KPRC's production staff as well as budgeting, surveying, and planning local programming efforts. Oversee various Control Room operations to troubleshoot and solve potential problems prior to air. Serve as liaison to all other departments.

Three to five years experience in television directing, editing and management. College degree in Communications preferred.

For a further description of this job, call the KPRC Job Line at 713-778-4914, 24 hours a day.

No phone calls, please.

Send resumé to:

Dale Werner

**Director of Broadcast Operations
and Engineering
KPRC-TV**

P.O. Box 2222

Houston, TX 77252



No phone calls please.

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**POST-NEWSWEEK
STATIONS, INC.**

TV Producer AM/Philadelphia the top rated news/tabloid oriented morning talk show, wants to find a strong producer with lots of energy and great new ideas. Candidate must be long on experience with excellent booking skills and news background with an eye for the long shot newsmaking guest and the persistence to make it happen. Writing, videotape editing and computer skills a must. Forward a complete resume with salary requirements, show ideas and a non-returnable video tape or previous work (no calls) to Charles Bradley, Director of Programming and Operations, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Graphic Designer. Top rated NBC affiliate in St. Louis has and opening for an experienced Graphic Designer. Broadcast design experience recommended. Qualified applicants will possess strong design and creative abilities, print design and production skills, a thorough understanding of Macintosh and applicable pre-press software. Graphic Design degree required. Will work with three other designers on variety of print and video projects. Send resume to: KSDK-TV5, Warren Canull, Director Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Program Producer/Director/Writer wanted to help us create programming for religious network broadcasting. A ground-floor opportunity to develop a dynamic production team. Excellent working environment with top-notch equipment and personnel. Strong technical television production and programming experience necessary. Send resume and salary requirements to Box 00849 EOE.

Production Videographer. Jacksonville, Florida NBC affiliate is seeking application for a full-time, salaried position in their Production Department. Applicants should be talented, hardworking videographers with strong lighting and field production skills. Some post production skills required. Send tape and resume to Production Manager, WTLV-TV, 1070 East Adams Street, Jacksonville, FL 32202. WTLV is an Equal Opportunity Employer.

Producers/Writers. Venture Productions in Miami is looking to expand its staff of Producers/Writers for a number of projects. Our Production Department is looking for creative, motivated individuals with a strong background in creative development of concepts, good client relations, and experience in overseeing production and post on long-form film and video projects. Our Programming Division is also looking for a top-notch field producer with a strong broadcast background to oversee production on a new historic travel program for an international cable net. Must be free to travel extensively and have an interest in American and world history. Send tape and resume to: Jim Duffy, Venture Productions, 16505 NW 13th Avenue, Miami, FL 33169.

Producer: Looking for creative innovative producer who can produce a newscast that looks and feels different for the rest of the pack. Do you have lots of story ideas, know how to use graphics and video to tell your story? Have 2 years of experience and excellent writing skills? Send us your resume and non-returnable tape to Kay Ashley, KFOR-TV News Dept. Box 14068, Oklahoma City, OK 73114 No Phone Calls Please. We are an Equal Opportunity Employer.

Creative Services Director: We are looking for a professional to plan and execute all phases of station to station promotion and marketing as well as coordinating station visual identity. Must demonstrate strong TV production and writing skills. We are a growing station in a beautiful location with a commitment to quality broadcasting. Send tape and resume to: KCOY-TV, Attn: Personnel, 1211 West McCoy Lane, Santa Maria, CA 93455. EOE. Drug free work place. Minorities encouraged to apply.

HELP WANTED PROGRAMMING

Television Program Manager: Need strong talent to handle episodic scheduling, program acquisition analysis, program amortization, contract administration, other miscellaneous financial reporting related to television programming. Must have experience with Enterprise Film System, high level of computer skills (Lotus and word processing a must), 3-5 years of program accounting and administration; degree in communications, accounting or finance a plus. Must be very organized. Send resume to Dept. PM, KDVR-TV, 501 Wazee, Denver, CO 80204. EOE. No phone calls, please.

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

CABLE

HELP WANTED TECHNICAL

Home and Garden Television Network is seeking to fill a full-time position in the following technical area: Network Operator. Must have cart machine, switcher, Beta SP, 1" tape, audio cart and Chyron experience. Must be familiar with satellite transmission principles and their application in a network environment. We offer a comprehensive salary and benefits package. Qualified candidates should send a confidential resume with salary requirements to: Human Resources, HGTV, P.O. Box 50970, Knoxville, TN 37950. Equal Opportunity Employer.

HELP WANTED MARKETING

MANAGER

Marketing Research

A&E Television Networks is currently seeking a highly motivated individual to act as liaison to all of A&E's internal customers in order to assess potential research involvement and assistance in cooperative strategic efforts. Coordinate research activities for strategic marketing and brand extension activities using primary and secondary resources.

The successful applicant will contract and supervise network attitude and usage studies, focus group questionnaires and moderators' notes, assist in the development and assessment of consumer advertising strategies. Will develop and maintain a methodology to track and quantify implementation of network branding strategies in conjunction with the Marketing group, as well as contract custom Nielsen research projects. Interface with I.S. department to ensure that department computer needs are being addressed.

Requirements include a College degree, with a minimum of 5 years media/marketing research, broad knowledge of media technologies including computers, on-line, telecommunications and interactive TV industries. Strong presentation skills, knowledge of primary research and strong interpersonal skills a must. Cable TV research experience desired.



Please forward your resume with **SALARY REQUIREMENTS** to:
A&E Television Networks, Attn: Human Resources, (BC-MMR), 235 E. 45th Street, New York, N.Y. 10017.
No phone calls please. EOE M/F/D/V.

HELP WANTED NEWS

Video Journalist. Berks County News a Time Warner Affiliate is looking for an experienced Photojournalist with hard news experience. Candidate must be able to tell a story through the lens. The ability to operate a live truck a plus. Please send non-returnable tape and resume to: BerksCable, Attn: Human Resource Department, 400 Riverfront Drive, Reading, PA 19602. EEO/AA Employer.

Reporter/Fill-In Anchor. Berks County News a Time Warner Affiliate is looking for a dynamic story teller with strong reporting skills. Candidate must be able to work well with others, as well as be a key team player in a growing operation. Candidate must have 3 to 5 years experience in news broadcasting as well as a 4 year degree in Broadcast Journalism or related field. Send non-returnable tape and resume to: BerksCable, Attn: Human Resource Department, 400 Riverfront Drive, Reading, PA 19602. EEO/AA Employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Television news - Visiting Assistant Professor in broadcast journalism for the 1996-97 academic year (possibly longer). We seek a candidate skilled in teaching broadcast news writing, reporting and television news production. Appointee will also be expected to advise students. Women and minorities are strongly encouraged to apply. West Virginia University is an Affirmative Action, Equal Employment Opportunity employer. Send vita by June 30, 1996 to: William T. Slater, Dean, School of Journalism, West Virginia University, P.O. Box 6010, Morgantown, WV 26506-6010.

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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.

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EDUCATIONAL SERVICES

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

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PUBLIC NOTICE

The Annual Meeting of the Public Broadcasting Service Board of Directors will begin at 8:30 a.m., June 22, 1996, at the San Francisco Hilton Hotel in San Francisco, California. The tentative agenda includes election of new directors and officers; reports from PBS officers, board committees and task forces on programming, governance, new technologies, finance, interconnection, and reports on PBS' operating departments; and other business.

WANTED TO BUY STATIONS

Seeking GM position in small market with buyout of AM or FM 50k-250k with real estate. Call Ted 914-357-9425 or 212-888-7347.

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

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

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

For the Record

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

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Granted

Hesperia, Calif. (BAL-960521EE)—Kenneth B. Orchard D.I.P. for KVVQ(AM) 910 khz; involuntary AOL to William R. Rice, receiver. *June 4*

Victorville, Calif. (BALH-960521EF)—Kenneth B. Orchard D.I.P. for KVVQ-FM 103.1 mhz; involuntary AOL to William R. Rice, receiver. *June 4*

NEW STATIONS

Dismissed

Eva, Ala. (BPH-921110ME)—R&B Communications Inc. for FM at 99.9 mhz, ERP 3 kw, ant. 138 m. *May 31*

Eva, Ala. (BPH-921113MA)—Ludlow LP for FM at 99.9 mhz, ERP 6 kw, ant. 100 m. *May 31*

Rosendale, N.Y. (BPH-960111MQ)—Span Communications Corp. for FM at 102.5 mhz. *June 4*

Granted

Eva, Ala. (BPH-921109MB)—Rojo Inc. for FM at 99.9 mhz, ERP 6 kw, ant. 100 m. *May 31*

Freeport, Me. (BPED-950317MA)—Downeast Christian Communications for noncommercial educational FM at 89.3 mhz, ERP 8 kw, ant. 120 m. *May 31*

Appleton, Minn. (BPED-941108MB)—Min-

nesota Public Radio for FM at 88.5 mhz, ERP 100 kw, ant. 300 m. *May 31*

Westerville, Ohio (BPH-911231MA)—Davis Broadcasting Co. Ltd. for FM at 103.9 mhz, ERP 6 kw, ant. 100 m. *June 4*

Charlotte Amalie, V.I. (BPED-950802MC)—Virgin Islands Public TV system for noncommercial educational FM at 93.1 mhz, ERP .3 kw, ant. 439 m. *May 31*

Filed/Accepted for filing

Page, Ariz. (960605)—Arizona Board of Regents for and on behalf of Northern Arizona University (Eddie Bashe, president, P.O. Box 5764, Flagstaff, AZ 86011) for FM at 91.7 mhz, ERP .5 kw, ant. 460 m. *June 5*

Eudora, Ark. (BPH-960521MB)—Joel J. Kinlow (4311 E. Oakwood Rd., Oak Creek, WI 53154) for FM at 101.5 mhz, ERP 6 kw, ant. 100 m., NW of the city of Eudora. Kinlow owns WGLB-AM-FM Port Washington and 99% of WJJA(TV) Racine, Wis. *May 21*

Kerman, Calif. (BPH-960521ME)—Nelson F. Gomez (2859 Geer Rd., Ste. C, Turlock, CA 95382) for FM at 95.3 mhz, ERP 6 kw, ant. 100 m., 4.83 km N of San Joaquin, Calif., along Placer Ave. Gomez has 83.34% interest in KNTQ(FM) Livingston and LMA for KZFT(FM) Merced, Calif. *May 21*

Bellevue, Fla. (BPED-950524MH)—Walker Information & Educational Institute for educational FM at 91.3 mhz, ERP .05 kw, ant. 100 m. *June 5*

Murdock, Fla. (BPH-960520MK)—Jimmie Horne, Jr. (1451 40th St., West Palm Beach, FL 33407) for FM at 98.9 mhz, ERP 6 kw, ant. 100 m., 800 ft. E of SR 776, .8 km N of El Jobean, Fla. *May 20*

Murdock, Fla. (BPH-960520ML)—South Florida Media Partners (Todd A. Mohr, 50% owner, 4501 E. F-41 #17, Oscoda, MI 48750) for FM at 98.9 mhz, ERP 6 kw, ant. 100 m., lots 10 and 11, Sawyer Circle, W of SH 771, 2 km S of Charlotte Beach, Fla. *May 20*

Murdock, Fla. (BPH-960520MN)—Osborn Communications Corp. (Frank D. Osborn, president, 130 Mason St., Greenwich, CT 06830) for FM at 98.9 mhz, ERP 6 kw, ant. 100 m., end of Jacobs Rd., Murdock. Osborn owns WWNC(AM) and WKSF(FM) Asheville, N.C.; WAAX(AM) and WQEN(FM) Gadsden, Ala.; WOLZ(FM) Fort Myers and WFSN(FM) (formerly WEEJ) and WKII(AM) Port Charlotte, Fla., and WING-FM Springfield, Ohio, and is selling WFKS(FM) Palatka, Fla., and WFXK(FM) Tarboro, N.C. *May 20*

Murdock, Fla. (BPH-960521MD)—Edward A. Shaheen (12828 Downstream Circle, Orlando, FL 32828) for FM at 98.9 mhz, ERP 6 kw, ant. 75 m., 399 Bamboo Dr., Murdock. *May 21*

Dublin, Ga. (BPED-960524ME)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.3 mhz, ERP 1 kw, ant. 25 m., Industrial Blvd. at Hwy 82, Dublin. Family owns FMs in Tupelo, Cleveland and Forrest, Miss.; Wichita and Topeka, Kan., and an AM in Forrest, Miss.; has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Forrest City, Ark.; Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Steubenville, Ohio; Ardmore and Stillwater, Okla.; Shelbyville, Tenn., and Huntsville and Odessa, Tex. *May 24*

Savannah, Ga. (BPED-960529MA)—Christian Multimedia Network Inc. (Gary Keller, president/50% owner, 502 Stephenson Ave., Savannah, GA 31405) for noncommercial educational FM at 88.1 mhz, ERP 1.5 kw, ant. 61 m., 1430 E. Victory Dr., Savannah. *May 29*

Waycross, Ga. (BPED-960524MD)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.9 mhz, ERP 1 kw, ant. 45 m., 603 State St., Waycross. Family owns FMs in Tupelo, Cleveland and Forrest, Miss.; Wichita and Topeka, Kan., and an AM in Forrest, Miss.; and has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Forrest City, Ark.; Dublin, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Steubenville, Ohio; Ardmore and Stillwater, Okla.; Shelbyville, Tenn., and Huntsville and Odessa, Tex. *May 24*

Atlanta, Ill. (BPH-960531MB)—B&C Broadcasting Co. (Joyce Banks, 51% owner, 516 W. Main St., Peoria, IL 61606) for FM at 96.3 mhz, ERP 6 kw, ant. 100 m., 1603 280th St., Lawndale (Lincoln), Ill. Banks owns WBGE(FM) Peoria. *May 31*

Atlanta, Ill. (BPH-960603MB)—Atlantis Broadcasting Co. LLC (Howard G. Bill, president/owner, 1220 Fourth Ave., SW, Ste. 203, Rochester, MN 55902-3834) for FM at 96.3 mhz, ERP 6 kw, ant. 100 m., Main St., .44 km W of Briggs St., Lawndale, Ill. Bill owns 1/3 of WOCF(FM) Lacrosse, Wis.; is a majority owner of KWWK(FM) and KOLM(AM) Rochester, Minn.,

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

and has CP for FM in Bartonville, Ill. *June 3*

Atlanta, Ill. (BPH-960603MC)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave., Skokie, IL 60076) for FM at 96.3 mhz, ERP 6 kw, ant. 100 m., 1.76 km N of Lawndale, Ill. KM has CP for TV on ch. 20, Iowa City, Iowa, has applied for FMs in Viola and St. John's, Ariz.; Pearson, Ga.; Merced, Calif.; Breese, Ill.; Parkersburg, Iowa; Willard, Ohio; Brigham City, Utah, and Neillsville and New Holstein, Wis., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; Gosnell, Ark.; Boise, Idaho; Ames and Newton, Iowa; Hutchinson, Kan.; Albuquerque, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Spokane, Wash.; Cranston, Wis., and Jackson, Wyo. *June 3*

Pana, Ill. (BPED-960524MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.5 mhz, ERP 1 kw, ant. 71 m., South Rte. 51, Pana. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., Wichita and Topeka, Kan., an AM in Forrest, Miss., and has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Forrest City, Ark.; Dublin and Waycross, Ga.; Flora and Kankakee, Ill.; Salina and Independence, Kan.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Steubenville, Ohio; Ardmore and Stillwater, Okla.; Shelbyville, Tenn., and Huntsville and Odessa, Tex. *May 24*

Lima, Ohio (BPED-960528MA)—Side By Side Inc. (James Oedy, president, 1550 Reynolds Rd., Maumee, OH 43537) for non-commercial educational FM at 89.3 mhz, ERP 3 kw, ant. 67 m., 20537 Town Line Lima Rd., Wapakoneta, Ohio. *May 28*

Stillwater, Okla. (BPED-960524MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 89.1 mhz, ERP .5 kw, ant. 18 m., near Lake Carl Blackwell, off West McElroy Rd., 1.6 km N on Camp Redland Rd. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., Wichita and Topeka, Kan., an AM in Forrest, Miss., and has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Forrest City, Ark.; Dublin and Waycross, Ga.; Flora, Pana and Kankakee, Ill.; Salina and Independence, Kan.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Steubenville, Ohio; Ardmore, Okla.; Shelbyville, Tenn., and Huntsville and Odessa, Tex. *May 24*

Brookville, Pa. (BPH-960520MM)—Magnum Broadcasting Inc. (Michael B. Stapleford, president/60% owner, P.O. Box 609, Russell, PA 16345) for FM at 103.3 mhz, ERP 25 kw, ant. 100 m., .1 km S of Cliff Rd. from the sharp bend .9 km NE of the Worthville borough boundary, Beaver Township, Pa. *May 20*

Brookeville, Pa. (BPH-960521MC)—B.S. Broadcasting Inc. (David Barger, president/50% owner, 2706 Wehnwood Rd., Altoona, PA 16601) for FM at 103.3 mhz, ERP 25 kw, ant. 100 m., 1.5 km SW of Worthville, Pa. *May 21*

Lufkin, Tex. (BPED-960530MC)—Lufkin Educational Broadcasting Foundation (Ron Smith, 15% owner, Rte. 17, Box 6395, Lufkin, TX 75904) for FM at 91.9 mhz, ERP 20 kw, ant. 240 m., 8 km NE of Lufkin, 2.9 km N of intersection of CRs 103 and 326. The foundation owns KSWP-FM Lufkin. *May 30*

Odessa, Tex. (BPED-960524MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 89.5 mhz, ERP 1 kw, ant. 59 m., 1111 Page-wood Dr., Odessa. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., Wichita and Topeka, Kan., an AM in Forrest, Miss., and has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Forrest City, Ark.; Dublin and Waycross, Ga.; Flora, Pana and Kankakee, Ill.; Salina and Independence, Kan.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Steubenville, Ohio; Ardmore and Stillwater, Okla.; Shelbyville, Tenn., and Huntsville, Tex. *May 24*

Danville, Va. (BPH-960604MA)—Positive Alternative Radio Inc. (Vernon H. Baker, president, P.O. Box 889, Blacksburg, VA 24063) for FM at 91.1 mhz, ERP 18 kw, ant. 142 m., atop White Oak Mtn., .73 km SW of intersection of US 29 and Hwy 825. PAR owns non-commercial WPIM-FM Martinsville, WPIR-FM Salem, WPIN-FM Dublin, WPVA-FM Waynesboro, WPER-FM Culpeper, all Va.; WPAR-FM Hickory, WXR-FM Winston-Salem and WWMO-FM Asheville, all N.C.; WQCR-FM Kingsport, Tenn.; WPIB-FM Bluefield, W.Va., and WOEF-FM Union City, Ind., and has applied for FMs in Ashland, Ky.; Beckley, Point Pleasant and Hurricane, all W.Va., and Lynchburg, Va. Baker owns WFTK-AM Wake Forest and WTK-AM Durham, N.C.; WKNV-AM Fairlawn, and WOBY-AM Fieldale, Va.; 55% of WAMN-AM Green Valley, W.Va.; 51% of WKGM-AM Smithfield, Va., WSGH-AM Lewisville, N.C., WBGs-AM/WBYG-FM Point Pleasant, W.Va., and WBNN-AM/WTGR-FM Union City, Ohio, and 25% of WOKT-AM Cannonsburg and WNUU-FM Garrison, Ky. *June 4*

Casper, Wyo. (950103MB)—Bruce L. Erickson for FM at 97.3 mhz, ERP 3 kw, ant. 84 m. *Jan. 3, 1995*

Casper, Wyo. (950104MD)—Hart Mountain Inc. for FM at 97.3 mhz, ERP .183 kw, ant. -541.2 m. *Jan. 5, 1995*

Casper, Wyo. (950105ME)—Rule Communications for FM at 97.3 mhz, ERP 6 kw, ant. -98.2 m. *Jan. 5, 1995*

Jackson, Wyo. (BPH-960521MK)—Mount Rushmore Broadcasting Inc. for FM at 93.3 mhz, ERP 100 kw, ant. 317 m., Snow King electronic site, 1.3 km S of city limits at summit of Snow King Mtn. *May 21*

Jackson, Wyo. (BPH-960522MA)—Ted W. Austin Jr. (2464 Radio Rd., St. Anthony, ID 83445) for FM at 93.9 mhz, ERP 100 kw, ant. 300 m., 2.2 km S of Jackson, atop Snow King Mtn. Austin owns KADQ(FM) Rexburg, Idaho. *May 22*

Jackson, Wyo. (BPH-960523MA)—Roy E. Henderson (P.O. Box 590209, Houston, TX 77259-0209) for FM at 93.3 mhz, ERP 100 kw, ant. 303 m., Snow King Mtn., S of Jack-

son, Wyo. Henderson owns KFRD(AM) Belleville, KLTR(FM) Franklin and KLTO(FM) Rosenberg, and has CPs for KHEN(FM) Caldwell and KEZB(FM) Hempstead, all Tex. *May 23*

Jackson, Wyo. (BPH-960523MB)—Jo-Bill Inc. (William H. Andrews, president/owner, P.O. Box 7467, Jackson, WY 83002) for FM at 93.3 mhz, ERP 100 kw, ant. 328 m., Snow King Mtn., 1.3 km S of city limits, Jackson. *May 23*

Jackson, Wyo. (BPH-960523MC)—John D. Zimbrick (1503 F, North Colonial Terrace, Arlington, VA 22209-1405) for FM at 93.3 mhz, ERP 100 kw, ant. 314 m., Snow King electronic site, Snow King Mtn., 2 km from Jackson reference point. *May 23*

Jackson, Wyo. (BPH-960523MD)—Flat Creek Development Co. (Glenn Napierkie, president/owner, P.O. Box 1052, Jackson, WY 83001) for FM at 93.3 mhz, ERP 100 kw, ant. 328 m., Snow King Mtn., 1.3 km S of city limits, Jackson. *May 23*

Jackson, Wyo. (BPH-960523ME)—EB Needles LLC (Charles B. Moss Jr., manager/51% owner, 225 N. Mill St., Aspen, CO 81611) for FM at 93.3 mhz, ERP 100 kw, ant. 317 m., on Snow King Mtn., 2 km SSE of center of Jackson. EB has applied for FM in Needles, Calif., and Grand Junction, Colo. Moss owns KRKE(AM) Aspen, and parts of KSPN-FM Aspen, KNFO(FM) Basalt, KTUN(FM) Eagle, KFMU(FM) Oak Creek, all Colo.; KAPF(FM) Taos, N.M., and has interest in applications for FMs in Billings, Mont., and Healdsburg, Calif. *May 23*

Jackson, Wyo. (BPH-960523MF)—Sally Smalley DiLucente (455 38th Ct., Vero Beach, FL 32968) for FM at 93.3 mhz, ERP 100 kw, ant. 324 m., 1.3 km S of city limits, Snow King Mtn. E. Lucente has interests in CP for FM in Indian River Shores, Fla., and in LMA for WPAW(FM) Vero Beach. *May 23*

Jackson, Wyo. (BPH-960523MG)—James R. Coursolle (3891 Waukau Ave., Oshkosh, WI 54903) for FM at 93.3 mhz, ERP 100 kw, ant. 324 m. Coursolle owns 85% of WPKR(FM) Omro, Wis. *May 23*

Jackson, Wyo. (BPH-960523MM)—Cathedral Communications Inc. (P.O. Box 291, Jackson, WY 83001) for FM at 93.3 mhz, ant. on snow King Mtn., 2.1 km SSE of Jackson. *May 23*

Laramie, Wyo. (BPH-960520MJ)—Magic City Media Inc. (Victor A. Michael Jr., president/65% joint owner, 7901 Stoneridge Dr., Cheyenne, WY 82009) for FM at 96.7 mhz, ERP .55 kw, ant. 303 m., 13 km E of Laramie, on Pilot Hill Rd. Magic City owns KIGN(FM) and is buying KKAZ(FM) Cheyenne and KUUY(AM) Orchard Valley, Wyo. *May 20*

Laramie, Wyo. (BPH-960520MO)—Robert R. Rule (2232 Dell Range Blvd., Cheyenne, WY 82009-4994) for FM at 96.7 mhz, ERP .2328, ant. -60.8 m., 209 E. Grand Ave., Laramie. Rule has applied for FMs in Cheyenne, Pinedale and Casper, Wyo. *May 20*

FACILITIES CHANGES

Returned

Indianapolis (BPH-960202IB)—Shirk Inc. for

WHHH(FM) 96.3 mhz: change structure height, ant., TL, ERP. *June 5*

Parkville, Mo. (BPED-951214IC)—Board of Trustees, Park College, for KGSF(FM) 90.3 mhz: change ant., TL, ERP, frequency, class, structure height. *June 3*

Peterborough, N.H. (BP-960325AA)—Peterborough Broadcasting Co. for WRPT(AM) 1050 khz: change community of license, TL, frequency, power. *May 30*

Wagoner, Okla. (BMPH-940602ID)—Tri-Mac Broadcasting for KRQZ-FM 102.1 mhz: change ant. to 85 m. *June 3*

Granted

Wynne, Ark. (BMPH-960212IF)—East Arkansas Broadcasters Inc. for KWYN-FM 92.5 mhz: change ERP to 35 kw, ant. to 102 m. *May 31*

Live Oak, Fla. (BMPCT-951002KF)—L.O. Telecast LLC for WFXU(TV) ch. 57: change ERP to 2,500 kw visual, ant. to 137 m., TL to 7 km NE of Jasper, Fla., city center. *June 5*

Orofino, Idaho (BMPH-951208ID)—Central Idaho Broadcasting for KLER-FM 95.3 mhz: change ERP to 2.3 kw. *June 3*

Clinton, Ill. (BPH-960223IB)—Cornbelt Broadcasting Co. for WHOW-FM 95.9 mhz: increase ERP to 6 kw. *June 4*

Neoga, Ill. (BMPH-960124IC)—WSHY Inc. for WWGO(FM) 98.9 mhz: change ERP, ant., TL, ant. supporting structure. *May 31*

Santa Claus, Ind. (BMPH-960122IC)—T.C. Monte Inc. for WAZU(FM) 103.3 mhz: change ERP, ant., TL, ant. supporting structure. *June 4*

Elizabethtown, Ky. (BPH-951127ID)—Hardin County Broadcasting Co. Inc. for FM at WQXE(FM) 98.3 mhz: change ERP to 9.5 kw. *June 3*

Lansing, Mich. (BP-950927AC)—Liggett Broadcast Inc. for WJIM(AM) 1240 khz: reduce power to 890 w, make changes in ant. system, change TL to .08 km N of Grand Trunk Western Railroad tracks, .2 km E of Aurelius Rd., Lansing. *May 30*

Leland, Mich. (BPH-951120II)—Northern Michigan Radio Inc. for WIAR(FM) 94.3 mhz: change class to C2. *June 5*

Beech Mtn., N.C. (BMPH-960319IC)—Frances G. Atkinson for WECR(FM) 102.3 mhz: change ERP to .135 kw, ant. 594 m. *May 31*

Pawhuska, Okla. (BP-960220AD)—KRIG Inc. for KRIG(AM) 1500 khz: change TL, power, ant. system. *May 30*

McConnellsburg, Pa. (BP-960328AB)—Allegheny Mountain Network for WVFC(AM) 1530 khz: change TL, ant. system. *May 30*

Glendale, S.C. (BMP-960124AA)—Southern California Broadcasting Co. for KIEV(AM) 870 khz: change TL. *May 24*

Laredo, Tex. (BPH-941221IA)—Miguel A. Villarreal Jr. for KZTQ(FM) 106.1 mhz: change ERP to 6 kw. *May 23*

Ogden, Utah (BMPED-950814IA)—Weber State College for KWCR-FM 88.1 mhz: change ERP to 2 kw, ant. to -96 m., TL to promontory tower, Weber State University

campus. *May 31*

Burlington, Vt. (BMPCT-960212KG)—Champlain Valley Telecasting Inc. for WFFF-TV ch. 44: change ERP to 1,460 kw visual, ant. to 840 m., TL to Mt. Mansfield, 32.1 km from Burlington. *May 17*

Hampden-Sydney, Va. (BPED-9509-05MF)—Hampden-Sydney College for WWHS-FM 92.1 mhz: change class to D, ERP to .010 kw, ant. to 66 m. *May 21*

Bremerton, Wash. (BPH-950829IB)—Puget Sound Broadcasting Co. for KRWV(FM) 106.9 mhz: change ERP to 55 kw, ant. to 379 m., TL. *May 23*

Dishman, Wash. (BMPH-951027IC)—Classical Broadcasting for KSPO(FM) 106.5 mhz: change ERP to 2.55 kw, ant. to 155 m. *May 23*

Milwaukee (BPCT-950111KL)—Weigel Broadcasting Co. for WDJT-TV ch. 58: change TL to 5201 N. Milwaukee Pkwy., ERP to 5,000 kw visual, ant. to 339 m. *May 17*

Filed/Accepted for filing

Van Buren, Ark. (BPH-960430IA)—LKR Communications Inc. for KLSZ-FM 102.3 mhz: change class from C3 to C2. *Apr. 30*

Chico, Calif. (BP-960523AA)—Alta California Broadcasting Inc. for KNSN(AM) 1290 khz: change power, TL, ant. system. *May 23*

San Francisco (BMP-960524AB)—Oro Spanish Broadcasting Inc. for KIQI(AM) 1010 khz: change power, ant. system. *May 24*

San Mateo, Calif. (BP-960523AC)—Pacific FM Inc. for KOFY(AM) 1050 khz: change ant. system. *May 23*

San Raphael, Calif. (960514AA)—Marin Broadcasting Co. Inc., D.I.P., for KNOB(AM) 1510 khz: change power, TL, ant. system. *May 14*

Seaside, Calif. (BPH-960424IF)—The Dunlin Group for KJMY(FM) 103.9 mhz: change structure height, ant., TL, ERP. *Apr. 24*

Shingletown, Calif. (BPH-960517IA)—Michael Robert Birdsill for KHZL(FM) 105.3 mhz: change class to C1. *May 17*

Deer Trail, Colo. (960522AB)—Donald A. and Sharon E. Wiedeman for KTMG(AM) 1370 khz: change frequency, power, ant. system. *May 22*

Fountain, Colo. (BPH-960501IC)—Hiat Media Inc. for KBIQ(FM) 96.1 mhz: change class from C3 to C2. *May 1*

Sharon, Conn. (BPH-960517IB)—Radio South Burlington Inc. for WQQQ(FM) 103.3 mhz: change ant. structure, TL, ant., ERP. *May 17*

Callahan, Fla. (BMP-960523AB)—Circle Broadcasting of America Inc. for WELX(AM) 1160 khz: change TL, ant. system. *May 23*

Melbourne, Fla. (BP-960517AA)—City Broadcasting Co. Inc. for WMMB(AM) 1240 khz: change power. *May 17*

Miami (BPCT-960503KF)—Channel 39 Licencee Inc. for WDZL(TV) ch. 39: change ERP to 5,000 kw visual, ant. to 276 m., TL to 210th St. *May 3*

Rockledge, Fla. (BPH-960424ID)—Roper Broadcasting Inc. for WHKR(FM) 102.7 mhz:

change structure height, TL. *Apr. 24*

Eldorado, Ill. (BPH-960516IB)—Visser-Choate II for WEBO(FM) 102.3 mhz: change structure height, TL, ERP. *May 16*

Indianapolis (BPH-960307IB)—Shirk Inc. for WHHH(FM) 96.3 mhz: change ant., ERP, TL, ant. supporting structure height. *Mar. 7*

Dodge City, Kan. (BMPH-960517ID)—Community Service Broadcasting Inc. for KDGB(FM) 93.9 mhz: change structure height, ant., TL. *May 17*

Norwell, Mass. (BPCT-951005KF)—Massachusetts Redevelopment Co. for WHAC(TV) ch. 46: change TL to W side of Bedford St., 1.5 km S of Flagg St., 3.6 km S of Bridgewater, Mass., ERP to 2,480 kw visual, ant. to 291 m. *Oct. 5, 1995*

Jackson, Mich. (BP-960515AA)—Cascades Broadcasting Inc. for WIBM(AM) 1450 khz: change TL, day power, ant. system. *May 15*

Duluth, Minn. (BMPCT-960509KF)—Fant Broadcasting Co. of Minnesota Inc. for KNLD(TV) ch. 21: change ERP to 550 kw visual, ant. to 305 m., TL to 1603 North 1st Ave., W of center of Duluth. *May 9*

Belzoni, Miss. (BPH-960502IF)—Humphrey County Broadcasting for WVRD(FM) 107.1 mhz: change structure height, ant., TL, ERP, class. *May 2*

Newton, Miss. (960517AB)—Rainey Radio Inc. for WMYQ(AM) 1410 khz: change frequency, power, ant. system. *May 17*

Lutesville, Mo. (BMPH-960503IA)—Harold L. Lawder for KMHM(FM) 104.1 mhz: change ERP. *May 3*

Atlantic City (BPCT-960508KH)—WWAC Inc. for WWAC-TV ch. 53: change TL to 2801 Elwood Rd., Elwood, N.J., ant. to 132 m., ERP to 5,000 kw visual. *May 8*

Hazlet, N.J. (BPED-960513IA)—W.V.R.M. Inc. for WCNJ(FM) 89.3 mhz: change ant., TL, ERP. *May 13*

Burgaw, N.C. (BPH-960516IA)—Sea-Comm Inc. for WXXB(FM) 99.9 mhz: change TL. *May 16*

Charlotte, N.C. (BPH-960429IC)—University Radio Foundation Inc. for WFAE(FM) 90.7 mhz: change ERP, ant., TL, structure height, class, modify directional ant. pattern. *Apr. 29*

Harkers Island, N.C. (BPH-960517IC)—Clarence Barinowski for WLGP(FM) 100.3 mhz: change ant. and TL. *May 17*

Altus, Okla. (BMPH-960429ID)—Altus FM Inc. for KEYB(FM) 107.9 mhz: change class from C3 to C2. *Apr. 29*

Comanche, Okla. (BPH-960502ID)—Linda K. Allen for KDGO(FM) 96.7 mhz: change ant. structure height, ant., ERP, frequency, class. *May 2*

Allentown, Pa. (BMPCT-950515KE)—Maranatha Broadcasting Co. Inc. for WFMZ-TV ch. 69: change ERP to 1,783 kw visual, ant. to 313 m. *May 15*

Hazleton, Pa. (BPH-960429IE)—4 M Broadcasting Inc. for WZMT(FM) 97.9 mhz: change structure height, ant., TL, ERP. *Apr. 29*

—Compiled by Jessica Sandin

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THIS WEEK

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.

June 19-22—*Native American Journalists Association* 12th annual conference. Holiday Inn Bangor, Bangor, Me. Contact: (612) 874-8833.

June 20—Discussion of testing, analysis and implementation of Diary Ascription, presented by *The Media Research Council*. Wyndham Bel Age Hotel, West Hollywood, Calif. Contact: Judy Sissneros, (310) 854-4889.

June 20-23—Talk Radio '96, sponsored by *The National Association of Radio Talk Show Hosts*. Omni Shoreham Hotel, Washington. Contact: (617) 437-9757.

June 22-25—*Cable Television Advertising Bureau* local cable sales management conference. Atlanta Marriott Marquis, Atlanta. Contact: Nancy Lagos, (212) 751-7770.

June 22-28—*National Association of Broadcasters* management development seminar for television executives. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-5347.

JUNE

June 26-28—Global DBS Summit, presented by *Global Exposition Holdings* and *DBS Digest*. Marriott Denver Tech Center, Denver. Contact: (713) 342-9826.

June 27—*Minority Media and Telecommunications Council* third annual luncheon, featuring the Rev. Jesse Jackson Sr. Hyatt Regency, Washington. Contact: Selina Khan, (202) 332-0500.

June 27-30—ShowBiz Expo, presented by *Variety* magazine. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

JULY

July 1—Deadline for entries for the *South Carolina Broadcasters Association* State Television and Radio (STAR) Awards, which honor outstanding achievements in South Carolina broadcasting. Contact: Sunny Jewell, (803) 777-6783.

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

July 12-13—*Oklahoma Association of Broadcasters* summer meeting. Shangri-La Resort, Afton, Okla. Contact: Carl Smith, (405) 848-0771.

July 13-17—*National Association of Broadcasters* executive management development seminar for radio broadcasters. University of Notre Dame, South Bend, Ind. Contact: B.J. Cohen, (202) 775-3510.

July 14-16—*Florida Cable Telecommunications Association* annual convention. Registry Resort, Naples, Fla. Contact: Cindy Doheny, (904) 681-1990.

July 14-16—35th annual *New York State Broadcasters Association* executive conference. Rye Town Hilton, Rye Brook, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

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.

July 15—*Alliance for Community Media* international conference and trade show. Hyatt Regency Crystal City, Arlington, Va. Contact: (202) 393-2650.

July 17-20—Deadline for entries for the *National Breast Cancer Awareness Month* Profiles in Progress Awards, which honor excellence in reporting on the subject of breast cancer. Contact: Gail Leicht, (312) 464-7901, ext. 230.

July 18—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York.

Contact: Elizabeth Carr, (212) 258-8163.

July 20-23—49th annual *California Broadcasters Association* convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

July 23—*National Association of Broadcasters* radio license renewal seminar. Doubletree Hotel at Fisherman's Wharf, Monterey, Calif. Contact: Christina Griffin, (202) 775-3511.

July 24-25—Andina Link '96, conference on Andean-region pay TV, presented by *Televisión Digital de Colombia* and *Global Exposition Holdings*. Cartagena Convention Center, Cartagena, Colombia. Contact: Gerard Herrador, (713) 342-9826.

July 25—*National Association of Broadcasters* radio license renewal seminar. Orange County Airport Hilton, Irvine, Calif. Contact: Christina Griffin, (202) 775-3511.

July 25-27—*Public Radio News Directors Inc.* annual conference and awards banquet. Washington Marriott Hotel, Washington. Contact: Debbie Elliott, (334) 981-5519.

July 25-27—*Southwest National Religious Broadcasters* annual conference. Dallas/Fort Worth Marriott, Dallas. Contact: (318) 783-1560.

July 27—*California-Nevada TV-Radio Association of Canada* regional seminar. KEYT-TV, Santa Barbara, Calif. Contact: Rachel Ambrose, (213) 626-1200.

July 28-30—*Oregon Cable Telecommunications Association* 25th annual convention and trade show. Inn of the Seventh Mountain, Bend, Ore. Contact: (503) 362-8838.

AUGUST

Aug. 10-13—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 79th annual convention. Anaheim Hilton, Anaheim, Calif. Contact: (803) 777-2005.

Aug. 11-13—Joint summer meeting of the *North Carolina Cable Telecommunications Association* and *South Carolina Cable Television Association*. Radisson Hotel, Myrtle Beach, S.C. Contact: (919) 834-7113.

Aug. 14-17—*Asian American Journalists Association* 9th annual national convention. Radisson St. Paul, St. Paul. Contact: (415) 346-2051.

Aug. 15—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

Aug. 15-17—50th annual *West Virginia Broadcasters Association* Greenbrier meeting. Greenbrier Resort, White Sulphur Springs, W.Va. Contact: (304) 744-2143.

Aug. 19-21—48th annual meeting and management retreat of the *Michigan Association of Broadcasters* and *Michigan Public Broadcasting*. Grand Hotel, Mackinac Island, Michigan. Contact: (800) 968-7622.

Aug. 21-25—*National Association of Black Journalists* 21st annual convention. Stouffers Renaissance, Nashville. Contact: (703) 648-1270.

Aug. 22-24—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Hastings, Neb. Contact: (402) 333-3034.

SEPTEMBER

Sept. 7-9—*National Association of Broadcasters* Television Hundred Plus Exchange. Hyatt Grand Cypress Hotel, Orlando, Fla. Contact: Carolyn Wilkins, (202) 429-5366.

Sept. 8—48th annual Primetime Emmy Awards, presented by the *Academy of Television Arts & Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Contact: (818) 763-2975.

Sept. 10-12—6th regional *Audio Engineering Society* convention. World Congress Centre, Melbourne, Victoria, Australia. Contact: (212) 661-8528.

Sept. 10-15—*National Association of Black-Owned Broadcasters* 20th annual fall broadcast management conference. Sheraton Washington.

Washington. Contact: (202) 463-8970.

Sept. 11—"Hollywood Meets DRTV—The Direct Response Television Conference for Entertainment Marketers," presented by *Advanstar Expositions*. Universal Sheraton, Los Angeles. Contact: (714) 513-8481.

Sept. 11-12—Canada Link '96, presented by *Evert Communications Ltd.* and *Global Exposition Holdings*. Toronto Hilton & Towers, Toronto. Contact: Debby Lawes, (613) 728-4621.

Sept. 11-15—CANITEC '96, exhibition and convention presented by *Camara Nacional de la Industria de Televisión por Cable (Mexican National Cable Television Association)*. Expover, Boca del Rio, Veracruz, Mexico. Contact: Aurora Silva Rosales, (525) 682-02-98.

Sept. 12-13—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Offices of Robins, Kaplans, Miller & Ciresi, Minneapolis. Contact: Molly Coyle, (312) 634-2353.

Sept. 13-17—1996 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Sept. 16-17—*Corporation for Public Broadcasting* annual meeting. CPB Headquarters, Washington. Contact: Jeannie Bunton, (202) 879-9687.

Sept. 18-20—*Women in Cable & Telecommunications* executive development seminar. Inverness Hotel and Golf Club, Denver. Contact: Christine Bollettino, (312) 634-2335.

Sept. 19—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Sept. 19—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

Sept. 19-21—77th national convention of the *Society of Professional Journalists*. Hyatt Regency, Crystal City, Va. Contact: (317) 653-3333.

Sept. 24—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

OCTOBER

Oct. 9-12—World Media Expo, comprising the *National Association of Broadcasters* Radio Show (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osmanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640); *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100), and *Television Bureau of Advertising* first annual forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.

NOVEMBER

Nov. 11—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

DECEMBER

Dec. 11-13—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

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)

Communication, research keys to creativity

Communication" may as well be Jim Ellis's middle name. It's not only that he would prefer it to the family name "Leonard" but Ellis is a communicator at heart who has found his home in advertising and promotion.

As vice president, creative services, Tribune Broadcasting, Ellis manages advertising and promotion activity for Tribune's 11 TV stations (including the optioned WBDC Washington) and five radio stations. He also runs Atlanta-based Tribune Creative Services Group, which provides nationally syndicated on-air and radio promotions for clients that include MCA and Buena Vista Television.

Ellis will be honored this Saturday for his 26-year devotion to his field. He is to be presented with the Promax International Hall of Fame Award on the final day of the Promax & BDA Conference and Exposition in Los Angeles. Ironically, Ellis helped found the Hall of Fame. "I'm stunned" to be entering it, he says.

In the field of promotion, creativity is important, but so is research, Ellis says. His strength is "understanding what the product is and what the relationship is to its potential audience, to develop that link," he says.

He has plenty of opportunity for that at Tribune. Its TV stations are mostly independents, with Tribune-backed WB Network providing only two nights of programming a week.

With all that local time to promote, Ellis has set up a one-year training program in Atlanta to help identify new writing and production talent. It's the only one of its kind in the industry, he says. His other duties include acting as a liaison between creative services and both The WB and Tribune's other divisions, and encouraging stations to work together. "I try to take my lead from where the stations are," he says.

Ellis visits every "creative services director" at every Tribune television and radio station twice a year. He encourages communication between stations by hosting twice-yearly meetings and monthly conference calls. He also has set up a private computer network for the creative services directors, which is being expanded to allow the transfer of high-speed video.

"The job, when you boil it all out, is



"I loved the business of putting ideas together with images."

James Leonard Ellis

VP, creative services, Tribune Broadcasting, Chicago; b. March 3, 1947, Cincinnati; BA, University of Cincinnati, 1970; creative director, James A. Jacobs Advertising, Cincinnati, 1970-75; promotions manager, WKRC-TV Cincinnati, 1976-79; VP, promotion and advertising, Frank N. Magid Associates, Cincinnati, 1979-82; Tribune Broadcasting: director, creative services, 1982-86; current position since 1986; m. Sandy Knox, April 20, 1991; children: Joshua, 22, and Amanda, 14 (by previous marriage); Tyler, 2.

communication," he says.

Ellis's first love was communication by cartooning. He even tried to launch his own syndicated newspaper strip. However, no newspapers bought the strip, which he declines to describe. "Garry Trudeau I ain't," he says with a laugh. But "you learn a lot [from] the things that don't happen to you, too."

And "I've always been interested in advertising, since I was five years old," he says. When he was young he performed toothpaste commercials in front of a mirror.

With a college degree in graphics under his belt, all roads seemed to lead to advertising. "I loved the business of putting ideas together with images." And he found that "the writing was as much fun as the designing."

Ellis started at a small agency, where he got to do "a little bit of everything, and that was terrific.... I learned a great deal at the local level." He was hired away by the agency's biggest client to run promotions at WKRC-TV Cincinnati.

He then turned to research/communications company Frank N. Magid Associates, where he traveled to 40 TV stations in three years. Along the way he met James C. Dowdle, now Tribune's executive VP, media operations, who then was running a small TV station in Tampa, Fla. Dowdle eventually offered Ellis the job of working solely with Tribune stations, and "it has worked very well," Ellis says.

Ellis doesn't seem quite as comfortable when pressed to describe his background and influences. The eldest—and only—son in a family of four children, his father sold X-ray equipment and his mother was "a classic 1950s model," he says.

Asked where he learned his communication skills—which have led to four Emmy awards—he says, "I guess trying to get through to my mom; I don't know." His sisters likewise were drawn to communications careers. One also produces promos, one is a TV sales rep and the other teaches reading.

It's all in the family in the Ellis household as well. His wife, Sandy, is a broadcast marketing executive. The two met in Atlanta, where she was helping launch TNT and he was visiting Tribune Creative Services Group.

—EAR

BROADCAST TV

Appointments at WNYW(TV) New York: **Gail Yancosek**, executive producer, *Good Day New York*, adds VP to her responsibilities; **John Verrilli**, managing editor, named associate news director.

Karen Scott, assistant news director/executive producer, WPIX(TV) New York, named news director.

Appointments at KHTV(TV) Houston: **Jeff Clemons**, director, marketing and promotion, WGNO(TV) New Orleans,



Clemons



Schulze

joins as director, marketing and creative services; **Lyle Schulze**, program director, KPRC-TV Houston, joins as director, programing.

Appointments at WDLZ(TV) Miami: **Lee Rowand**, promotion manager, named creative services director; **Diana Swords**, research director, named program director.

Appointments at KING-TV Seattle: **Charlie Rosene**, producer/anchor/reporter, KZSU(FM) Stanford, Calif., joins as sports assistant newswriter; **Megan Hannem**, news director, Northland Cable News, Bainbridge Island, Wash., joins as newswriter; **Scott Render**, writer/producer, WDRB-TV Louisville, Ky., joins as associate producer, *Evening Magazine*; **Keven Strehle**, assistant chief photojournalist, KLAS-TV Las Vegas, joins as photographer/editor.

Dave Switzer, promotion/community affairs manager, WANE-TV Fort Wayne, Ind., joins WFTX(TV) Fort Myers, Fla., as creative services director.

Kathleen Quinn, program director, WGNO(TV) New Orleans, named director, programing and creative services.

Shelly Maxwell, executive producer, *Later Today* Television News Group, MGM Studios, joins WNAB(TV) Nashville in same capacity.

Appointments at KVEA(TV) Corona, Calif.: **Juanita Ramirez**, account execu-

tive, named national sales manager; **Germaine Valderrama**, local sales manager, KMEX-TV Los Angeles, joins in same capacity.

Michael Orkin, senior producer, special projects, WMC-TV Memphis, joins WPBT(TV) Miami as reporter/producer, community affairs productions.

PROGRAMING

Jean Rossi, senior VP, sales, Fox Broadcasting Co., Beverly Hills, Calif., named executive VP.

Peter von Gal, executive VP, worldwide sales, Hallmark Entertainment, New York, named executive VP/COO.

Beth Clark, controller, MTM Entertainment Inc., Virginia Beach, Va., named VP/controller.



Lieberman

Cynthia Lieberman, head, Lieberman Communications, joins New World/Genesis Distribution, Los Angeles, as VP, advertising/promotion/publicity, *Access Hollywood*.

Oliver Goldstick, producer, has

signed a multi-year comedy development deal with Universal Television, Universal City, Calif.

Michael Schlossman, head, The M. David Group, entertainment-based legal consultancy, joins Tapestry International, New York, as director, acquisitions.

David Imhoff, VP, licensing and merchandising, New Line Television, New York, named senior VP, worldwide licensing and merchandising.

Deborah McDermott, VP/GM, WKRN-TV Nashville, named executive VP, operations, Young Broadcasting Inc., New York.

RADIO

Ted Kelly, director, marketing, promotion and public relations, WCBF-FM New York, joins CBS Radio Networks, New York, as director, marketing and promotion.

Laurie Harbison, station manager, KQXY-FM Beaumont, Tex., named VP/GM, KQXY-FM and KQHN(AM) Nederland, Tex.

Tim Roberts, operations manager/afternoon drive host, KDRK-FM Spokane, Wash., joins KNEW(AM)/KSAN-FM San Francisco as program director; **Lynn Anderson**, VP, international development, Metro Networks, Los Angeles, joins KABL(AM)/KBGG(FM) and KNEW(AM)/KSAN-FM, all San Francisco, as national sales manager.



Johansen

Kathleen Johansen, director, marketing and promotions, Commodore Media Inc.'s Connecticut and New Jersey radio stations, named regional director for the group's 11 Northeast stations.

Markus Garvey, former account executive, KABC(AM) Los Angeles, joins ABC Radio Networks, Dallas, as director, market development, advertising sales.

Adrienne McWilliams, national sales manager, WQCD(FM) New York, named general sales manager.

Ron Kight, GM, WOCW(FM) Parris Island, S.C., joins WMTZ(FM)/WNTJ(AM) Johnstown, Pa., in same capacity.

CABLE

Jody Wittern, GM, National Cable Communications, Los Angeles, named VP, advertising sales, Western region.



DeLuca

Len DeLuca, VP, programing, CBS Sports, joins ESPN, New York, as senior VP, programing development.

Appointments at Lifetime Television, New York:

Patrick Guy, senior VP, business and

legal affairs, adds general counsel to his responsibilities; **Nancy Alpert**, VP, business and legal affairs, named senior VP, business and legal affairs, and deputy general counsel; **Evie Goldstein**, associate general counsel, St. Martin's Press, joins as director, business and legal affairs; **Linda Yellin**, VP/creative director, Foote, Cone & Belding, joins as VP, creative services; **Dory Swenson**,

director, movie and event promotion, Viewer's Choice, joins as director, marketing.

Appointments at A&E Television Networks. New York: **Rick Canonaco**, senior manager, Ernst & Young, joins as controller; **Risa Rosenthal**, manager, direct response advertising, named director; **David Bellingham**, director, network operations, named VP, network operations and engineering.

Robert Munnely Jr., assistant attorney general, Commonwealth of Massachusetts, joins The New England Cable Television Assoc., Braintree, Mass., as director, legal and regulatory affairs.

Appointments at USA Networks, New York: **Iris Burnett**, chief of staff, United States Information Agency, Washington, joins as senior VP, corporate communications and public affairs; **John Catalano**, account executive, named manager, new business development.

Rick North, divisional VP, national sales, Discovery Communications Inc., Bethesda, Md., joins Turner Broadcasting System, New York, as senior VP/GSM, superstation TBS.

Laurie Sykes, coordinating producer, *Live from the House of Blues*, New York, joins Home Box Office there as programming executive, original programming.

Erica Gruen, director, media services, Merkley Newman Harty, joins TV Food Network, New York, as president/CEO.

MULTIMEDIA



Mindich

Stacie Mindich, marketing services manager, BROADCASTING & CABLE, New York, named trade show manager, Cahners Publishing Entertainment Group (B&C owner), Hollywood. She

will be working for *Variety*, *Daily Variety*, BROADCASTING & CABLE, *Variety's On-Production*, *Compact Variety* and *Trade Show Weekly*.

Philip Clement, president/CEO, Rank Film Laboratories and Video Services, Los Angeles, named managing director, Film and Television division.

David Holden, senior audit manager, Deloitte & Touche, Denver, joins

Bronfin goes to Hearst New Media



Bronfin

As reported in BROADCASTING & CABLE last week, Kenneth Bronfin is leaving NBC this week to join Hearst New Media & Technology as deputy group head and vice president.

In his new role, he will be responsible for day-to-day operations and long-term projects. Among Hearst's multimedia activities, the company maintains a Web site for many of its periodicals and holds a stake in Netscape Communications.

Bronfin was general manager of NBC Data Network and vice president of NBC Cable and Business Development. During a 10-year career at NBC, he worked in engineering, overseeing the creation of the first network newsroom equipped with remote control cameras.

More recently, Bronfin, 36, supervised NBC's partnership in InterCast with Intel Corp., a PC TV venture expected to launch shortly. —RT

Ascent Entertainment Group Inc. there as controller.

John Giesecke Jr., director, corporate controllership, The Walt Disney Co., Burbank, Calif., named VP.

Tom Gleason, post-production supervisor, Hanna-Barbera, joins PorchLight Entertainment, Los Angeles, as VP, post-production.

Larry Will, master control supervisor, NJN-The New Jersey Channel, Trenton, named director, engineering.

Cathy Goodman, associate producer, The Ministry of Film (film and television production company), Los Angeles, named director, operations.

ADVERTISING/MARKETING



Perez

Felix Perez, general sales manager, Univision's WXTV(TV) Paterson, N.J., joins Katz Hispanic Media, New York as president.

William Heins, senior designer/director, on-air promotion, MTV,

New York, joins Lee Hunt Associates there as staff director.

Dabni Harvey, VP/associate creative director, Saatchi & Saatchi Advertising, New York, named senior VP/creative director.

Mark Ratner, VP, client services, Hawthorne Communications, Fairfield, Iowa, adds generating new business and management of the marketing and sales teams to his responsibilities.

SATELLITE/WIRELESS

Appointments at PanAmSat Corp., Greenwich, Conn.: **Bailey Vanneck**, sales associate, named manager, program distribution; **Elizabeth Ridley** joins as regional manager, Africa; **Michael Demko** named market support engineer; **David Sullivan** joins as manager, Internet programming; **Christina Scala**, account manager, BelCom, joins as regional manager, international business communications.

Appointments at American Sky Broadcasting, New York: **Richard Slenker Jr.**, VP, engineering and operations, Fox Television Stations, Washington, joins as senior VP/chief technical officer; **Paul Haggerty**, senior VP/deputy financial officer, News Corp., joins as CFO; **Robert Redella**, VP, programming and investments, Cox Communications Inc., joins as senior VP/chief programming officer.

Kathleen Nitting, West Coast director, public relations, fX Networks Inc., joins DIRECTV International Inc., Los Angeles, as manager, communications.

DEATHS

Betty Albertson, 69, executive assistant, Max Media, Virginia Beach, Va., died May 31. Albertson began her career at MGM in Los Angeles, moving in 1970 to Landmark Communications, where she spent the next 25 years. She is survived by three children and a grandchild.

—Compiled by Denise Smith
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It's official. **Senator Trent Lott** (R-Miss.) is the new **Senate Majority Leader**, replacing Bob Dole (R-Kan.). Lott's election last week by his Republican peers to the top Senate post is good news for broadcasters. Lott and National Association of Broadcasters President Eddie Fritts have been friends since their college days at the University of Mississippi.

The content ratings system now being developed by the television industry should provide information about violence, sex and language in TV programs without making a moral judgment about the shows, according to a new book released by a California-based public interest group. "Media Ratings: Design, Use and Consequences," by Joel Federman, was published by Mediascope, the same group that is heading the cable industry's two-year study on TV violence. (The cable industry still is trying to sever its ties with Mediascope after the group's initial report, which stated that a majority of

basic cable programming included violence.)

Two former employees of Paramount Domestic Television's Montel Williams have filed a sexual harassment lawsuit against the talk show host and Paramount. The suit, filed in New Jersey, accuses Williams of groping female employees, making lewd remarks and conducting staff meetings in his underwear. Williams strongly denied the allegations levied by two women who say they were fired after complaining about his conduct. "These claims are an obvious attempt to malign Mr. Williams's character for financial gain," said his attorney, Nina Shaw.

The country's fourth-largest cable MSO, **Comcast Corp., wants shareholder approval to maintain three classes of stock** in the event of a spin-off or issuance of a tracking stock. Comcast has three stock classes—Class A shares, with a single vote each; Class B shares, with 15 votes each, and Class K shares, with no votes. The company bylaws call for these three classes to be

combined in the event of a spinoff. There has been wide speculation that Comcast plans to spin off one of its business units, but a company spokesperson said the shareholder proposal is simply a "house-keeping issue." Comcast's annual meeting is this week.

Evergreen Media's rhythmic dance **WKTU(FM) New York** and Heftel Broadcasting's Hispanic **KLVE(FM) Los Angeles are expected to be the number-one stations** in their respective markets in Arbitron's upcoming spring 1996 report. According to sources in each market, both stations ranked first in their markets with listeners 12-plus in Arbitron's latest May listener tally.

Representative Cardiss Collins (D-Ill.) said there were "significant improvements" in the way Nielsen Media Research collects and reports television audience estimates of African American TV viewers. His statement follows the release of a report that summarized a two-year evaluation of the Nielsen

Television Ratings Service. Nielsen also has joined the NAB in forming a partnership to improve local TV audience measurement and to investigate new ways to gather information about individual viewing behavior. The partnership will conduct a test of a personal TV diary system during the 1996-97 season.

Falcon Holding Group LP plans to purchase Falcon Cable Systems for \$247.4 million in cash through an affiliate. Falcon Cable Systems, with 135,000 subscribers, is one of several cable groups managed by Falcon Cable TV, the Los Angeles-based MSO with 1.2 million subscribers. Falcon Holding Group is a group of private investors that own and/or manage Falcon cable systems. Under a provision in Falcon's partnership agreement, Falcon Cable Systems will be dissolved this year by Falcon's general partner, which could sell the group to one of its affiliates for cash any time after Dec. 31, 1991. Falcon Holding says it will finance the deal with a new \$750 million bank credit agreement. The

Merger of two Worlds?

New World Communications Group is considering adding King World Productions to its corporate orbit. Sources say acquisition talks have been going on for about one month.

Spokesmen for both companies declined comment, but insiders say the most likely scenario would be a stock-swap deal worth at least \$1.5 billion, based on King World's roughly \$40 stock price. At the close of trading Friday, King World stock was up 1/4, to 39 7/8, while New World stock was unchanged at 16.

Analysts say a New World-King World merger would be a logical move for the companies, both of which have held buyout talks with larger media players during the past year.

Turner Broadcasting System was in talks to buy King

World last year before striking its own merger agreement with Time Warner, but TBS's board ultimately rejected the \$1.8 billion price tag. New World was recently negotiating with Rupert Murdoch's News Corp., which owns 20% of New World, but talks broke down over a price gap of \$500 million.

By joining forces, analysts say, New World and King World would benefit from the economies of scale. Both are active in syndication, and New World's station group, comprising 10 major-market Fox affiliates, serves as a launch pad for new shows.

King World, moreover, is in danger of losing a vital source of income in 1998 if Oprah Winfrey does not renew her top-rated talk show when her current contract expires.

—CL



IRTS honor roll

The International Radio and Television Society annually salutes significant achievement in electronic communications. Honored at this year's award luncheon in New York were Jack Valenti, Motion Picture Association of America; Stanley S. Hubbard, Hubbard Broadcasting/United States Satellite Broadcasting; Bud Greenspan, sports filmmaker, and NBC's *ER*. Present at the festivities were (l-r): Valenti; presenter Peter Lund, CBS; presenter Tom Murphy, CapCities/ABC; Hubbard; presenter Mary Lou Retton, Olympic gold-medalist; Greenspan; Sherry Stringfield, *ER* cast member; John Wells, *ER* executive producer; presenter Bob Wright, NBC, and Steve Weiswasser, Americast and IRTS Foundation president.

deal requires regulatory approval.

Representative John Dingell (D-Mich.) was not satisfied with the FCC's explanation of its review of "pioneer's preference" applications for satellite-delivered digital audio radio service. "Particularly disturbing is the commission's apparent decision to employ peer review panels," Dingell said in a letter last week to FCC Chairman Reed Hundt. Dingell had written the FCC last month to ask about its plans to grant CD Radio a license as part of a pioneer's preference award. After the FCC wrote back, Dingell responded last week with more concerns. An FCC official said the commission plans to respond to the new letter.

A coalition of the Big Three broadcast net-

works has come to the defense of two journalists who were ordered by a federal judge last April to halt an investigation of a wealthy Pennsylvania couple. A Pennsylvania judge ruled that the syndicated *Inside Edition*'s Paul Lewis and Stephen Wilson had invaded Richard and Nancy Wolfson's privacy even though the journalists were standing in clear view on public property while they videotaped the couple over four days. The ruling did not affect the broadcast of the material, which already has aired. The two journalists face a second jury trial in October. ABC, CBS and NBC filed an appeal on behalf of the two journalists who have been barred from newsgathering activities concerning the Wolfsons, the subjects of an *Inside Edition* report on health

maintenance organizations. The Radio Television News Directors Association and the National Association of Broadcasters also joined the appeal.

New Orleans has dropped Howard Stern from morning drive, along with the rest of its controversial talk talent, after a format change from talk to contemporary hits. wezb intends to fulfill its contract with Stern, which leaves the station with an estimated \$500,000 bill.

Local marketing agreements would get reviewed by the FCC under a bill proposed by Representative Sam Farr (D-Calif.) last week. Under the proposal, the public would be given an opportunity to comment on LMAs. Farr represents Monterey, Calif., where Ackerly Communications recently acquired control of two of the market's four stations. Opponents to Ackerly say it enjoys too

much media ownership for such a small market.

Rupert Murdoch may owe a debt of gratitude to critics of his book deal with House Speaker Newt Gingrich (R-Ga.). According to the latest financial disclosure reports, Gingrich earned only \$1.2 million from his best-selling book that was published by Murdoch's HarperCollins Publishing. Gingrich refused a \$4.5 million advance after critics raised questions about influence peddling.

Three former executives of Apple Computer are launching a subscription-based online service called the WebTV Network next month. Steve Pearlman, Bruce Leak and Phil Goldman are co-founders of WebTV Networks Inc., which plans to introduce an online service providing quick access to reference information, as well as online shopping, financial services, education and entertainment.



Drawn for BROADCASTING & CABLE by Jack Schmidt

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Incorporating The Fifth Estate TELEVISION Broadcasting

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Over the top

It's all over but the shouting on children's TV. Jim Quello tipped the balance with finality last Friday when he decided to join the new commission majority in ending the impasse, even though it will involve a three-hour processing guideline. Commissioner Quello's First Amendment reservations would be expressed in a concurring statement, perhaps with an invitation for court intervention.

But the FCC's dean decided that enough was enough and it was time to go on to other things.

Thus President Clinton's upcoming children's summit becomes a celebration instead of a lecture. From the broadcaster's point of view that may be a good thing: the industry will not be forced to cave in publicly on the children's issue as it did on the V-chip.

(An uncomfortable irony. Part of the rationale for Chairman Reed Hundt's quantitative proposal was that if you did three hours the government wouldn't second-guess you on program content [beyond meeting the educational definition]. Now, as we see it, the President will call in the broadcasters to second-guess them on program content. Talk about the good cop and the bad cop.)

But Hundt's three hours are going down. End of the worldwise, it's probably not. But there's a slippery slope in there somewhere.

Win for the Web

If only the oldest member of the electronic press could claim the First Amendment posture of the youngest. But never mind. Any medium's freedom is eventually every

medium's freedom, and on that basis last week's Philadelphia appeals court decision on the Internet is everybody's good news.

The case involved the so-called Exon law (sponsored by Senator James Exon of Nebraska), which prohibited the knowing distribution to minors of indecent or "patently offensive" materials over the Internet.

The good news: The court held that "as the most participatory form of mass speech yet developed, the Internet deserves the broadest possible constitutional protections—akin to newspapers and magazines." "As opposed," it added in a bad-news afterthought, "to the more tightly regulated broadcast transmissions."

This week's story quotes one lawyer as saying that "as cable and [broadcast] television become interactive, this spells out [that] the First Amendment is secure in this new media."

Our own experience is that the First Amendment is never secure anywhere and that you have to keep trying to go three ahead because they're going to push you two back. Last week's decision was a three. It brought us back to where we were before Exon, and put us one step ahead.

Politically incorrect

We believe in the First Amendment. We believe lawful products should be lawfully advertised on the broadcast/cable media. We believe that Seagram and KRIS-TV Corpus Christi are out of their minds for breaching the present voluntary industry ban on hard-liquor advertising. They will win no friends and alienate the rest.

The day may well come to take on this cause. It is not yet.

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film

SATURDAY 6/29

- 9:00 - 10:30 Action: Directing Humans in Digital Hollywood
- 10:00 - 12:00 Bit By Byte: Building the Digital Studio
- 11:00 - 12:30 The Vision Thing: Filmmaking Independent Style
- 2:00 - 3:30 Cut to the Cash: Financing the Digital Editing System
- 4:00 - 5:30 Find Me a Location That Has Everything Anatomy of a Blockbuster

SUNDAY 6/30

- 9:00 - 10:30 When the Shooting Stops: Why Cinematographers Stay on the Job
- 11:00 - 12:30 The Budget Went Where? Maintaining Below the Line Costs
- 2:00 - 3:30 Is There a Soul in the Machine? Animation in the Technological World
- 4:00 - 5:30 Sound Economics: Mixing Cost Effectiveness with New Post Production Sound Technology

broadcasting

SATURDAY 6/29

- 9:00 - 10:30 The V-Chip - Promises and Perils
- 11:00 - 12:30 The Battle of the Networks: Fall Line-Up Preview
- 2:00 - 3:30 Producing for TV: Get with the Program
- 4:00 - 5:30 Ratings and Research: How is Success Measured? How is it Predicted?

SUNDAY 6/30

- 9:00 - 10:30 Digital Effects in Television
- 11:00 - 12:30 Digital Does Madison Avenue: Producing Commercials
- 2:00 - 3:30 HDTV- Pipe Dream or Reality?
- 4:00 - 5:30 ATV Summit: How Filmmakers See the Future of Television

**on the
air**

interactive multimedia/online

SATURDAY 6/29

- 9:00 - 10:30 Interactive Games
- 10:00 - 12:00 Interactive Resources for the Entertainment Industry
- 11:00 - 12:30 Designing an Entertainment WWW Site
- 2:00 - 3:30 Eight Million Stories in the Naked CD: Writing for Interactive
- 4:00 - 5:30 Multimedia Content Licensing & Acquisition

SUNDAY 6/30

- 9:00 - 10:30 •New Media Triple Header 1: Creation of Interactive Multimedia Projects
- 11:00 - 12:30 Virtual Reality: The Merging of Entertainment and Real Estate
- New Media Triple Header 2: Production of Interactive Multimedia Projects
- 2:00 - 3:30 Entertainment Marketing Online: Digital Billboards on the Infopike
- New Media Triple Header 3: Distribution of Interactive Multimedia Projects
- 4:00 - 5:30 Launching DVD: The Technology is Ready—What About the Consumer?

showbiz university

SATURDAY 6/29

- 9:00 - 10:45 99 Minute Film School: Part 1/ Film Production
- 9:00 - 11:00 Writers Boot Camp: Part 1
- 11:00 - 12:30 Careers in Entertainment: Executive Search
- 11:00 - 12:45 99 Minute Film School: Part 2/Film Biz
- 2:00 - 3:30 The Art of the Pitch
- 2:00 - 4:45 Writers Boot Camp: Part 2
- 4:00 - 5:30 Freeway Filmmaking

SUNDAY 6/30

- 9:00 - 10:30 ••The Pre-Production Team
- 9:00 - 10:45 99 Minute Film School: Part 1/ Film Production
- 11:00 - 12:30 ••The Production Team
- 11:00 - 12:45 99 Minute Film School: Part 2/Film Biz
- 2:00 - 3:30 ••The Post Production Team
- Creating a Character through Costume Design
- 4:00 - 5:30 ••The Marketing and Distribution Team

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